

# RADIO

A N N U A L

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in RADIO'S #1 SHOW

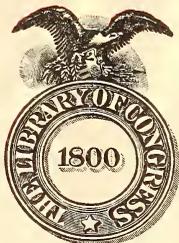
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More than a band, here's a star-studded half hour of musical showmanship at its sensational best. Now offered for local and regional sponsorship.

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Guy, Carmen, Lebert Lombardo and their 16-piece orchestra.

## DAVID ROSS, NARRATOR

Poet-laureate of the air, he weaves a tapestry of beauty in story and song.

## THE TWIN PIANOS



The magic fingers of Fred Kreitzer and Paul Rickenback at twin keyboards.

## LOMBARDO VOCAL TRIO



Three grand voices blend delightfully in rich harmony.

## THE LOMBARDO MEDLEY



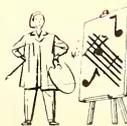
Three songs, without titles. A musical quiz that listeners enjoy.

## THE LOMBARDO VOCALISTS



Don Rodney and Kenny Gardner sing the favorite music of the nation.

## THE FAMOUS LOMBARDO PICTURE STORY



Narrated by David Ross. A musical masterpiece with that famous Lombardo touch.

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*Music  
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FAMILY HOUR"**

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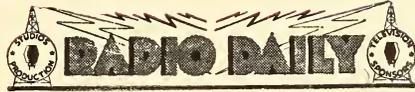
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Yearbook of radio  
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PRESENTS

# THE 1948 RADIO ANNUAL

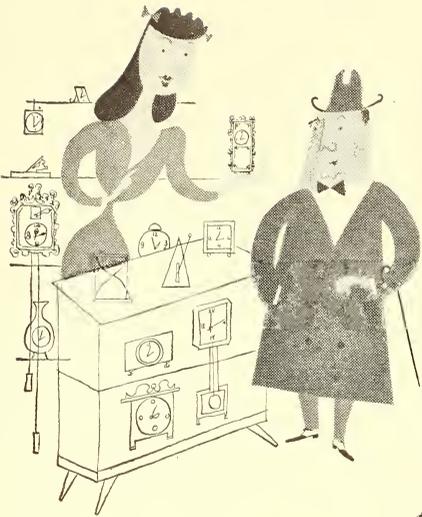
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*JACK ALICOATE*

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Y4  
1948  
M/R/P



# America's No. 1

... STATION LIST

... MARKET LIST

TIME BUYERS IN THE "KNOW"... buyers of precious minutes for the nation's most successful advertisers... have long recognized the NBC Spot list as *basic* for any major market campaign.

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National Spot radio pays off. Wisely bought, it's advertising at a high level of economy and effectiveness. Individually or in any combination, NBC Spot stations are indisputably the No. 1 choice for 1948.

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**KNBC**  
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**WGY**  
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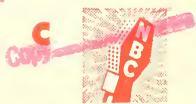
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PITTSBURGH, PENNA.

**WOWO**  
FORT WAYNE, INDIANA

Also representing KZRH,  
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THE  
CONQUEST  
SERIAL RECORD  
JUN 2 - 1948

**N B C S P O T S A L E S**



30 Rockefeller Plaza, New York, N. Y. • Chicago • Cleveland  
Boston • Hollywood • San Francisco • Denver

CIA A 81495

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# PREVIEW OF 1948

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**R**ADIO is again on the march. No force in the world can match its dramatic progress during the past twelve months. January 1st saw the authorization of some two thousand AM stations. Half that many authorized FM outlets. This may be overdoing it. Time will tell. Television has moved into the picture and is destined to change the entertainment complexion of the face of the Universe. A mighty revolution is in progress over the air waves. From this the great listening audience is bound to profit. What about the Broadcaster? The strong, the progressive, the alert, will survive. The timid, the reactionary, as usual, will probably find rough going.

\* \* \*

**C**ONSTRUCTIVE highlights of the past year include a larger and more powerful National Association of Broadcasters under the dynamic leadership of Judge Justin Miller, a reasoning and more cooperative spirit between labor and management, a satisfactory volume of sponsor revenue and a steady climb in the number of sets in use. It is not unlikely that seventy million radio sets blanket the Nation as this is being written. With the addition of hundreds of new independent stations the Transcription industry has definitely come into its own. It is now an important team in the Radio Major League.

\* \* \*

**T**HE twelve hundred pages that follow represent not only the year round effort of a staff of Radio Annual editors but the intimate and enthusiastic cooperation of key men and executives from every facet of Radio and Television. Radio Annual is constantly in preparation. As the ink dries on this volume the 1949 edition will be in work. If, during the year new data, statistics or information becomes available it is yours by calling Information Department of Radio Daily. We are as close as your telephone. And now, with enthusiastic appreciation the editor respectfully dedicates this Volume to all, from far and wide, who have helped **JACK ALICOATE** in its preparation. **Editor.**

**FOR THE BEST IN NEWS . . .**

**FOR THE GREATEST IN PRESTIGE . . .**

**AAP**

**FOR:**

**AM-FM-TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

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WNEW—New York

3½ Hours Daily  
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"CHESTERFIELD SUPPER CLUB"

N. B. C.

Starting 4th Year

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"THE MARTIN BLOCK SHOW"

Mutual Broadcasting System  
1 Hour Daily

MARTIN BLOCK'S  
Musical Merry-Go-Round Series  
for  
METRO-GOLDWYN-MAYER

MARTIN BLOCK MUSIC CORP.  
Hollywood, Calif.  
MURRY LAZAR, Prof. Mgr.

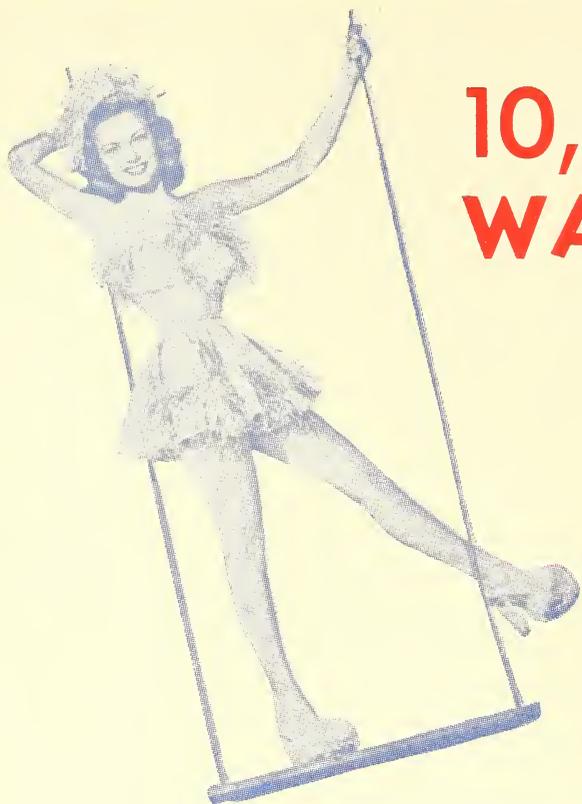
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Encino, Calif.  
AL BROWDY, Chief Eng.

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WATTS**

*The Swing is to WHB in Kansas City*

WHB is swinging high because . . .

Throughout every period of its broadcast time, WHB is the area's highest Hooperated station.

In the vast and incredibly rich Kansas City Marketland, WHB, reaches effectively the greatest number of listeners per advertising dollar, has the lowest cost per thousand listener rate.

WHB will soon be offering greater power, a better frequency and full-time operation!

See your John Blair man today, and join the Swing to WHB in Kansas City!

**10,000 WATTS IN KANSAS CITY**

**WHB**

DON DAVIS  
PRESIDENT

JOHN T. SCHILLING  
GENERAL MANAGER

Represented by  
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MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

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You can judge a radio station by the

*Clients it Keeps!*

The KROGER GROCERY & BAKING COMPANY has been a consistent WHAS advertiser since 1935.



Month in, month out since 1933 WHAS spots have been used to sell BEECH-NUT CHEWING GUM.



WHAS has been telling Kentuckiana listeners about BALLARD'S OBELISK FLOUR since 1930.



WHY judge a radio station by the clients it keeps? The answer is simple. Radio advertisers keep coming back, year after year, to the same station to sell the same market because *they get results!* A growing list of consistent advertisers testifies to the *practical selling power* of WHAS

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*The only radio station reaching and selling all the rich Kentuckiana Market*

REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY, Inc.

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**super salesmen**



**Jay Latimer**



**Don Goddard**



**Mel Allen**

# AROUND THE CLOCK



**Jack Lacy**

**on WINS**



**Johnny Clarke**



**Jack Eigen**

Now not one but six ace personalities are taking an active part in WINS 24 hour programming, thus resulting in a winning combination all day (and night) long.

Forming these blocs of shows that mean better than ever listening are (in order of air appearance): Johnny Clarke, the wake up man who gets listeners off to work on time; Jack Lacy, the lady's man who brightens up daily chores with his recorded musical sessions; Don Goddard, the news man who twice a day—at noon and early evening—reports latest world developments; Jay Latimer, the special events man who gives New Yorkers an inside glimpse of daily events in their town; Mel Allen, the popular sportscaster who emcees a three hour

record program, the "Mel Allen Show", every afternoon; and last, but not least, Jack Eigen, the Broadway-Hollywood reporter who takes the all-night stand as he invites listeners and celebrities to "Meet Me At The Copa."

This around-the-clock spotting of live talent plus WINS stronger, clearer signal over New York proves that more than ever before WINS means business! Regardless of what time of day best suits your needs, WINS now offers you top performance morning, noon and night. But these personalities can speak for themselves. Put one—or a combination of them—to work for you and let them show you results of their salesmanship. See why more and more advertisers are finding that 1010 on the dial is the buy.

CROSLY BROADCASTING CORPORATION



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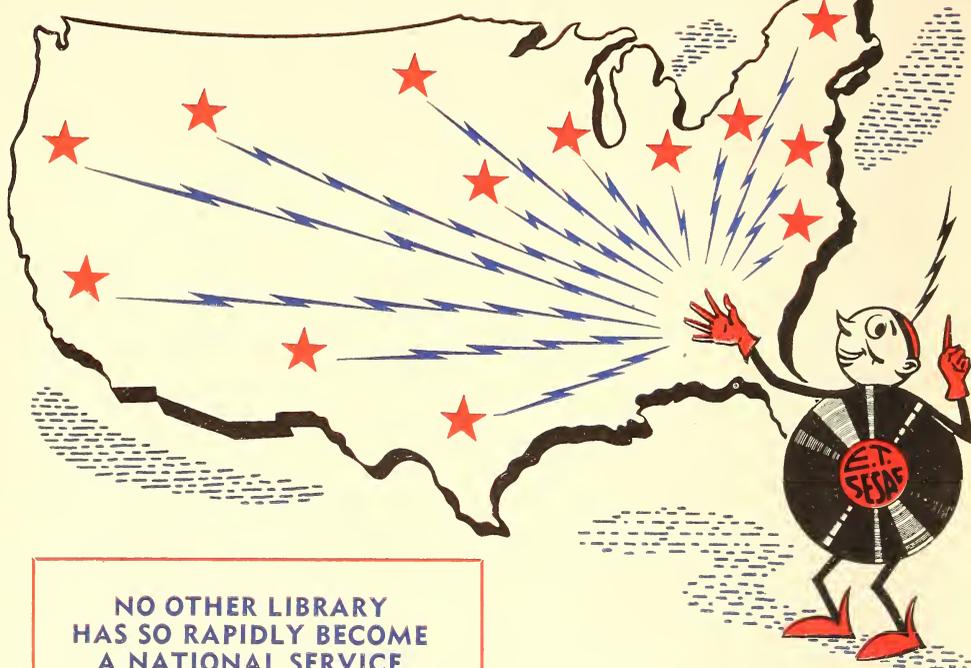
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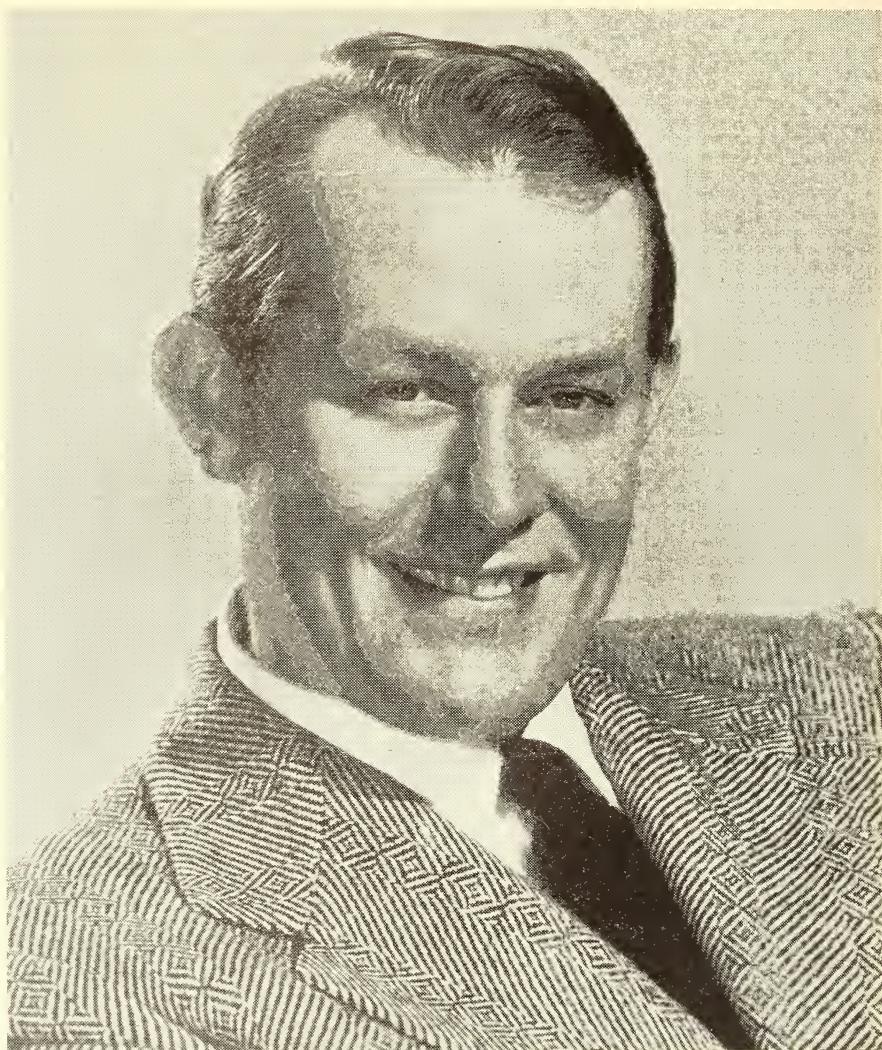
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*We also have an interesting plan through which your station receives a revenue from us for each subscription sold in your area by our representatives.*

#### • SELF ILLUMINATED CLOCKS •

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*IF YOU WISH FURTHER INFORMATION, WRITE, WIRE OR PHONE COLLECT,  
or if you wish, we will have one of our representatives call on you personally.*

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354 FOURTH AVE. NEW YORK 10, N. Y. MUrray Hill 9-5347

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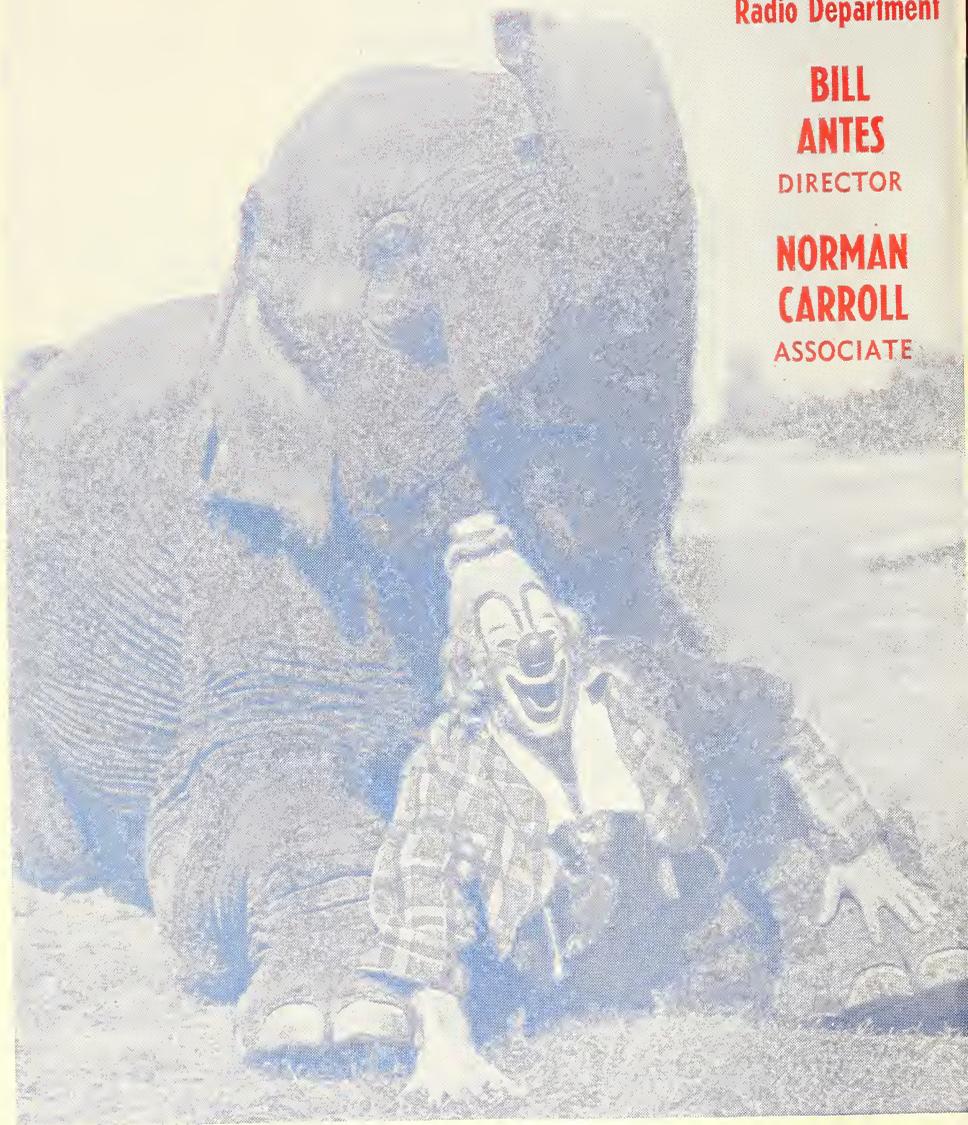
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**BILL  
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DIRECTOR

**NORMAN  
CARROLL**

ASSOCIATE



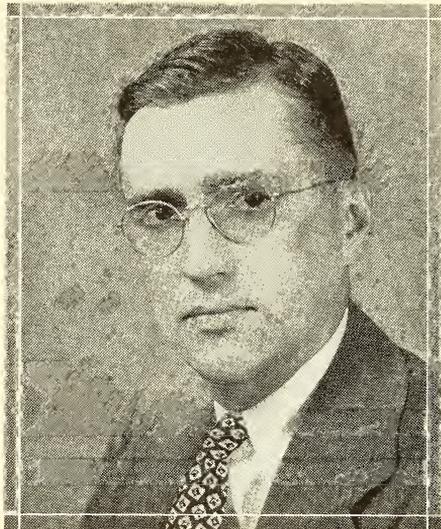
**THE GREATEST SHOW ON EARTH**

# 1948—YEAR OF GREAT PROMISE

## EXPANSION FORECAST FOR ALL SERVICES

By **WAYNE COY**  
*Chairman*

*Federal Communications Commission*



**I**F the volume of work handled by the Federal Communications Commission in 1947 is any yardstick, the new year will see radio continue its unprecedented expansion on all fronts.

As far as broadcasting is concerned, frequency modulation is setting an unabated pace. More than a thousand FM stations are now licensed or authorized. Of this number, nearly 400 are on the air and are being added to almost daily. The coming year should bring this high-fidelity and static-free service to more than 500 metropolitan and adjacent rural areas throughout the Nation.

Standard (AM) stations have topped 1,500, with nearly 500 others under construction. It is significant that most of the new stations are in small communities, many without previous local broadcast service.

Television licenses and authorizations are nearing their first 100 goal. The more than 70 television stations which have already been given the green light propose to serve over 50 cities in some 30 states. An uncertainty in that industry was removed last March when the Commission decided that color television requires further experimentation before being given commercial status.

Facsimile broadcasting is destined for commercial operation as soon as the industry resolves some difference of opinion on technical problems. This will permit the drafting of engineering standards and rules and regulations to cover regular service.

The advantages of FM transmission have given an impetus to non-commercial educational broadcasting. Two score of these stations are built or under way.

Thirty-seven international broadcast stations continue to beam their programs overseas under State Department auspices.

To facilitate these broadcast services, approximately 700 miscellaneous radio stations are in operation. These include experimental, remote pick-up and studio-transmitter links.

The broadcast industry is so busy with its own affairs that it may fail to appreciate the equally important advances being made by radio in other fields. Yet these developments are an important part of this era of communication progress. Many affect broadcasting either directly or indirectly.

It may surprise some to realize that about 115,000 non-broadcast stations are now authorized, not including many thousands of mobile transmitters. Amateur stations have increased to 75,000. Some 40,000 other stations are devoted to the protection of life and property—such as aeronautical, marine, police, fire, forestry, railroad, utility, etc. These, too, are undergoing phenomenal expansion.

On the basis of the record of the year just closed, 1948 holds great promise for the radio industry—in all its ramifications.

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*For Complete FCC Personnel Please Turn to Page 231*

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**GUY LOMBARDO**

# YEAR OF GREAT EXPECTATIONS

## PROGRESS OF CODE HIGHLIGHTS REPORT

By JUSTIN MILLER,  
President

*National Association of Broadcasters*



NINETEEN forty-eight is a year of great expectations for broadcasting, because the pattern of past years is encouraging.

Looking back over the year just ending, the NAB finds, among others, one outstanding sign of progress. During 1947, the long awaited Standards of Practice for American broadcasters began to take shape and to move toward a final reality. Not yet completed, because a document so important and so varied in content needs intensive study and careful drafting, nevertheless, the process of preparation and adoption of Standards is well on its way.

The proposed Standards of Practice have been debated, reviewed, and again referred for further study and revision. They will be revised again when the NAB Board of Directors meets in February. They will be returned once again to the membership for approval or suggestions, in order, thus, to pursue the most democratic procedure possible.

Considering the many years it has taken other professions to produce such Standards, progress to date is heartening. It is a symbol of a growing sense of responsibility on the part of the broadcasting industry.

In a closely related field, a possibly historic test may arise at the beginning of 1948, when the Federal Communications Commission comes to review the "Mayflower" decision. Some broadcasters, like some newspaper and magazine publishers, may not want actively to exercise the right to editorialize. But, like all Americans who value their Constitutional freedoms of speech and press, as safeguards of other basic liberties, broadcasters cannot passively accept so flagrant an abridgment of their rights.

In other fields, much remains to be done in 1948. New radio legislation will probably come before the Congress. Much of the expected progress in legislative fields went unachieved in 1947. Our decision, early in the year, to stand upon the firm ground of the Constitution's First Amendment when encroachment threatened in Congressional hearings represented real progress. The unity we achieved then will be carried over intact into 1948.

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# EVERY SUNDAY ON NBC

*with*

MARY LIVINGSTONE  
PHIL HARRIS  
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and DON WILSON

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**JACK BENNY**

# THE CODE TOPS 1948 AGENDA

By FRANK BURKE, Editor, RADIO DAILY

THE Code — more formally referred to as the proposed Standards of Practice — was No. 1 on the industry's agenda as 1948 loomed on the horizon.

Presented by NAB's special committee on Standards and Practice, adopted by the organization's board in convention last September at Atlantic City, the Code ran into rough going when a committee of independent broadcasters challenged the right to its adoption without consultation with their group.

Committees were appointed, including leaders among the independents, to meet with NAB officials in Washington. Meetings were held and grievances were given a thorough airing. After due deliberations it was recommended that the Code be turned over to the NAB board for further refinements at the February meeting and then submitted to the membership for final adoption at the May, 1948, convention of NAB at Los Angeles.



Burke

The section of the Code which has been the center of most criticism is that which covers "Time Limitations on Commercials." Specifically this section said: "The maximum commercial time, including station breaks, allowable in any 15 minutes of broadcast time, regardless of type of program, or sponsorship, or how such 15-minute segment is divided into program units or announcements, should not exceed three minutes."

This section was the verbal bombshell that set off the criticism of independent stations whose life blood is participation programs, disc jockeys, musical clocks and shopping guides. These programs, according to later revisions of the Code on "time limitations," were allowed additional time for commercial participation of sponsors.

On the business side 1948 shapes up as a challenging year for those who guide

the destiny of both network and independent station operations. With nearly 2,000 AM stations on the air or authorized and prospects of 1,000 FM stations being in operation by the end of 1948, the broadcasting industry presents a highly competitive picture with emphasis on local sales.

It has been estimated that broadcast advertising in 1947 totalled \$356,690,000, a new high in radio time sales. This is an increase of 7.9 per cent over 1946, and prospects are that the gross will go still higher by the end of 1948.

In governmental circles the most important development of 1947 was the resignation of Charles R. Denny, chairman of the FCC to become vice-president and general counsel of NBC. Denny's decision was made during the NAB convention in Atlantic City and took effect in December when President Truman sent the name of Wayne Coy, general manager of WINX, Washington, to the Senate as successor to Chairman Denny. Coy was confirmed, without opposition in January, and became chairman of the commission.

Television and FM holds great promise for expansion as 1948 gets underway. Already 19 television stations are operating in the United States and a well-established network carries programs to five cities on the East coast. By the end of the year 50 television stations may be in operation and the expansion of coaxial cables and relays may bring so-called network television to the middle west and possibly the west coast.

The growth of FM has been sparked by the activities of the Frequency Modulation Association which fostered negotiations with Petrillo for duplication of AM network programs on FM and the fixing of scales for FM station operators. With approximately 400 FM stations now on the air, FMA officials are predicting that the total station operations will reach the 1,000 mark before year's end.

1948 will probably go down in record as the most progressive year of the industry. The AM, FM, television and facsimile expansion, ready markets for all types of receivers, and increasing advertising budgets are signs that point to a big year.

---

**THANKS A MILLION . . .** for the ten million Christmas Gifts you have helped make possible for the hospitalized War Veterans in the past four years. We look forward to your continued support in the campaign which has won the heartfelt thanks of the nation.



## **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**

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# TEN OUTSTANDING RADIO NEWS EVENTS OF 1947

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*Following radio news events of the past year is the consensus of opinion by network and station news directors as polled by RADIO ANNUAL:*

1. The Cold War: President Truman's Doctrine for Aid To Europe and Secretary Marshall's Plan.
2. Texas City Disaster.
3. British Royal Wedding.
4. Broadcasts of Congress' activities regarding Taft-Hartley Law.
5. War Investigation Hearings (Hughes, Meyers probe).
6. Congressional Investigation of Communists in Hollywood.
7. UN Partition of Palestine.
8. Florida Hurricanes and Mississippi-Missouri Floods
9. Communist Uprisings in France, Italy.
10. Foreign Ministers confabs in Moscow, London. First direct uncensored news broadcasts from Soviet Capital by NBC.

## ***Outstanding Broadcasts***

- "Fear Begins at Forty" on CBS.
- ABC's "School Teacher, 1947."
- NBC's Series on United Nations.
- "The Joyful Hour" on Mutual.
- Network Pickups of British Royal Wedding.



**MILTON BERLE**

NEW YORK OFFICE—1650 BROADWAY

# THE TELE RECEIVER MARKET

By JIM OWENS, Associate Editor, TELEVISION DAILY

PERHAPS the most inspiring of the many historic developments noted in television's second year of commercial operation was the growth of the receiver market — the veritable nucleus of the greatest communications medium known to man. Unlike many other major industries, which reached maturity in segments and with some degree of independence, television was no better than the size of its audience, since here was the source of its life blood—the buying public.



Owens

It was an auspicious beginning. Although the wheels of production had begun their long grind haltingly in the beginning of 1947, the output at the year's end was the result of a well-oiled instrument of industry. It held such promise as to provide the basis for greater expectation during this year by the nation's broadcasters—the men whose business depended completely upon the distribution of television receivers. At least a half-million new sets are predicted to reach the retailers' showrooms in 1948, and indications are that the charmed circle—1,000,000 sets in use—will be a happy reality before another winter has passed.

David Sarnoff, president of RCA, made a statement at the year-end which reflects the attitude of top industry management toward the further development of television. "By the end of 1948 television, in consumer prices, will approach a \$500,000,000 a year industry," he said. And to emphasize its present and future importance to the American public, the RCA official added: "For the first two years of commercial television, the public will spend four times as much for television sets as they did for radio receivers in 1921 and 1922, the beginning of radio broadcasting."

According to a consensus of authoritative opinion drawn from top levels in the industry, production of receivers during

1947 exceeded that of the previous year by 20-fold. Approximately 200,000 sets came off the production lines—a tremendously encouraging margin over the anemic output of the year before when only 10,000 models were placed in the hands of the public.

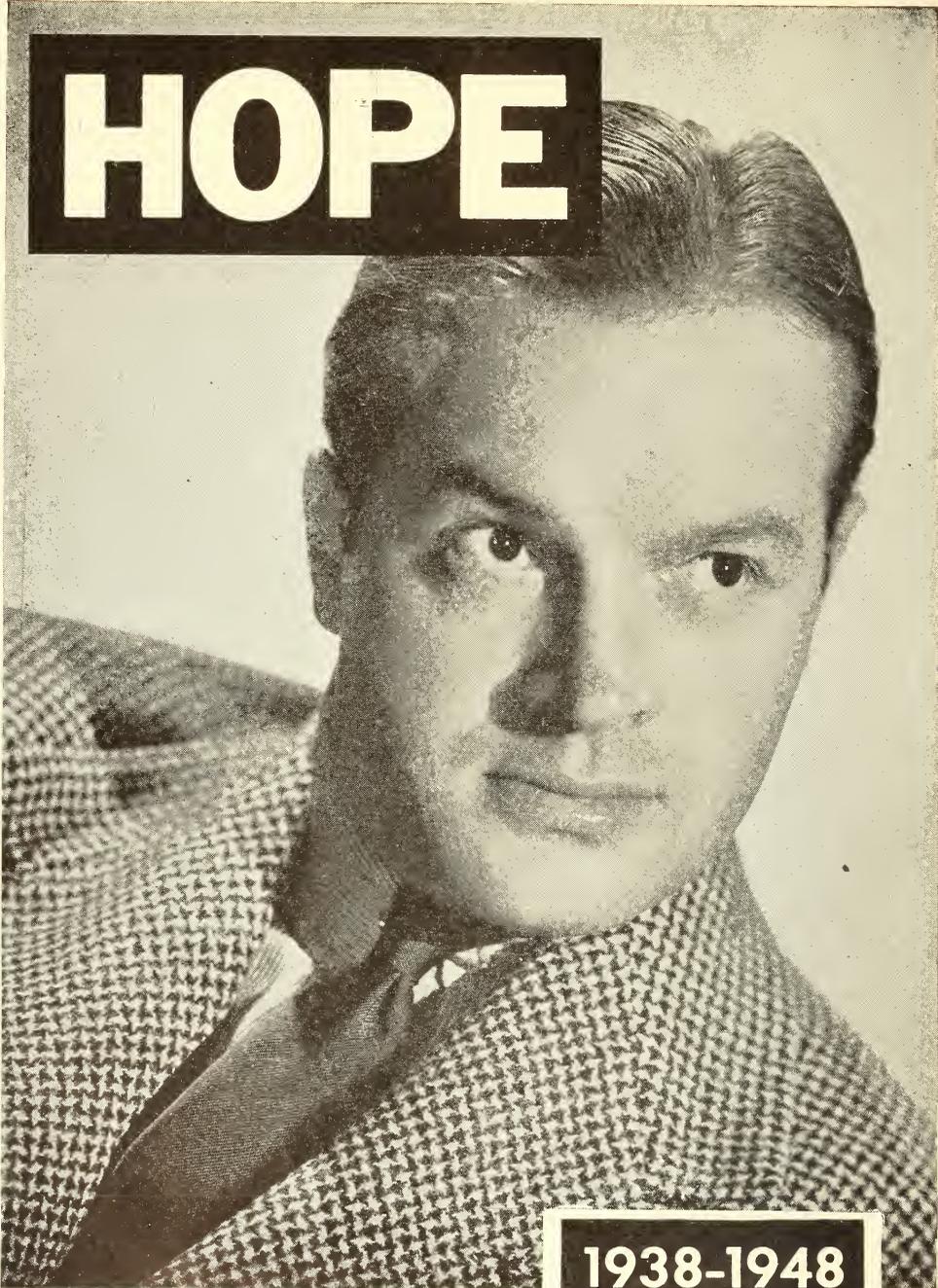
The production side of the picture was one which shattered precedent after precedent, and indeed assumed mushroom proportions at the year's end. According to the Radio Manufacturers Association, average monthly production throughout the year was 15,000 sets, and this trend continued its accelerated ascent through December when a total of 28,000 receivers were crated for delivery—an increase of 97 per cent! Perhaps the most significant phase of this surge was the fact that production of table model television receivers totaled nearly 120,000—twice that of straight video consoles and TV console combinations, indicating that manufacturing techniques had at last been geared to satisfy the demand for low-priced sets—America's mass market and the backbone of the future television audience.

Although its development was often referred to in terms of the nation-wide audience and its coast-to-coast network possibilities, television in 1947 continued to be a strictly local industry—with the exception of the New York-Philadelphia-Washington-Schenectady area. In the latter region it had reached major proportions during this period since "network" service had become almost a daily feature through working arrangements between stations in each of the three cities.

New York, universally considered the center of television, had somewhere between 50 to 75,000 sets in operation by the end of the year. Philadelphia and Washington were far behind numerically but not proportionately, and Chicago, with only one station on the air, achieved highly promising gains during the 12-month period.

In the light of this sweeping expansion, which render statistics obsolete as quickly as they are charted, it would appear that even the most optimistic predictions of television's importance in our way of life, in both the physical and economic sense, will be considered conservative when the industry reaches its full potential.

# HOPE



1938-1948

**PEPSODENT PROGRAM  
PARAMOUNT PICTURES**

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# The Outstanding Events —In Television—1947—

TELEVISION covered an opening session of Congress for the first time in history,—the 79th Congress. Pickup also included the first telecast of a Presidential "State of the Union" Address.

Federal Communications Commission rejected a proposal of color television standards (by CBS.) Decision keynoted first all-out development of monochrome tele, including station building, set manufacture, etc.

AT&T opened a radio relay circuit between New York and Boston, thereby extending the Eastern tele network 450 miles northward. WBKB set up first mid-west network linking Chicago with South Bend, Ind.

RCA demonstrated its system of large-screen color television. Paramount Pictures unveiled its system of theater television, involving rapid processing and reproduction of films taken from a video tube.

Motion picture industry evidenced first combined interest in theater tele,—and its potential box office threat. Plans were laid to begin study of tele, including reservation of video channels for theater tele.

First nation-wide tour of television was made by RCA and Allied Stores Corp. department store association, via jeep units in 22 major cities.

New York was first city to have all TV channels (7) allocated by FCC.

Industry opposition eliminated two serious threats to development: proposed amusement tax on tele in public places, and proposed ban on erection of antennas on rooftops by landlords in New York area.

Television covered the World Series for the first time in history. Estimated 3,000,000 persons saw the classic on the Eastern web.

Philadelphia was chosen by Republicans and Democrats as '48 convention site, largely because of tele coverage available.

Newsreel organizations officially entered television via servicing of member stations with special films for video.

BBC announced plans for establishment of a network in the United Kingdom. Web would service six provinces and 70 per cent of the population.

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*For Year Book of Television Please Turn to Page 1041*

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# AL JOLSON

# THE FUTURE OF TELEVISION

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

**I**N speaking of television for the past twenty-five years or so, we have been accustomed to say that "television is around the corner." I should like to bury that phrase. Television is no longer around the corner. It is beyond the doorstep; it has pushed its way through the door into the home!



*Sarnoff*

The Federal Communications Commission has authorized to date a total of 69 television stations, and 16 applications are pending. This means that 85 television stations already have decided to lead the way. I believe that many more will follow. As of November 15, there were 13 stations on the air with regular television programs. In 1948, the list of stations will increase as transmitting equipment becomes available.

My estimate is that by the end of 1948 there will be approximately 50 television stations on the air in this country with regular programs. There may be more.

All kinds of figures have been mentioned about television receivers, and here is my estimate. By the end of 1948, I foresee a total of 750,000 receivers in use. This means that for 1948 our estimates are approximately 600,000 above the number that were installed at the end of last year.

Surveys have been made of the number of people within range of present television programs. Approximately 40,000,000 people lived within the areas covered by television broadcasts at the end of 1947.

Surveys indicate that seven viewers constitute the average audience at each television receiver. Therefore, if you multiply 750,000 by seven you will see that by the end of 1948 there will be a large audience for television—somewhere near 5,000,000.

The broadcaster must build his own television circulation as does a new magazine or newspaper. That is the broadcaster's job. He cannot toss that responsibility to the television set manufacturer, any more than the magazine or newspaper

publisher can transfer his problem to the printer.

A newspaper or magazine spends a substantial part of its initial investment in building circulation; the job of the broadcasting stations, likewise, must be to build circulation in television.

Television programming can be started by local stations in a small way with a minimum of facilities and expanded as receiving sets and commercial sponsors increase. In the meantime, until nationwide networks are available, films of live shows and newsreels can be flown to stations throughout the country to add to their program variety.

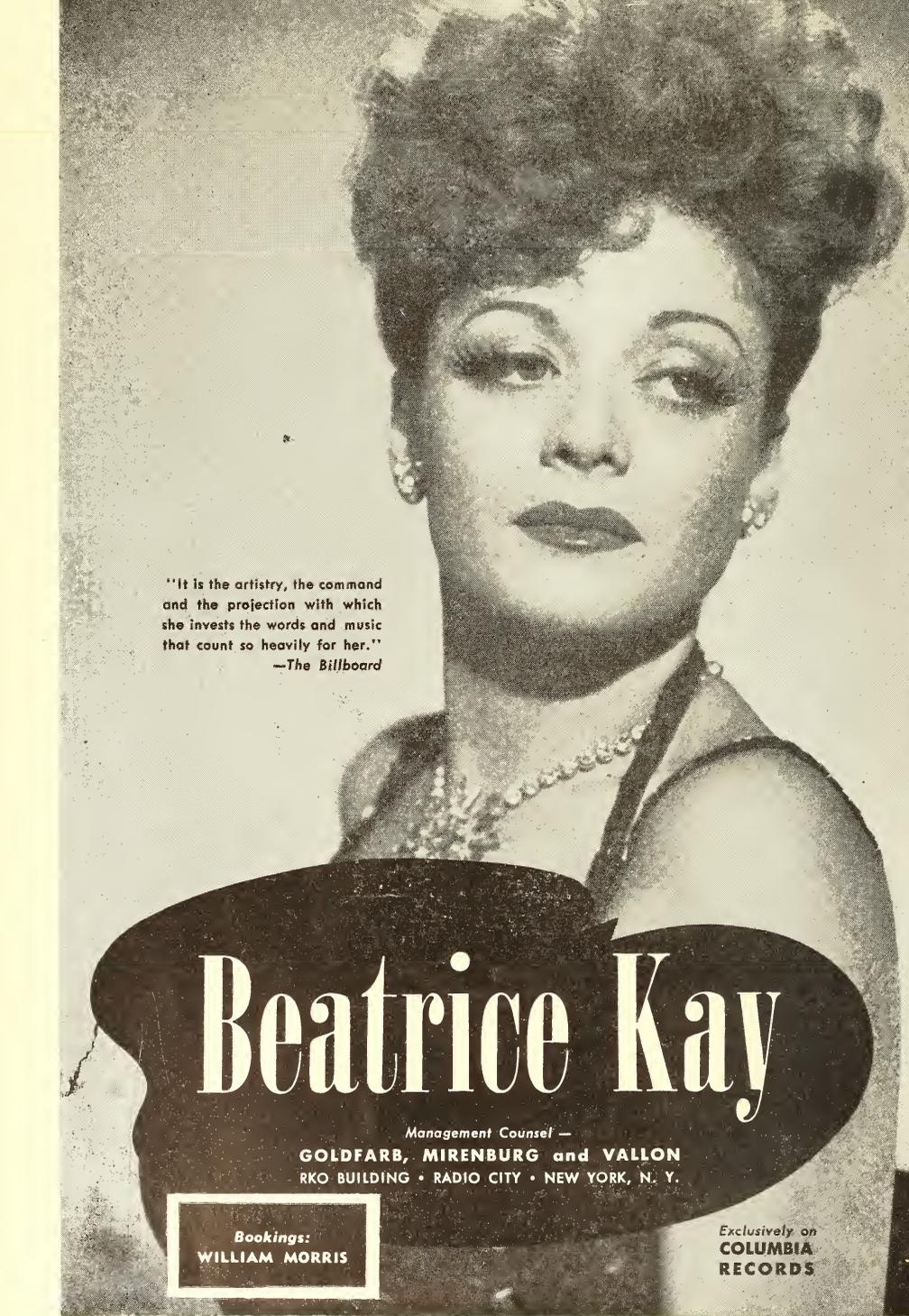
Like the many independent local broadcasting stations which are successful and profitable, television stations also can thrive upon local talent and community service. There is no end to local program possibilities, for the small town is a natural television stage. People like to see their friends and neighbors on the screen. I can foresee many uses for television in religious and educational activities. Television can be a great aid to good government in city, town and country by making citizens better acquainted with their local leaders and their work.

Local merchants will find television an effective means of advertising. Dramatic groups, county fairs and community sports events will enlarge their audiences. Often a local baseball or football game or a prizefight is as interesting to a community as a professional sports event in a distant city. Civic and fraternal organizations and women's clubs also are sources of programs for local television stations.

Imagine the interest that would be shown in a local community if, for example, one or more department stores were the scene of a shopping hour in the morning or afternoon. The television camera would show the merchandise and the shopper at home could see what each store had to offer before she left home for her marketing. This should be an interesting experiment in advertising.

Automatic relay stations, either alone or in combination with the coaxial cable, show great promise for speeding extension of television program service throughout the nation. Radio relay stations are now

*(Please See Page 59)*



"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**

# AWB EXPANDS ACTIVITIES

By RUTH CRANE, *President, Association of Women Broadcasters*

HAPPY over progress made and prominence achieved in five short years of existence, the Association of Women Broadcasters of the National Association of Broadcasters looks forward to greater achievements in 1948.

The Association of Women Broadcasters was formed in 1942, its Active Membership comprised of women on the staff of, or broadcasting over radio stations that belong to the National Association of Broadcasters. Associate Members are women engaged in executive phases of radio work outside of NAB radio stations.



*Crane*

Objects of the Association are to promote the interests of women broadcasters and executives and to increase their opportunities for service.

National officers elected by AWB in the spring of 1947 were Frances Farmer Wilder, CBS, President; Ruth Crane, WMAL, First Vice-President; Eleanor Hanson, WHK, Third Vice-President; Ann Holden, KGO, Fourth Vice-President; Nell Daugherty, WSTC, Secretary, and Norma Richards, WSPD, Treasurer. Dorothy Lewis, Coordinator of Listener Activity of the National Association of Broadcasters, is permanent Second Vice-President of AWB. In September 1947, Frances Farmer Wilder left the radio business and resigned from AWB, and the First Vice-President was designated to succeed her as President at the AWB Jan. 1948 Convention in Washington.

Following the NAB pattern of division into seventeen districts, the AWB has held a number of regional meetings and program clinics throughout the year. Among these were District Number Two, which met at Albany, District Number 13, which met at San Antonio, District 10 convened at Kansas City, District 9 at Chicago, District 1 at Hartford, Conn. and District 16 at Los Angeles. At the San Antonio meeting Governor Jester of Texas

proclaimed Saturday, November 15th, Women Broadcasters' Day in Texas. These local meetings provide inspiration and help through an exchange of ideas for the improvement of program service, through helping the AWB member to a broader knowledge of radio's purposes and problems, and through the recognition accorded AWB by national, civic, and private agencies. The AWB members of Washington inaugurated the first of a series of Radio Institutes for Club Presidents and radio chairmen, a pattern to be used throughout the country.

Again in 1947, the Association of Women Broadcasters conducted a nationwide letter contest during National Radio Week, with outstanding response. Listeners were asked to write on the theme, "What Is Your Favorite Program and Why?" The thousands of letters will be used to analyze listener preferences and to assist broadcasters in building effective programs.

Cooperating with Women United for United Nations, Observer Group at Lake Success, New York, the AWB prepares a monthly United Nations News Bulletin for women broadcasters, reporting matters discussed at the General Assembly and providing answers to listener questions.

Our seventeen district chairmen are: District 1—Fay Clark, WBRV, Waterbury, Conn., District 2—Gertrude Grover, WHCU, Ithaca, NY, District 3—Kaye Witmer, WKBO, Harrisburg, Penn., District 4—Elinor Lee, WTOP, Washington, D. C., District 5—Dorothy Horsfall, WPDQ, Jacksonville, Fla., District 6—Marjorie Cooney, WSM, Nashville, Tenn., District 7—Katherine Fox, WLW, Cincinnati, Ohio, District 8—Mildred Grace, WELL, Battle Creek, Mich., District 9—Nancy Grey, WIMJ, Milwaukee, Wisconsin, District 10—Anne Hayes, KCMO, Kansas City, Mo., District 11—Darragh Aldrich, WCCO, Minneapolis, Minn., District 12—Julie Benell, KOMA, Oklahoma City, Okla., District 13—Violet Short, KTSA, San Antonio, Tex., District 14—Louise Hill Howe, KSL, Salt Lake City, Utah, District 15—Frances Quinn, KFRE, Fresno, Calif., District 16—Martha Gaston, KFOX, Los Angeles, Calif., District 17—Vernice Irwin, KVI, Tacoma, Wash.



## REXALL PROGRAM

Sponsored by United Drugs

Wednesday

Pacific Time 7:30 to 8:00 p.m.  
Eastern Time 10:30 to 11:00 p.m.

NBC

Mgt. LOU CLAYTON

# BMB DATA—ONE YEAR IN USE

By **HUGH FELTIS**, *President, Broadcast Measurement Bureau*

OVER 700 subscribing stations received their BMB audience data in the fall of 1946. The following spring the Area and Network Reports were published. Since then BMB station and network audience information has been tested in the crucible of use.



*Feltis*

Just as experiment had to precede the measurement of station and network audiences, so too did experiment have to precede the use of the resulting data by broadcasters, advertisers and agencies. 1947 was largely a year of experimental use.

Agencies with highly developed coverage estimated methods analyzed the BMB figures carefully in the light of these methods before basing time buying decisions on BMB. Other agencies and advertisers scrutinized the figures against known sales effectiveness.

Meanwhile the stations and networks compared BMB with other data, engineering and otherwise. In some instances they found a remarkable degree of correlation. Where comparisons were made with data that measured other dimensions of listening, such as average number of listeners per minute, there was often less correlation. These instances only served to point up the difference between the total number of families that listen to a station and the number who listen during the average minute. Both pieces of information are important. Neither is a substitute for the other.

All this testing and analyzing and experimenting with the BMB figures by advertisers, agencies and broadcasters led to one over-all conclusion: The BMB figures make sense.

And this conclusion in turn has led to an ever-increasing use of BMB by all three groups. More and more stations feature BMB figures in their trade press advertising, sales promotion pieces and presentations. More and more agency recommendations are based on and supported by BMB data. More and more

advertisers are instructing their agencies to use BMB figures as an important buying tool.

What's more, BMB data are being used with increasing discrimination. They are used in specific ways to meet specific situations. BMB findings are being used in conjunction with other facts—facts about markets, distribution, station rates, competing media and other media used by the advertiser.

These buying uses have shown broadcasters that advertisers and agencies are interested not only in the stations with the biggest BMBs; they also use stations with small BMB figures just as they use smaller circulation newspapers and magazines. And they often favor BMB subscribers for the simple reason that it is easier to evaluate and justify the use of stations for which BMB figures are available.

Organizationally, 1947 marked the inauguration of a 15-point long range program based on the premise that BMB as an organization is more important than any individual project it undertakes. Broadcasters now subscribe to the Bureau rather than to a particular audience study, with full assurance that the Bureau's studies will meet the industry's needs.

The Bureau's program includes the examination and evaluation of all available radio research, the refinement and improvement of BMB's audience measurement and the investigation of other services that BMB might perform.

In March 1947 BMB conducted an Interim Station Audience Measurement, designed particularly for new stations and those which had changed power, frequency or network affiliation since the 1946 audience survey.

The next nationwide survey, in March 1949, will not only measure subscribers' total weekly audiences but will also show finer detail such as their average daily audiences.

The first year's use of BMB data has proven beyond question the value of its measurement. More important still, it has proven the value of cooperative, tripartite research in the development of radio advertising.

So how much dough  
will this ad make me  
if I say

**"DUFFY'S TAVERN"**

It's better I should  
mention

# TOYON BAY

ED. GARDNER  
Stockholder

# NATIONAL TELEVISION SERVICE

By J. R. POPPELE, *President Television Broadcasters Association, Inc.*

TELEVISION in 1948

will take on the proportions of a national giant, striding through areas heretofore untouched by the magic of the visually-inspired electron; riding the crest of millions of cycles into the homes of hundreds of thousands of families, and bouncing along a series of microwave relay stations that will hoist views of Manhattan into homes out Chicago way—and, perhaps, beyond.

Television was a strapping youngster a year ago; today it has achieved a measure of maturity which scoffers only a short time ago were ready to concede was merely a twinkle in the eye of the "fathers" of the new art.



*Poppele*

From 5,400 post-war receivers available by December of 1946, television production soared close to 30,000 a month a year later, with the total output for 1947 reaching nearly 200,000.

From a handful of television stations catering to a limited audience 12 months ago, television was being wafted from 17 stations as 1948 was born, with the prospect of twice that many operating before 1949 arrives.

In 1946 there were very few manufacturers geared to produce television sets and only a trickle of receivers reached the market. Last year 36 companies, large and small, producing sets with screens ranging from 4 by 6 inches to 15 by 20 inches, were in full blast production; many more will be added to the roster this year.

Dollar-wise, television receivers at retail levels did not top \$3,485,000 in 1946. Last year, 1947, the figure soared to \$74,000,000 and industry leaders are convinced that by June of this year the dollar value of television receivers will exceed that of AM radio—a remarkable stride forward, considering television's status less than 18 months ago.

Is it any wonder that the former chairman of the Federal Communications Com-

mission, Charles R. Denny, has characterized television as an industry "destined to become the greatest mass communication medium of them all."

Probably no facet of television development is as vital to television broadcasters as that of facilities for network operations. The very life of the industry—commercially and otherwise—depends upon the ability of all stations to provide high-calibre programs to an audience large enough to attract advertiser's capital.

Hence, every new link in the web of facilities available for network operations is enthusiastically accepted by broadcasters. Last year the New York to Washington network route was expanded to include Boston. This year it is hoped that Chicago, Detroit, Cleveland, Cincinnati and Milwaukee will be tied to the east coast, a prelude to wider expansion of the ultimate national television service.

Last year events such as the first telecast of a President of the U. S. addressing Congress; major league baseball games televised in New York, Philadelphia, Chicago, Detroit and St. Louis; World Series baseball televised on an extensive east coast network, helped arouse public curiosity and acceptance of the art of visual broadcasting.

This year the two greatest political events of the year—Republican and Democratic National Conventions in Philadelphia—will be televised by every station that can hook its cables onto a network along the east coast. It is to be hoped that those in the mid-west will also be able to carry the conventions on a direct pick-up basis. If not, films will be flown to these stations and others on the west coast for immediate telecasting.

The year 1948 should see television receiver sales surpass the 750,000 mark.

The year 1948 should see network television move from the east coast into the mid-west and, perhaps, beyond.

The year 1948 should see television attain a position of prominence that will equal other forms of communication to which the public has become accustomed.

The year 1948 will bring scores of advertisers into television, particularly as the video art expands.

*For Complete Television Listing Please Turn to Page 1041*



# **Jack Carson**

**NBC—THURSDAY**

for

**SEALTEST VILLAGE STORE**

**6:30 Pacific Coast Time**

**9:30 Eastern Standard Time**

Management  
Stempel-Olenick  
Hollywood, Calif.

# BROADCASTING FOR PEACE—1948

By BENJAMIN COHEN, *Ass't Sect'y Gen.—Dept. of Info., U. N.*

SECRETARY General Trygve Lie has stressed in all his recent addresses that the U.N. must surmount in the coming months some of the most critical problems in the field of international relations and will require the fullest measure of support from an enlightened world public opinion.



Cohen

In the already substantial experience gathered by the Department of Public Information radio appears as one of the most effective media to disseminate information, since it is not beset by newsprint shortages, transmission or transportation bottlenecks, foreign exchange scarcities, and is capable of reaching directly an audience several times larger than that served by the printed word or the projected images.

1948 is a vital year for the peoples of the United Nations and one of untold possibilities for all who work to bring them news and opinions—principally for you, the broadcasters of the United States, speaking daily to a nation endowed with tremendous power to influence the future of international relations and wherein dwells a large fraction of the world's three hundred million radio listeners.

Has any one yet measured fully the power for good that lies in broadcasting? I doubt it. Quite beyond doubt, however, is the increasing support which U. S. radio—networks, independent stations, educational stations, broadcasters' associations, the trade press and radio councils—have given to the United Nations. Some of you, I hear, plan to do still more to bring into your communities the purposes, day-to-day work and fascinating human side of the United Nations. The Department of Public Information is ready and able to help you.

First, let me try to answer the question which Mr. Frank Burke was good enough to put: What are the plans of

the United Nations Radio Division for 1948, both here at headquarters and overseas? Briefly, the Division plans to promote, and itself to offer for relay, more programs on the work and progress of the United Nations, using more languages and acting in cooperation with still more broadcasting agencies.

Nowhere are the various kinds of assistance the Radio Division can offer better illustrated than in the case of your own United States. The good reaction to its Radio Kits, for example, (scripts, spot announcements, and perhaps a transcription) has guaranteed that this service will continue. Further, all broadcasters interested receive without charge the semi-monthly "United Nations Bulletin", background releases and other material for special programs, while the Division distributes to over one thousand women commentators a monthly U. N. newsletter prepared by women observers working with the Association of Women Broadcasters.

Why has "The United Nations Today", a Radio Division program, been taken up so rapidly by over one hundred stations, forming a coast-to-coast "Network for Peace"? Primarily because it brings listeners, Mondays through Fridays, an up-to-the minute report of all the principal activities of the United Nations. In fifteen minutes it presents with a short bridging narrative voices of delegates recorded from the day's debates or in special interviews, together with dispatches from U. N. Information Centers or Missions overseas. In 1948, for example, "The United Nations Today", will continue to provide newscasts from Havana, Salonika, Geneva, and carry special reports from Jerusalem, Seoul, and from the Autumn General Assembly in Europe.

More perhaps than any other medium, radio has the possibility—and therefore the clear responsibility—of spreading, as the General Assembly with one voice requested, information expressing "the undoubted desire of all peoples for peace." May the Year 1948 see all U. S. networks and stations bring their listeners still further news of what is, after all, everyone's United Nations.

HOSPITAL CHART

Patient: Ralph Edwards  
Age: 37  
Date: 11/10  
Diagnosis: Asthma

TRUTH OR CONSEQUENCES  
26.7

25  
1/2  
1/4

22  
1/2  
1/4

20  
1/2  
1/4

12  
1/2  
1/4

DR. HOOPER

# REPORT ON CANADIAN RADIO

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

ENCOURAGING measurable gains were made by the independent broadcasters of Canada at the 1947 sessions of the Parliamentary Radio Committee. Represented by their Canadian Association of Broadcasters, the 89 member stations asked for fundamental changes in broadcasting and radio law in Canada. Their brief was a painstaking analysis of such law and regulation, together with comments on its results, inequalities and injustices.



Sedgwick

The CAB brief pointed out that the Radio Act, written in 1902 and not amended in major respects since, still governs operations of modern-day broadcasting stations. It also pointed out that the Canadian Broadcasting Corporation, a "Crown Corporation," competes directly with the independent stations for audience and business, nationally and locally, has a monopoly of networks by its own regulations, and can place stations on or take them off those networks at will and on its own financial and other terms, writes and enforces the broadcasting regulations, and that meetings of its Board of Governors to recommend on applications for licenses and to deal with matters of regulation, were being held in camera. The brief also protested the "power-freeze" regulation holding down power of all independent stations, by which valuable actual and potential coverage was being lost to Canada, and the apparent slowness of CBC to recommend licenses for experimental and actual broadcasting in new broadcasting fields, particularly television and facsimile.

To correct this situation, the independent broadcasters asked lifting of the power freeze, and that powers of licensing and regulation be transferred to an impartial tribunal, which would hold meetings open to press and public, and be required to give reasons for its decisions. The CAB asked that this Board be responsible in large measure to the legislative arm of government, rather than so directly related to the executive branch as is the

case at present; pointing out that the CBC and the Cabinet conjointly possess the power to censor all broadcast material in advance.

For the first time, the independent broadcasters carried their case this year directly to the public, through means of special programs and announcements, speeches by station personnel to groups and organizations, a series of quarter page ads in all daily newspapers, and wide public distribution of our brief to the Parliamentary Committee.

That this policy had its effect appears obvious. Public opinion surveys (one of which was presented to the Committee) showed a marked trend of opinion toward the side of the independent broadcasters. The Canadian Daily Newspapers Association appeared officially before the Committee to press for somewhat similar action to that suggested by CAB, and support was forthcoming in large part from the Association of Canadian Advertisers and the Canadian Chamber of Commerce, who sent letters to the Committee suggesting a wide review of broadcasting legislation and practice by an impartial, non-political body appointed for the purpose.

The year witnessed an increase in the number of broadcasting stations in Canada, both independent and CBC. CBC proceeded with construction of its additional clear channel 50 Kw. stations, taking channels previously occupied by independent stations to do so, and removing several stations from its networks in the process. The state system also entered the local field, selling directly against individual stations in competitive areas. The membership of the Canadian Association of Broadcasters rose to its all-time high. The Association instituted a policy of holding regional meetings, for the first time, which have had gratifying results. Since the Committee's recommendation, the number of FM licenses applied for, and granted, has increased tremendously; and interest is being expressed now in both television and facsimile.

During the year ahead, the independent broadcasters of Canada will extend their service to the community and to the business operations that provide its lifeblood. They will also continue their struggle for treatment identical to that accorded other classes of citizens in a democracy.



**FRED WARING**  
and his  
**PENNSYLVANIANS**

NBC—MONDAY THRU FRIDAY—10 A.M., EST  
MONDAY EVENINGS—10:30-11:00 P.M., EST

# PROGRESS REPORT ON FM

By J. N. (BILL) BAILEY, Executive Director, FM Association

FM's biggest year of development will unfold during the first six months of 1948.

Having hurdled many obstacles, technically and otherwise, this improved method of broadcasting which the FCC has termed the "finest aural broadcast service attainable in the present state of the radio art," has become firmly rooted the past year.



Bailey

The FM Association, the only organization devoted to the development of FM broadcasting and to the protection of the millions of dollars invested in FM facilities, foresees this expansion on a five-point front:

1. Establishment of numerous FM regional and state networks, presaging wide use of relays for network purposes.
2. Availability of live music to FM networks.
3. Keen competition programwise.
4. Much greater set production.
5. Availability of established AM network musical programs to FM stations.

Rounding out its first year, the FMA is taking the lead to insure fruition of each of those five points.

The year 1947 saw establishment of the first major commercial FM network—the Continental. Several state and regional FM chains were organized, including the Dixie Network and Arrow Network. The year 1948 will see many more. Eventually—perhaps before another year—these regional networks will be linked to form larger chains.

Because relay and rebroadcast have proven feasible and since the AT&T has not yet delivered 15,000-cycle land lines, these FM networks will be linked almost entirely by radio. The FMA has pending before the FCC, as this is written, a

request that Television Channel No. 1 (44-50 mc) be set aside for FM relay purposes.

The FM Association's attitude towards programming of FM is reflected in a resolution adopted unanimously at our First Annual Convention, September 12-13, in New York. The resolution:

"Whereas it is believed that public acceptance of FM will be considerably facilitated by diversified program schedules carefully planned and expertly executed, be it resolved that all broadcasters strive to improve the program quality of their broadcasts and devote a greater portion of their time to live talent."

The FMA has taken an affirmative step to prevent any discrimination against FM. Pending before the FCC, as this is written, is a petition filed by the FMA asking that the Commission call a legislative hearing to determine whether a rule should be adopted denying a license to any FM or AM station which enters into an agreement with a network organization which would prevent the simultaneous broadcast of network programs over FM and AM facilities.

Popular network programs on FM would stimulate listening to the new, improved medium, more than 92% of the nation's FM broadcasters (both independent and those with AM affiliates) believe. Only a small minority think FM should be programmed entirely independent of AM, at least for the time being.

The FMA will continue to be alert, maintaining close liaison with the FCC, the Congress and other industry organizations to protect the investment in FM. The FMA is under mandate of the membership, through its by-laws, "to act as liaison between its members, the FCC and other agencies and organizations on the continuing overall problems affecting FM broadcasting."



# HENNY YOUNGMAN

*Exclusive Management*

WILLIAM MORRIS AGENCY

New York

Chicago

London

Hollywood

(Continued from Page 45)

## THE FUTURE OF TELEVISION—By BRIG. GENERAL DAVID SARNOFF

in operation between a number of cities, and others are being erected. Eventually these microwave channels will reach out further to connect additional communities in television network service, especially cities not reached by coaxial cables.

Many broadcasters have heard about the experiments being conducted from time to time with coaxial cables and radio relays which can carry not only television, but ordinary speech, telegraphy at high speeds, and of course FM and television programs. Because these new cables and relays can handle several services simultaneously, they are likely to be completed sooner than we expect. I should not be surprised, if it is possible to have a television coast-to-coast network within the next few years.

In considering home-television, we must recognize that good programs are the master key to public acceptance of the art. Television's popularity, as well as its speed of advance, will be governed by the caliber of the shows. That is the important responsibility of the broadcaster. The success of television and the popularity of the video station will depend upon it.

The telecaster will, of course, have the problem of talent. He cannot depend solely upon the radio, motion pictures, and other established sources of entertainment for his performers. Television is a new art form that calls for new techniques and for the development and encouragement of new talent to supplement present radio entertainers. Many well-known radio artists will adapt themselves to television as successfully as the artists of the silent screen adapted themselves to the talkies.

News and sports already have proved natural drawing features for television. Films also will play an important part in the flexibility of television programming. But, timeliness is the great advantage which television has over all other forms of visual entertainment. Those who watched the Davis Cup tennis matches, and big league baseball games throughout last summer, can attest to this. News associations are studying methods of television news service to supplement the service they now perform for sound broadcasting. The presidential nominations and election in 1948, with political candidates competing for public attention, will stimulate public interest in television on a widening scale.

It is an interesting fact that broadcast-

ing received its first real impetus in 1920, when the Harding-Cox election returns were broadcast and picked up by amateur stations. It was the presidential election that really put broadcasting in the news and stirred public interest. Then came the Dempsey-Carpentier fight in 1921, which gave tremendous impetus. And strangely enough, the same factors are asserting themselves in these early days of television.

Today, international television may seem far off. But let us recall that five years after sound broadcasting started as a nation-wide service, we had international broadcasting. While the technical problems of international television are more difficult to solve, nevertheless, I believe we shall achieve international television in about the same period of time. The scientific knowledge for doing the job exists. In fact, I know of no problem in international television that money cannot solve.

Television is moving forward rapidly and is destined to become one of the major industries of the United States. In addition to serving the home, television has application to the theater, the motion picture studio and entertainment film. In the manifold processes of industrial life, television also is destined to play an important role.

The possible size of the television industry is indicated by the following figures: In the first two years of sound broadcasting, that is, 1921 and 1922, the sales of receiving sets amounted to approximately \$100,000,000. In those two years, more than 500 broadcasting stations were on the air.

Now, for the first two full years of post-war television operation, namely, 1947 and 1948, with approximately only ten percent as many stations on the air, that is, 50 instead of 500, it is estimated that the public, during this two year period of television, will spend approximately \$375,000,000 for receiving sets—\$375,000,000 in television, as compared to \$100,000,000 in sound broadcasting. This does not take into account the additional expenditures on television transmitters, the cost of erecting and operating them and the cost of programs. Therefore, in round figures, within a year and a half or so from the present time, we shall approach a \$500,000,000-a-year industry in television. And that will be only the beginning.



*"Be Good To Yourself"*  
is the wish of

**DON MCNEILL**

TOASTMASTER OF THE  
*Breakfast Club*

**15th YEAR**

**SPONSORED COAST TO COAST  
MONDAY THROUGH FRIDAY**

**ABC, 8 to 9 a. m., C. S. T.**

**SWIFT-PHILCO-TONI**

# U. S. STATE DEPT. RADIO

By CHARLES W. THAYER, Chief, IBD, Dept. of State

**I**NTERNATIONAL broadcasting from the United States to other nations of the world underwent rigid scrutiny and curtailment by the Congress during the calendar year of 1947.

The operations of the International Broadcasting Division of the Department of State came close to annihilation by the Congress, when the House Appropriations subcommittee, at budget hearings, eliminated funds proposed for this activity, standing on the technicality that there was no authorizing legislation. Meanwhile the so-called Mundt Bill, authorizing a world wide information and cultural service by the government, passed the House. On that basis the Senate restored funds to include a continuation of international shortwave broadcasting.



Thayer

The funds budgeted, however, forced the curtailment of broadcasting from approximately sixty-three hours per day, to approximately thirty-two hours per day. The production of transcribed programs and script material for distribution by United States missions overseas was virtually abolished. The shortwave program structure, though, was revised at the time of the curtailment into a block schedule. Thus the scattered program structure in vogue previously was changed so that the output to each area was grouped for proper balance, and scheduled to reach each area at the best possible evening listening time. The appropriations further carried the stipulation that the Department of State was authorized to broadcast only to certain strategic areas, and that the major portion of the programming was to be done by private broadcasting companies under contract to the Department.

The end of the year therefore left the International Broadcasting Division of the Department broadcasting to Russia, Poland, Czechoslovakia, the Balkans, Germany, Greece, China, and Korea. The National Broadcasting Company and Columbia Broadcasting System, under contract to the Department of State, were preparing the programming to France, Germany, Italy, Spain, Latin America, the Netherlands East Indies and Southeast Asia.

Of the total of thirty-two hours of programs being broadcast daily, the two private companies were preparing approximately 75 per cent of the output.

Before budget curtailments in June, international broadcasting was conducted as follows:

To Europe—34 Hours daily.

To Latin America—18 Hours, 45 Minutes daily.

To Far East—9 Hours, 45 Minutes daily.

These programs were in 24 languages, with approximately 55 per cent of the output prepared by the Department; NBC and CBS prepared the remainder.

After budget cuts, the daily output was as follows:

To Europe—17 Hours, 30 Minutes daily.

To Latin America—9 Hours daily.

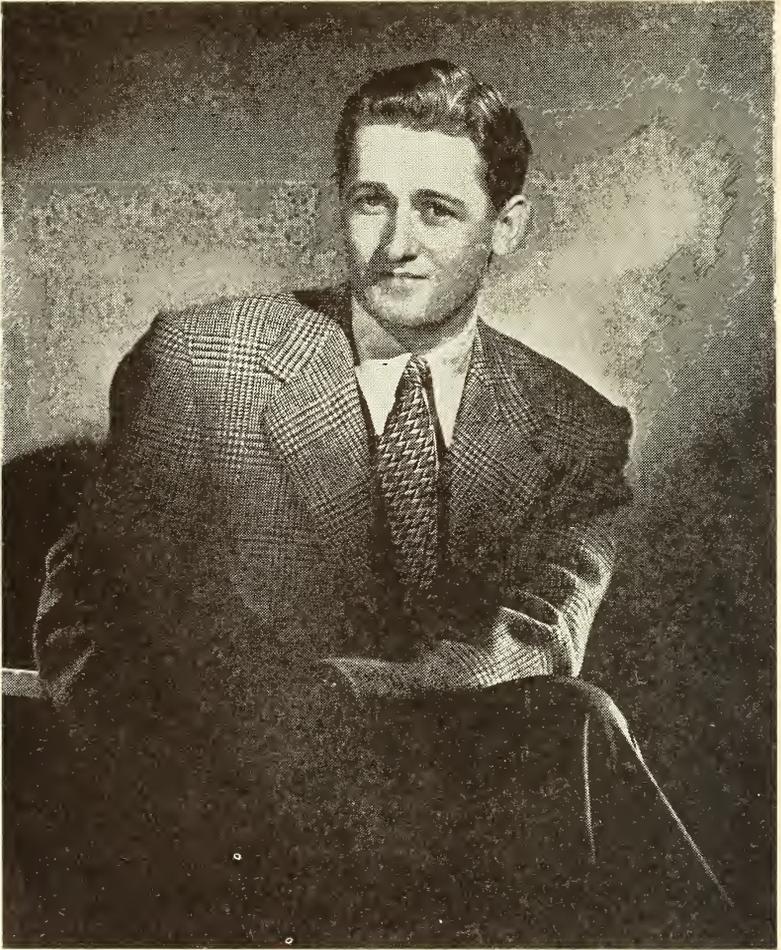
To Far East—6 Hours daily.

The language output was curtailed to 22, with the Department preparing approximately 25 per cent of the programs; NBC and CBS preparing the remaining 75 per cent.

In addition certain portions of transmitter time, by arrangement with the Department of State, were being used by United Nations, and by the Information and Education Division of the Department of the Army for troop entertainment abroad.

The Department maintained thirty-six shortwave transmitters in the United States, and overseas relay points at Munich, Honolulu, and Manila. Programs were also being relayed by local networks and stations in Korea, China, France, the BBC in Great Britain, and other countries.

*For Complete International Station Listing Please Turn to Page 1009*



# ALAN YOUNG

TEXACO

20th CENTURY-FOX

*Management*

JAMES L. SAPHIER AGENCY, INC.

# MIDWEST PICTURE BRIGHT

By NAT GREEN Staff Correspondent, Radio Daily

WHILE some of Chicago's projected television plans did not mature in 1947, there was much activity in the video field and it was only because of the difficulty in obtaining materials that there still was but one television station operating regularly in Chicago at the start of 1948.

The local picture will be materially changed during 1948, although the promise of seven stations before the end of the year is overly optimistic.



Green

Materials for new stations for which permits have been issued were coming through at a fair pace in January and one station, WGN's WGNA, was expected to be in operation by March 1. Some \$400,000 worth of equipment was ordered in the summer of 1947, and most of it had been delivered by January 1.

Most ambitious of the local tele station plans to date are those of NBC, which expects to have its station, WNBX, in operation about September 1. At the turn of the new year NBC was considering three separate budget plans, lowest of which involved a million dollars, while the top budget contemplated a theater in Chicago's Loop. A theatre on the roof of the Merchandise Mart also was under consideration. NBC was in a most favorable position for establishing a midwestern tele network, as its affiliates in St. Louis, Detroit and Milwaukee already had television stations in operation.

ABC's local executives, actively planning their tele station, which will have the call letters WENR-TV, have set no date for start of operation but say it will be under way some time in 1948. It seems unlikely that there will be a CBS station in Chicago in '48, and an official of Zenith Radio Corporation

stated that there was little likelihood that its experimental station would go into commercial operation, as Zenith is concerned mainly with manufacturing television sets. Zenith continues to actively promote its Phonovision, which would be a pay-as-you-see proposition. WJJD, the Marshall Field-owned station, and WIND have television applications on file, but as of January 1 no definite announcement concerning their plans for the year had been made.

Meanwhile, the Balaban & Katz station, WBKB, under the direction of Capt. Bill Eddy, continues to make rapid strides. Its Chicago-South Bend relay system has proved practicable, and by the time this is in print important innovations will have been announced. As of January 10, the Chicago-land area has over 12,000 tele sets in operation, and Capt. Eddy was confident that by February 1 more than 15,000 would be in use, and he was revising the WBKB price schedule to meet that figure. A steady improvement in the station's programs has been made during 1947 and a large number of sponsored programs is carried.

Altogether, Chicago's television picture for 1948 is bright. The television audience is increasing rapidly. Set manufacturers are conducting heavy promotional campaigns, and WBKB is making every effort to improve and diversify its programs to attract a larger clientele. With new local stations entering the field, competition undoubtedly will bring further improvements. It seems likely that, for a while, sporting events will continue to predominate. They have proved exceedingly popular and have been the mainstay of WBKB. But a large percentage of the tele audience would like more dramatic, musical and other fare, and are asking for it. Toward that end, television men are at work developing programs that can be presented in the studios on a scale that was not possible with past limitations. New equipment and new techniques of presentation are being tested, and the year will see many refinements in studio programs.

---

# 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.

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

## 1947 AWARDS:

Musical America Concert Poll  
Musical America Radio Poll  
Billboard Classical Singer Poll  
Recorded Music Award for  
Best Operatic Recording  
Motion Picture Daily Award  
for Fame Magazine

RCA VICTOR RECORDING ARTIST

N.C.A.C. CONCERT ARTIST

**PERSONAL MANAGEMENT GALE, INC., 48 West 48th Street, N. Y. C.**

# THE AGENCY'S FUTURE IN VIDEO

By RALPH B. AUSTRIAN, V.P. Chg. of Television, Foote, Cone & Belding

TELEVISION is a great challenge to the advertising agency. It is no longer a challenge of the future—it is a challenge that is here now, right on the doorstep of the agency.

Radio too was a challenge to the advertising agency. After a period of fumbling (though not too long) the agencies turned to with a will and transformed radio from a challenge to a valuable high income-producing medium.

I have no doubt that television will follow the same pattern, but the fumbling period may be a little longer. I am sure, though, that television will be a bonanza for those agencies who approach it with intelligence and who develop a real understanding of its requirements and varied problems.

I think every agency should adopt as a basic concept the fact that television is not radio with pictures added. First, last and always it should be remembered that television is a visual medium. I ask all agency people who read this to discard for the moment the question of the commercial message. Let us think only about the program—for if the program falls on its face, the commercial—no matter how good—falls with it.

To create an audience-building program which basically is visual, the agency must have in its television department people who know how to put together the three basic elements of visual entertainment: stage technique, variety technique, and motion picture technique. I think I can prove that these three elements are basically visual. Think of the last dramatic stage production you saw. If it were performed without any light in the theatre or on the stage would you have been able to understand and enjoy it? Think of the last vaudeville show you saw. Would it have been enjoyable in pitch darkness? Would you sit still for two hours or more



Austrian

if GONE WITH THE WIND was played in a movie house with the projector turned off and only the sound track functioning?

I think a pretty good test for a television program would be to turn off the picture and see if you can get some real enjoyment out of the sound alone. If you do, then I believe in most cases you can assume that what you thought was created as a television program is really a radio program. Put it on radio and save your sponsor money!

This visual appeal, therefore, is what constitutes the challenge to an agency's television department. Visual appeal encompasses stage settings, properties, costumes, lighting, actors and their photogenic qualities, memorizing of long parts, stage business, gestures, how to walk, how to sit, how to edit for the camera—in other words, the agency is going into the business of producing variety shows, legitimate stage productions, and movies. Hard? Yes, indeed. Can it be done? Yes, but not by amateurs or unqualified people. Will the agency undertake to create and produce its own shows? Yes. Will it buy network packaged shows? Yes. Will it buy independently packaged shows? Yes.

Why will it do all these things? Because if an agency had to produce all its own shows, from script to completed telecast, it would probably go broke. Some agencies have twenty or more clients using radio shows—every week for thirty-nine or more weeks a year. On the present 15 per cent commission basis I do not think an agency could possibly keep enough competent people on the payroll to produce a like number of television shows. Furthermore, I think every client now using radio will eventually use television, and many clients whose products are not suited to radio will be using television.

Those agencies who lay their foundations carefully, who employ specialists—really qualified specialists—to create their program structure—will reap huge rewards. There is no longer any doubt that television has arrived. It has captured the public's fancy wherever a television picture has been shown. In 1948 we will have networks covering the whole eastern half of the country. Those who really know promise that by 1950 we will have trans-continental networks.



# DINAH SHORE

Recording Exclusively for  
COLUMBIA RECORDS

On the Air For  
PHILIP MORRIS  
CBS—Fridays, 7:00 P.S.T.—10:00 E.S.T.

# WEST COAST EXPANSION NOTED

By RALPH WILK, Manager of West Coast Bureau, RADIO DAILY

AS EXPECTED, the year 1947 set a record for the number of new stations that went on the air in the Southern California area. A few FM outlets started operating and it is expected several more will be broadcasted before the end of this year.

KUSN, owned by the San Diego Broadcasting Co., and affiliated with the Union-Tribune of that city, tossed its hat into the highly competitive situation there.



Wilk

Another highly competitive city is San Bernardino, which has three new stations. Carl E. Haymond, veteran Northwest broadcaster, is operating KITO, full time, 1,000 watts, while Van Newkirk, formerly of Los Angeles, is head of KRNO, full time, 250 watts. Woodrow Miller is the owner and operator of KCSB, daytime only, 500 watts. KFXM, which is affiliated with Don Lee, has had its power upped from 250 to 1,000 watts.

The American-Pacific Broadcasting Co. has established KBUC, at Corona, 500 watts, full time. Another new outlet is the Radio Sangor Company's KSGN, Centerville, day time only, 1,000 watts.

KVVC, Ventura, managed by John Swallow, veteran member of the Los Angeles radio colony, went on the air in January of this year and is operating full time, 1,000 watts. KUEN, owned by the Coast Ventura Co., is operating full time, 250 watts.

KWIK, Burbank, which went on the air in late 1947, is a full time operation, 250 watts, while KGIL, San Fernando Valley, is also operating full time, 1,000 watts. KPAS, Banning, which was also launched in late 1947, is operating day and night, 250 watts.

The Daily Report Co., Ontario, put KOCS on the air in 1947 and it is a full time operation, 250 watts. KPMO, Pomona, also started broadcasting last year and functions day and night, 500 watts.

Harry Butcher, nationally known broadcaster, is operating KIST, Santa Barbara, 250 watts. It is affiliated with NBC.

Arthur H. Croghan, former Detroit and Minneapolis broadcaster, placed KOWL in operation in Santa Monica late last year. It is a day time operation, 5,000 watts. George B. Croma established KAFY at Bakersfield. It has 250 watts, as has KWTC, Barstow, recently launched by the Mojave Broadcasting Co., as a day and night operation.

KUCB is the Broadcasting Corporation of America's newest outlet in Imperial Valley. It has 250 watts power and is on the air day and night. Les Hacker opened KPRL, Paso Robles, last year as a Don Lee affiliate. It operates day and night, 250 watts.

KVECS, San Luis Obispo, which is affiliated with Don Lee, has had its power boosted from 250 to 1,000 watts daytime and 250 to 500 nights, while KVOE, Santa Ana, another Don Lee affiliate, had its power upped from 250 to 1,000 watts.

KHJ, the Don Lee station, and KFI, operated by the Erle C. Anthony Company and affiliated with NBC, are Los Angeles stations that have been providing FM programming for some time. At this writing, KNX, CBS's Los Angeles outlet, is also slated to furnish FM programs soon.

In addition to its television plans, the Los Angeles Times plans to place KTML, its FM station, on the air late this year. KMPC, Los Angeles, has been granted an FM permit, as have KFAC, KRKD, and KFSD, also of Los Angeles. FXLA and KWFM, of Pasadena, have also been granted FM permits, as have KPOR, Riverside; KOCS, Ontario; KFSD, KFMB, KSON, KSDJ, San Diego; KVOE, Santa Ana; KFXM-FM, KBMT, San Bernardino. KLAC, Los Angeles, withdrew its application for an FM permit.

The Unity Broadcasting Company of America was granted a permit to operate KUUN as an FM station and the Beverly Hills Broadcasting Company KHRB.

KGfJ, Los Angeles, has had its power boosted from 100 to 250 watts. KFVD, Los Angeles, became a 5,000 watts station in February, 1947, going from 1,000 to 5,000 watts. KMPC's power was increased from 10,000 to 50,000 watts and KFAC's from 1,000 to 5,000. KLAC's power was boosted to 5,000 watts.

# TED DALE



## THE N.B.C. CARNATION PROGRAM WALTER WINCHELL SAYS:

*"Ted Dale's magic wand on the Carnation stanza (NBC, Monday Eve's) turns them into Mellow-cycles."*

**Personal Management: GALE INC., 48 West 48 St., New York City**

# SET PRODUCTION AT NEW HIGH

By **BOND GEDDES**, *Executive Vice President, Radio Manufacturers Association*

THE Radio Manufacturers Association enters 1948 better equipped than ever before in its history to serve the radio industry and to help manufacturers solve some of the post-war problems that have come with a return to normal peacetime operations.



Geddes

An expanded headquarters staff, with four assistants for the Transmitter and Parts Divisions, enables RMA to provide all of its members with authoritative and timely information. Through its Board of Directors and many active committees, RMA is able to take prompt and effective action in behalf of the industry whenever necessary. Its statistical and other services and its engineering standards enable RMA members to keep well informed on production and industry progress.

With radio exports at a peak, RMA also is providing export managers of its member-companies with special data on American exports and reports on foreign markets for U. S. radio products.

Radio set production in 1947 appears likely at this writing to establish a new high for the industry. Indications are that the total net output will approach 17 million sets or two million more than in 1946 which in turn surpassed all prewar years. Moreover, due to a larger proportion of radio phonograph consoles, an increasing number of television receivers and proportionally fewer table models, radio set production in 1947 represents an even greater gain in dollar volume than it did in units.

Likewise, with a steady growth in FM and television broadcasting, plus an unusual expansion in AM or standard broadcasting stations, transmitter production was also at a peak in 1947 and seems likely to remain at a high level for several years at least.

RMA spent more money on merchandis-

ing sales promotion for the radio industry in 1947 than ever before in its history. Close to \$100,000 was expended in the interest of RMA members and the industry to broaden the markets for radio equipment in the home, outdoors, and in public and private schools.

"A Radio-in-Every-Room—A-Radio-for-Everyone" was the dominant theme of a continuous promotion program which reached its climax during National Radio Week, which RMA co-sponsored with the National Association of Broadcasters Oct. 26-Nov. 1. By introducing a new concept of "saturation," based on an average of four radios in every home instead of one, RMA pointed the way not only to a vastly larger potential market for radio receivers but showed broadcasters how listening audiences can be correspondingly expanded.

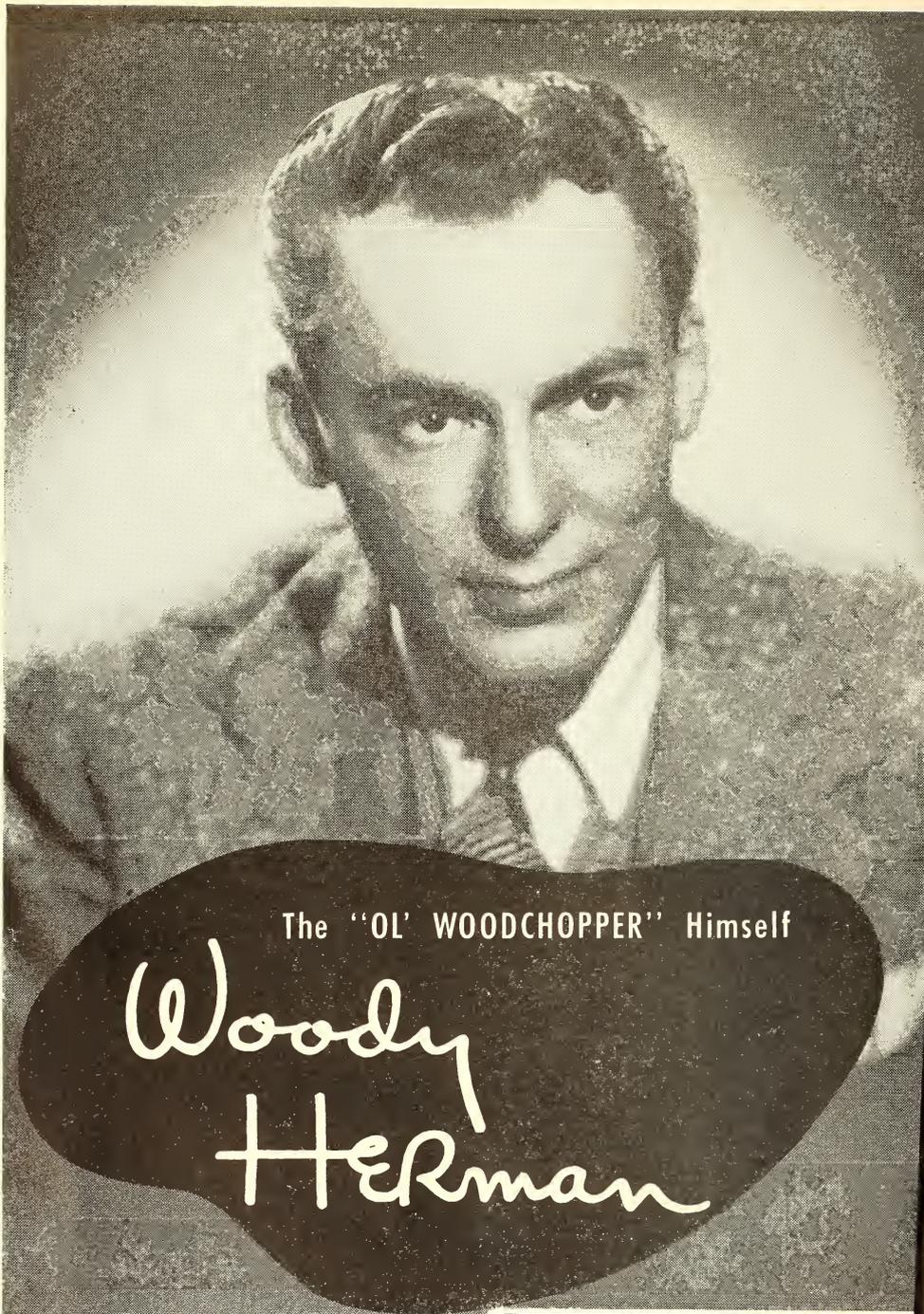
With FM and television increasing steadily in importance and coverage, RMA and its member-companies have done much to promote these new broadcasting services.

Through a special RMA-FMA Liaison Committee RMA cooperated with FM broadcasters in keeping the industry and the public informed on the progress of FM set and transmitter manufacturing and the factors limiting volume production.

Both FM and television set production, according to all indications, will establish new records in 1948. The radio industry is now geared to produce both of these types of receivers as rapidly as public demand for them is created through extension and improvement of the broadcasting services.

RMA, through its five divisions and its Engineering Department, is organized to serve all factors in the radio manufacturing industry and to keep abreast of technical and economic developments which affect the industry's current operations and its future. RMA will continue to serve the industry as it pushes further into the fields of radio-communications for individuals, as provided in the Citizens Radio Service, as well as of mobile equipment on land, in the air, and on the sea.

*For Complete Listing of Equipment Manufacturers please Turn To Page 1165*



The "OL' WOODCHOPPER" Himself

Woody  
Herman

Exclusively on COLUMBIA Records

Personal Manager  
**ABE TURCHEN**  
Booker

**CONTINENTAL ARTISTS CORP.**  
Beverly Hills, Calif. • New York City

# SPORTSCASTERS—AN APPRAISAL

By **TED HUSING**, *President of the Sports Broadcasters' Association*

THE SBA has finally shaken loose from its pleasurable, lethargic state, and stepped into a fearless, vigorous front. For almost its entire seven years, the SBA managed to survive its regular Monday luncheon meetings (conducted through ten months of every year) which cemented the overall relations between the sports broadcaster and the promoters of all events, as well as the friendships of the members. Since the nation's most famous mike-men are listed in its roster (Bill Stern, NBC; Harry Wismer, ABC; Red Barber, CBS; Don Dunphy; Stan Lomax, et al), this weekly get-together, with famous guests visiting the meetings to discuss sports problems in candid fashion, proved to be a boon to the sports announcer in the metropolitan area, as it furnished him with an "inside" close-up of the doings in the world of athletics.



*Husing*

From time to time, attempts were made to add greater value to the objectives of the organization, and these proved adrenalin-shots in keeping the SBA firmly before the public. The annual SBA award to the nation's stadia (college or club), for service, facility and comfort for the sports broadcaster assigned to do a football game, became a sought-after one, and Notre Dame, Michigan and Princeton, have gone these coveted honors. The association cooperated with government agencies throughout the war, and in this post-war period, supplying tailor-made recordings for hospitals, army posts and battlefronts, as well as furnishing live broadcasts beamed only to army zones of combat, and flying its members, on their own time, to posts in the States where they entertained or visited hospitals. It worked closely with the Attorney-General in aiding the national fight against juvenile delinquency, and brought the Mayor's office, in New York City, to the fore in aligning all New York City boys' welfare agencies

into one big group for cooperative publicity by way of sports programs and sports participation.

The services rendered by the SBA through those seven years, earned for it innumerable awards from government and private agencies, citations from various civic groups, and plaques from a number of charitable organizations, for which the SBA group worked with great zeal.

This year, however, SBA decided to conduct an annual dinner, honoring the man who benefitted sports the most, with the First Annual Graham McNamee Memorial Award.

Branch Rickey, Mahtma of the Brooklyn Baseball Club, by majority vote of the members of the SBA, won the First Annual McNamee Award, and was gifted with the plaque by the distinguished New York Attorney, Louis Nizer, while Ex-Governor Harold Hoffman of New Jersey presided as Master of Ceremonies.

This occasion placed the SBA squarely in the nation's front rank as an organization anxious to enroll the country's sports broadcasters into a tightly knit group, available for every opportunity to benefit the world of sports, the general public and the youth of the land.

For now, in 1948 and henceforth, the national association will endeavor to improve the broadcasting of all sports, and encourage the increase, in the rank and file of men qualified to broadcast, either by radio or television, the rapid flow of all play-by-play accounts of sports events.

The SBA now branches out into a cohesive group fighting impurities in sports, seeking beneficial aids to young athletes, and crusading for better conditions for play-by-play reports. The SBA seeks the earnest cooperation of the men who place athletics before the nation's fans, and of the officials who place the broadcasts before the listening and seeing audiences.

Last year, in the RADIO ANNUAL, Ex-president Stan Lomax messaged the golden era of sports—1947 style. The year 1948 will demand platinum and platina—and the sports announcers anxiously want to keep apace of the wide scope of radio and television. Hence, the SBA's current race for a permanent place in the radio sun.

# Quiz Kids

**EIGHT YEARS FOR THE SAME SPONSOR**

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

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NBC Network  
Sunday Afternoons  
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Exclusive Radio Representative  
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Guaranty Building, 6331 Hollywood Blvd.  
Hollywood 28, Calif.

# MAIN STREET MEMORIES

By SID WEISS, Staff Writer, RADIO DAILY

## Radio in America—Uncle Samaritan!



Weiss

● ● ● As the year rolls around, it's always a policy of our to look back at the radio realm and make note of the good that has been done by microphobia and its people. In short, while the gagmen prattle about radio's insanities from the soap operas to the jingles of the rhyming commercials, we are one student of the mike and its activities who maintains that the good radio does is far-reaching, vital and worthy of recognition here. Only a few weeks ago, Jack Benny, one of the leaders in the Who's Hooper in our time, took his entire radio show to Denver where scads and scads of money was raised for the March of Dimes. Likewise, laughable, lovable Judy Canova, the lady who's become known as radio's rural Jenny Lind, was chosen March of Dimes girl for '48, made countless appearances on shows from the coast, in person and at hospitals—the result meant more and more do re mi in the coffers of the Infantile Paralysis Fund.



● ● ● Biggest interest raiser of the year was the "Miss Hush" goings-on which paraded another fancy figure into the charity cups.

Radio, in short, like no other field of entertainment, is proving that Mr. America is Uncle Samaritan. Next time you're bored by a program which doesn't tickle your fancy, you may well ponder the thought that the program is supporting this wonderful instrument which is doing so much good in the interests of the needy. Nor does it all stop here with personal appearances, shows or stunt promotions.



● ● ● Take Peter Donald, the bright young comic whom CCNY students chose as the man who tells a story better than anyone else in radio. Because he is one of radio's busiest gents, appearing on the nets no less than 18 times per week, his mentors hit upon the plan of recording his gag telling and sending the discs to hospitals and vet institutions. At places like Halloran Hospital currently over the inside amplifying system, hospital disc jockies spin these witty platters intermingled with the latest musical renditions. Another way which radio "sets a record" as samaritan.



● ● ● In the inspirational dep't, the brains behind the weekly CBS "Mr. and Mrs. North" series, a five-year-old constant air favorite, came up with a theme which will henceforth serve as an all-year-round inspiration to the men in blue. Each year in the key cities, "Mr. and Mrs. North" plaques are being awarded, with the full co-operation of local police and civic officials, to the outstanding Detectives of the Year. The value of such plans is threefold: It encourages the individual—it makes for a safer country—and it allows for radio to be used for a worthwhile cause.



● ● ● To., radio's people in their unending trips to the hospitals to entertain the still bedded vets hasn't let down in the slightest. Jimmy Savo, himself an amputee now, leaves no stone unturned in his journeys to these institutions. Jane Froman, veteran of the Clipper crash, is another. And so it goes. The field which started with a crystal set some two decades or so ago has proven it has a heart of gold. Most of its good deeds are performed quietly because they remain deeds encouraged merely by a will to help out—with no personal gains considered. Topmost in the radio field as far as gaining help for the needy funds of our times stands the Damon Runyan Cancer Fund which will be doing widespread good long after most of us have taken a final stroll on good ol' earth. For this, not only Walter Winchell, the guiding genius behind same, rates some of his own orchids but Uncle Sam, too, gets our citation of gratitude.

# Compliments of a



# Friend\*

\*As of January 1, 1948:

479 Stations (466 in service)

29,550,000 Radio Homes (Grade I Daytime "Listenability")

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# DISK JOCKEYS—WRITERS' MESSIAH

By PINKY HERMAN, Staff Writer, RADIO DAILY

WHEN Jimmy Durante first gave out with his famous "Everybody Wants To Get Into The Act," he could very easily have been talking about John Q. Public's inherent propensity to write the Nation's songhits . . . there is probably no calling which stirs and/or whets



Herman

the secret ambitions of so great a number of Americans, as that of songwriting. From all walks of life, from all parts of the country, would-be songwriters, descend yearly upon Tin Pan Alley with bulging briefcases, filled with manuscripts. However, we can safely say that 99 per cent, after heart-breaking setbacks, return to their homes, perhaps crestfallen and disillusioned but definitely undeterred, for their manuscripts still deluge Music Publishers daily.

This fact may not mean much to those thousands of disappointed songwriters, as far as encouragement to continue writing is concerned, but they might better understand the reason why their manuscripts are returned, UNOPENED, if they realize that competition today is so keen, that of the 3,000 professional songwriters, (2,000 of whom are members of the American Society of Composers, Authors and Publishers) a very small group enjoy comparative success. They read of the successful writers such as Irving Berlin, Sigmund Romberg, Richard Rodgers, Oscar Hammerstein, Johnny Mercer, Hoagy Carmichael, Johnny Burke, Jimmy Van Heusen, Frank Loesser, Ray Henderson, W. C. Handy, Jimmy McHugh and a few others, but never hear of the struggles, heartaches and disappointments of the lesser fry of Tin Pan Alley. Every year new names come to the fore, but they, too, were not overnight sensations, but in their own ways had to overcome the most difficult of obstacles. In this category we can name writers including Dave Mann and Redd Evans (There, I've Said It Again), Carl Sigman and Bob Hilliard (Civiliza-

tion), Bob Russell (Ballerina), Joan Whitney and Alex Kramer (Love, Love, Love), Sammy Gallup and Guy Wood (Shoo Fly Pie and Apple Pan Dowdy), Ross MacLean (Too Fat Polka), Sammy Mysels and Dick Sanford (Red Silk Stockings), Jack Owens (How Soon?), Francis Craig (Near You), Evans & Livingston's (To Each His Own). These fellows have been on the stem for years and have just broken through.

There, is, however, one ray of hope for the free-lance songwriter and that is, the Disk-Jockey. For years these announcers-turned-record emcees, had been making progress in the Radio firmament and, during the Second World War, finally came into prominence. Unlike orchestra leaders, who, when asked for a plug, often said, "When the song gets on the Peatman (compiled weekly lists of most played songs) or on the Hit Parade, I'll do your number," Disk Jockeys listened to recordings and if they liked a number, often plugged obscure songs to Hitdom. Kurt Webster, a DJ at WBT, Charlotte, is responsible for the revived hit, "Heartaches." Martin Block, Maurice Hart, Dick Gilbert, Johnny Olsen, Rush Hughes, Bea Wain and Andre Baruch, Sherman Feller, Graeme Zimmer and others plugged Frankie Laine's recording of "That's My Desire" onto the Hit Parade. They also were responsible for the success of Harmonicats' novel arrangements of "Peg O' My Heart," the Bullet record of "Near You," the Tower record of "How Soon" and Vaughn Monroe's Victor platter of "Ballerina."

Thus a new angle has been discovered which gives the free-lance and amateur writer a chance to move into the charmed circle. A fine recording of a new tune, if plugged enough by the Disk Jockeys, can assert itself. The Petrillo ban on the recording of new songs, however, temporarily keeps this gate shut but we are optimistic and feel that a compromise between the powers-that-be will be effected and once more the field will be wide open for those with good songs. The DJ has been responsible for many an orchestra leader playing a song which he had previously rejected. The DJ has done a great service to songwriters, publishers and recording companies and rates the gratitude of all Tin Pan Alley.



# PHIL BRITO

*Monogram Pictures — Musicraft Records  
Associated Transcriptions*

*Past Performances*

RALEIGH CIGARETTES, KREML PROGRAM, HILDEGARDE, KRAFT MUSIC HALL  
CONTENTED HOUR, MGM PROGRAM, DATE WITH MUSIC, CROSLY SHOW, MARS CANDY.

64 CAROLINA AVE., NEWARK, N. J.

ESsex 3-5414

# 1941 — GROWTH OF STATIONS — 1947

<i>AM Outlets as of:</i>	<i>Licenses</i>	<i>Construction Permits</i>	<i>Special Broad-cast Stations</i>	<i>Operating Total</i>
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 .....	1062	464	—	1526
December 1947 .....	1522	446	—	1968

\*\* This figure includes 5 Special Broadcast Stations.



**SMILIN'**  
**ED McCONNELL**

**NBC**  
**BROWN SHOE CO.**

*Coast-to-Coast*

**26th Radio Anniversary**

**May 30th, 1948**

Never a sustaining program

Sponsored 26 years

# TELEVISION NETWORK FACILITIES

By M. E. STRIEBY, (Staff Executive, Long Lines Department, AT&T)

TELEVISION has finally emerged as a big business and is perhaps the most rapidly growing industry in the country. With receiving sets in the hands of the public counted in six figures, and a potential viewing audience of more than 20 million people now within range of network programs, all of us connected with this new industry are faced with serious problems in meeting the demand for equipment or service.



Strieby

Television is communication. As such, it is certainly a business in which the Bell Telephone System has a real interest. Furthermore, television's requirements for network facilities and the know-how of network operation fit in as a natural by-product of the very large scale communication services which the Telephone Companies now furnish all over the country.

At the T.B.A. Conference a year ago L. G. Woodford, General Manager of the Long Lines Department of the American Telephone and Telegraph Company, told you about the television facilities which the Bell System had at that time and of their plans for future extensions. During the past year the television broadcasting industry has made notable growth and, similarly, the Bell System has made progress in providing facilities which will be needed by this new industry. I will give you a report of the progress we have made and of our further plans for providing television network facilities.

On the subject of inter-city facilities, it seems clear that the larger the audience reached the greater the value of television broadcasting. Large scale networks will not only spread the cost of program production, but will make it possible to view important events as they happen in different parts of the

country. It would appear, therefore, that inter-city networks are very important—perhaps more important to television than they are to sound broadcasting.

The Bell System plans to provide the same sort of reliable network service for the television broadcasting industry as we do now for sound broadcasting. We will make use of two kinds of facilities—coaxial cable and radio relay. Both of these types are being developed and installed between major cities to provide needed circuits for telephone, sound program, television, and other private line services.

The radio relay system between New York and Boston was officially opened for experimental purposes on November 13. The demonstration at the opening ceremonies included operation of the system for multi-channel telephone purposes and television transmission. The television demonstration consisted of a special program, arranged for broadcasting by all stations connected to the network—three stations in New York, three in Washington, two in Philadelphia, and one each in Baltimore and Schenectady, N. Y. The program started with a television pick-up in New York, was next switched by radio relay to a pick-up in Boston, and then—via coaxial cable from New York to a pick-up in Washington. The arrangement thus demonstrated the adaptability of both the radio relay and coaxial systems for network operation.

Later, the New York-Boston radio relay system was used to demonstrate television transmission before the Institute of Radio Engineers on December 3 and the Television Broadcasters Association on December 10. On these occasions transmission included two loop circuits to Boston and back, for a total distance of 900 miles. The first use of this system by commercial broadcasters occurred on December 5 when the Louis-Walcott fight was carried to Boston.



JOHN GART

# TRANSCRIPTION PROGRAM TRENDS

By JOHN L. SINN, Executive Vice-President, Frederic W. Ziv Company

THERE is usually a tendency — and a not unnatural one at that — to be pontifical and/or pompously prophetic when any discussion of trends and tomorrows is aroused.



Sinn

To be sure, we admit to a formidable knowledge of the transcription score, but we also own up to having been shocked on our own solid grounds during 1947. On the basis of that atomic wallop, we want to say here and now that there is no program trend worth the mention as far as E.T.'s are concerned. The only trend worth considering at all for this year of grace is the trend toward Programs with the proverbial capital "P."

The proof? It's in the results, the most eloquent expression in any language and beyond challenge by the most astute. When we decided to create the most elaborate and costliest transcribed dramatic show, built around the extremely expensive and highly cultivated triple-A star, Ronald Colman, and supported by the very finest in cast, full-blown orchestra and technical-production-script values, all wrapped up in classical and semi-classical finery as inspired by the works of the greatest authors of all time, some of our severest critics and even some of our best friends, said that this time we had sure blown our top.

When the sponsor-station-listener response to our fabulous half-hour package proved overwhelming, our critics and friends did only a little backtracking; they said, "Oh, well, you were very lucky; the trend is toward quality drama and you came out with the product at just the right time." Or words to that effect.

We think our being lucky purely coincidental. The proof? The Colman-starring "Favorite Story" was managing to struggle along to the tune of some 300 stations, including airings in 46 of the "Top 50" cities in the country, and by many of the top-

top local and regional sponsors (including a bunch of plenty smart companies who had seldom or never presented their own programs before but who could not resist the irresistible), when we decided, after the usual due consideration, upon a reverse play.

The play was Guy Lombardo—The Guy Lombardo Show—one of the two or three great names in the pop music business, and to the musical savants who know about such things, also one of the most durable. This was another dollar-dizzy adventure because we operated on the theory that if Lombardo measured 100 per cent in value, a couple of six added fillips would brand the show at least double in value. So we brought in master dictionist David Ross as narrator, the best craftsmen (writers, technicians, etc.) and the whole Lombardo crew—the Twin Pianos, Don Rodney, Kenny Gardner, The Lombardo Medley, the Vocal Trio and, for a topper, "The Famous Lombardo Picture Story" in which nostalgia joined the Muse in the building of a beautiful and tender, richly integrated narrative pattern.

Our severest critics and even some of our best friends said that this time we would fall flat on our face. They said the kilocycles were cluttered up with music—big and little orchestras, local and network disk jockeys, and all kinds of musical razzle-dazzles at a dime a dozen, some literally, others figuratively. Also, the trend was way from big name orchestras, and too expensive, anyway, for local and regional sponsorship.

It is true we fell flat on our face—after being loaded down with contracts for the Lombardo Show to the point where the man with "The Sweetest Music This Side of Heaven" was annexing better than 250 outlets and threatening Colman's crown.

Of course, two eggs don't make a full basket, a truism we cannot deny. So what about the other eggs? While Colman's Favorite Story (quality drama) and Lombardo's 30-minute confection (quality music) were acting like crazy on the sales barometer, our other packages, virtually all of them dissimilar, and all of them older than "Favorite" and the Lombardo production, were being grabbed by local and regional advertisers at a clip that made them record-breakers on our books.

**BOB CROSBY**  
and the  
**"CLUB 15" Gang**

**The Andrews Sisters**

**Margaret Whiting**

**Jerry Gray**

**The Modernaires**

**Del Sharbutt**

**Murray Bolen**

**Carroll Carroll**

**Dave Gregory**

**Diana Bourbon**

**Campbell Soup's "CLUB 15" PROGRAM**

**CBS Network**

**Monday Thru Friday**

**7:30 P.M. E.S.T.**

**9:30 P.M. P.S.T.**

# Radio Daily's Almanac of Holidays and Special Events

1948

## 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).



# CECIL ROY

*Voice-atile*  
*"Newborn to Ninety"*

LA. 4-1200

- 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.



### MARCH

- 1: Nebraska Admitted (1867).  
2: Texas Independence Day.  
3: Florida Admitted (1845).  
First Postage Stamp used in U. S. (1847).  
Alexander Graham Bell Born (1842).

- 4: Pennsylvania Day.  
Vermont Admitted.
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).
- 7: Luther Burbank Born (1849).  
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: 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.  
Washington Irving Born (1783).
- 4: Adoption of the present American Flag's design (1818).

# AMERICA'S ORIGINAL "VETERANS ADVISER"

Lieutenant Commander Tyrrell Krum, U.S.N.R. (Retired)

- Veteran of Both World Wars and nationally-known authority on Veterans' Affairs
- Now in his Fourth year of Service to War Veterans and their families

## N. B. C. COAST-TO-COAST

Bringing latest news and frank discussion of Veterans' rights, privileges and benefits direct from the Nation's Capital;

Interviews with distinguished guests on timely topics;

Musical salutes to war veterans who have "made good" in solving their postwar problems.

Pulse throbbing tunes by the Nation's top military musical organizations.



COMMANDER "TY" KRUM

United States Army Band

United States Navy Band

United States Air Forces Band

United States Marine Band

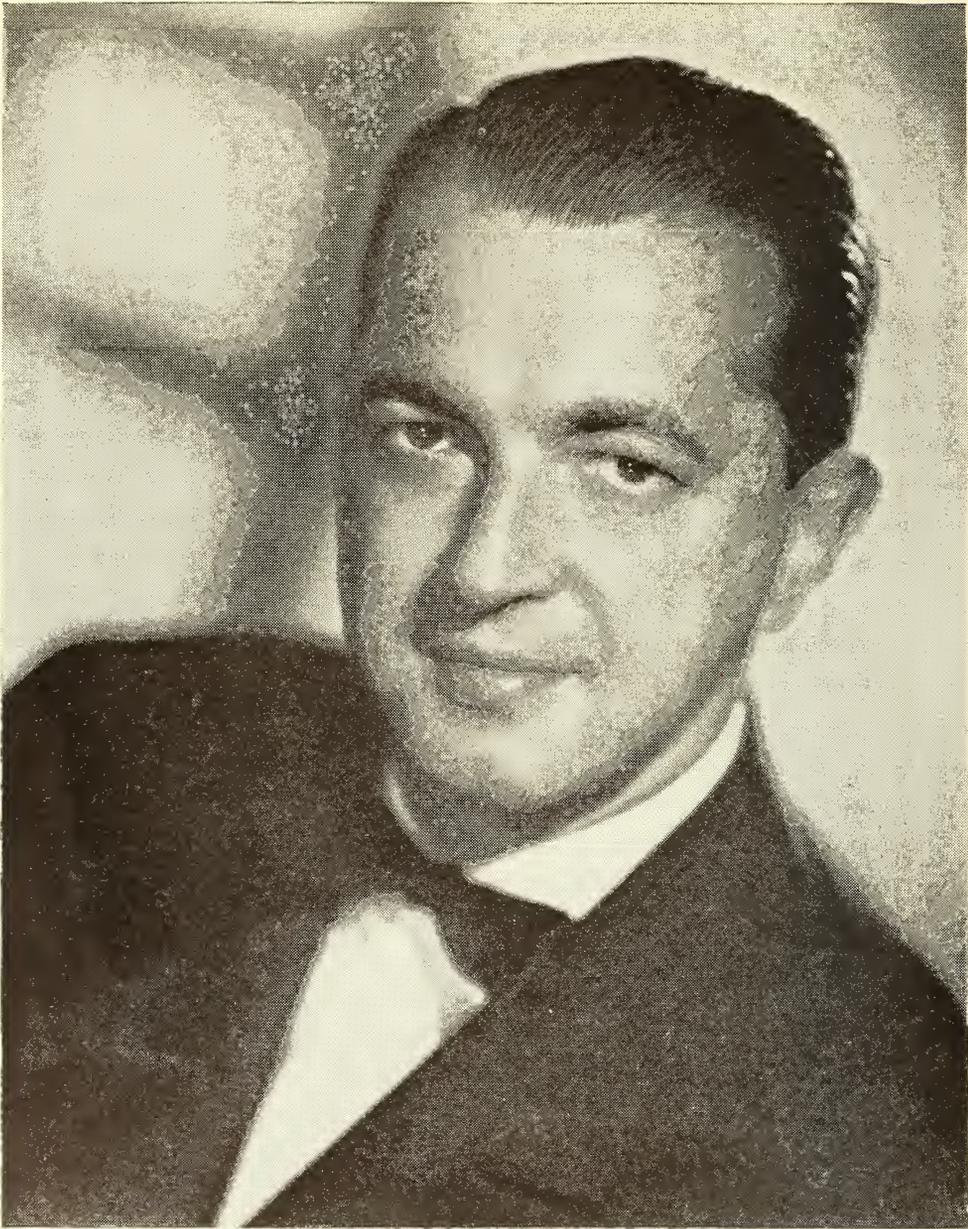
SATURDAY 2:30-3:00 (EST)

A PUBLIC SERVICE OF N. B. C.

## Holidays & Special Events Almanac

### 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.  
Labrc 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).



**PERCY FAITH**

**"THE PAUSE THAT REFRESHES ON THE AIR"**

for

**COCA COLA**

**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 Roebling 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) "Custer'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 Gcethals 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).

**BEST BET FOR YOUR  
1948 VISIT TO HOLLYWOOD**



**TOM BRENNEMAN'S BEAUTIFUL *NEW*  
\$1,000,000 RESTAURANT  
AND NIGHTCLUB**



**RADIO HOME OF "BREAKFAST IN HOLLYWOOD"**

**VINE NEAR SUNSET**



**YOU'RE WELCOME ANYTIME!**

- 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.

❧  
**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.

- 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).

❧  
**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).



CBS PRESENTS

# JOAN DAVIS

Starring on "JOAN DAVIS TIME" Every Saturday

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**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-seph 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 Toio 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).

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

**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 Skladouska 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).

- 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.



**DECEMBER**

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

# 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*

**Let those who  
listen most  
do the talking...**



*“Original Programming: In this most important of all classifications, the Columbia Broadcasting System was far and away the leader. In a year marked by much vapid talk about lifting radio’s standards, CBS actually did something creative.”*

*—The New York Times*



*“CBS shows are...achieving a distinction all their own...”*

*—New York Herald Tribune*



*“CBS, which created that wonderful new comedy show, My Friend Irma, deserves credit for experimenting more than any other network.”*

*—New York Post*





***“CBS program department coin splurge is probably unequalled among any of the other networks or among the top agencies . . . but the web is also cognizant of one of the swiftest payoffs in network annals — “Irma” and Godfrey, both moderately-budgeted, hitting the top 15 bigtime within three months after bowing in commercially.”***

*—Variety*



***“CBS is the most imaginative of the networks . . .”***

*—PM*

**And the new hit shows of 1948  
will keep coming from CBS**

... because CBS has more skill *and* more manpower concentrated in producing top-flight, air-tested programs than any other network

... because only at CBS does top management work closely on programming

... because CBS shapes its shows to bring advertisers large audiences at *lowest* cost

**CBS ... the most effective  
program operation  
in all radio**



# TELEVISION ARRIVED IN 1947

By **GEORGE L. MOSKOVICS**, *Commercial Manager, CBS Television Station WCBS-TV*

**NINETEEN** forty-seven can be put down as the year when television really started to turn the corner; the year when circulation in merchandisable quantities began to emerge; the year when commercial television networking was born and the year when advertisers began to get sales in addition to "experience" and "franchises" for their television dollars.



*Moskovics*

To be sure, when compared with other mass media, the merchandising accomplishments of television are modest. But, television has sold all manner of products from high priced automobiles to razor blades; there has been a sound, healthy beginning. During the year the number of advertisers using television increased six-fold, from 23 in March to 139 in October. While, as was to be expected, the major schedules were run by members of the "100 largest", many much smaller advertisers, both retailers and small distributors, used television to advantage.

A noteworthy development of 1947 was the emergence of sports as the most popular program type. Because sports shows are put on by the most experienced producers (the sports promoters) in the most ideal settings (the arenas, ball parks, etc.) with the greatest casts (the country's proficient and colorful players), sports naturally achieve a peak of program excellence not yet attainable by other program forms.

It was not surprising, therefore, that in almost every survey of relative program popularity sports took first place. A striking confirmation of this popularity is found in the extent to which advertisements of television receivers show scenes on the screens of the pictured receivers.

Nor was it any less surprising that many of the country's largest and shrewdest advertisers used sports for their television programming. Whereas in 1945-6 many sports shows were carried as sus-

tainers, in 1947, sponsorship of sports events grew to the point where during the latter part of the year almost all available sports packages carried an advertiser's sales message.

1947 saw the inauguration of regular daytime television. Several daytime programs, broadcast principally between the hours of 1 and 2 p.m., directed to the interest and entertainment of housewives made their debuts. And from the enthusiasm with which they were received, it is evident that daytime programming has made a vigorous start.

Another striking note of 1947, was the marked improvement in the development of commercial techniques. The year saw a rapid growth in the recognition of the tremendous sales potentialities of the living sight and moving sound of television. Building on the earlier experience in the medium, many advertising agencies began to develop marked proficiency in devising and executing commercials of increasing effectiveness.

There was a noticeable trend away from the merely "cute" commercial to more direct and thoughtful demonstrations and other presentations of the true values of goods and services. Studies among viewers indicated a preference for informative advertising and away from the devious concealed approach.

Numerous case histories came to light during 1947. They range all the way from gratifying records for low costs per inquiry and noteworthy sales for established lines through normal dealer outlets, to successful use of the medium to obtain distribution for new products.

As a result, there is a healthy degree of interest in television marked by some competition for favorable availabilities of both time spots and programs. Tardy and lethargic advertisers, complacently comparing television with radio, are finding it increasingly difficult to satisfy their requirements in the comparatively limited field of television, certainly a wholesome situation for the medium.

All in all, 1947 has been a year of great progress for this dynamic new medium. It has learned many good lessons from its own past experience. Beyond question, it is taking on the stature and stability.

# Our Job at BMI is SERVICE in MUSIC



## *When It's BMI... It's Yours*

- Every bar of music in BMI's versatile and enormous catalogue is yours.
- Every service offered by BMI to improve music programming is yours.
- Every BMI song performed over the air is yours.
- Because, you see, BMI itself is yours. Broadcasters established BMI. Broadcasters maintain and operate BMI. It functions only to serve you and the interests of our great industry.

BMI emphasizes its *Service in Music* through a wide variety of practical aids to the broadcaster . . .

**B**ROADCASTERS today receive regularly such special aids as CONTINUITY - COPYRIGHT RESEARCH BULLETINS - HOLIDAY MUSIC LISTS - PIN UP SHEETS - NEWSLETTER - SONGS OF THE MONTH - PIN UP PATTERN - RECORDATA - MUSIC MEMO - GRATIS MUSIC - RECORD PURCHASING ASSISTANCE. These special services are provided without cost to all BMI licensees.

**M**MUSIC FOR EVERY NEED - BMI which had enough music for the entire needs of broadcasters in 1941, today has increased its repertoire of performable music by more than 400%.

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

**I**NDUSTRY 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.

## BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD



BMI BOARD OF DIRECTORS—*Left to right:* Frank K. White, Leonard Kapner, John Elmer, Robert D. Swezey (standing), J. Leonard Reinsch, Sydney M. Kaye, Justin Miller, Carl Haverlin, Joseph A. McDonald, Paul Morency, J. Harold Ryan, William S. Hedges.

## BMI Reports to the Industry

From its very inception BMI has had the full support and cooperation of the broadcasting industry. As a result its growth has kept pace with the general progress of the industry as a whole.

Today, all but four of the broadcasting stations in the United States and Canada, as well as all the national and regional networks are licensees of BMI. And all of them make a very substantial use of the BMI music repertory.

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

Of the total number of BMI licensees (there were 1,966 as of January 15, 1948):

- 1,029 are stations affiliated with the national networks*
- 591 are independent stations*
- 211 are F-M, Television and Short-wave broadcasters*
- 115 are Canadian stations*
- 20 are in U. S. territorial possessions*

At the start of 1948 BMI granted licenses to 1,693 hotels, night clubs and other establishments where music is performed.

BMI's strength comes not alone from its large family of licensees. An equally great number of affiliate publishers, more than 1,000 to date, combine their catalogs to provide hundreds of thousands of selections whose radio and other performing

rights, including television rights, are held exclusively by BMI. Thousands of modern arrangements of favorite compositions in the Public Domain further enhance the BMI library.

In foreign music, the works of the composers and publishers of performing rights societies of Brazil, Chile, Columbia, Cuba, and Mexico is made available to broadcasters through BMI. In addition the BMI repertory includes important catalogs of Canada and Italy.

Through a variety of practical services to broadcasters, BMI has been accepted as indispensable to the industry. Consequently, broadcasters throughout North America are demonstrating their preference in the performance use of BMI-licensed music.

In all fields of music — popular, folk, educational and standard — BMI has opened new sources of music by having developed a vast repertoire that might never have existed. BMI has stimulated and encouraged hundreds of talented young composers and new publishers.

Through its own publishing activities, those of its newly acquired subsidiary, Associated Music Publishers, Inc. (AMP), and those of its affiliate publishers, BMI continues to expand its music library and its services so that it will continue to play a vital role in music and radio.

# BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

New York • Chicago • Hollywood

# IMPORTANT RADIO Telephone Numbers IN NEW YORK



## AM Radio Stations

WAAT (N. Y. Office)	REctor	2-5878
WABF	RHinelander	4-1647
WCAU (N. Y. Office)	Wickersham	2-2000
WCBS	Wickersham	2-2000
WBNX	MEirose	5-0333
WCAU (N. Y. Office)	Wickersham	2-2000
WEVD	BRyant	9-2360
WGN (N. Y. Office)	Murray Hill	2-3033
WHLI	Vigilant	4-0707
WHN	BRyant	9-7800
WHOM	PLaza	3-4204
WIBX (N. Y. Office)	Murray Hill	7-5341
WINS	BRyant	9-6000
WIP	Murray Hill	3-9447
WJZ	Circle	7-5700
WKNY (N. Y. Office)	BRyant	9-2927
WLIB	Murray Hill	3-6903
WLW	Circle	6-1750
WMA	Circle	6-2200
WNBC	Circle	7-8300
WNEW	PLaza	3-3300
WNJR	MArket	3-2700
WOR	LONGacre	4-8000
WOV	Circle	5-7979
WPAT (N. Y. Office)	PEnnsylvania	6-2945
WQXR	Circle	5-5566
WWRL	NEWtown	9-3300

## FM Radio Stations

WABF	RHinelander	4-1647
WBAM	LONGacre	4-8000
WCBS—FM	Wickersham	2-2000
WCHF	LEXington	2-4927
WGYN	BOwling Green	9-4054
WNBC—FM	Circle	7-8300
WMGM	BRyant	9-7800
WQXQ	Circle	5-5566

## Television Stations

WABD	PLaza	3-9800
WCBS—TV	Murray Hill	6-6340
WNBT	Circle	7-8300

## 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

Advertising Time Sales Co.	Murray Hill	6-1788
ABC Spot Sales, American Bcstg. Co.	Wisconsin	7-1737
Avery-Knodel, Inc.	PLaza	3-2622
Blair, John & Co.	Murray Hill	9-6084
Bolling Co., Inc., The	PLaza	9-8150
Branhom Co., The	Murray Hill	6-1860
Burke, Kulpers & Mahoney, Inc.	MOhawk	4-9761
Burn-Smith Co., Inc.	Murray Hill	2-3124
Copper Publ., Inc.	MOhawk	4-3280
Clark Co., Inc., Thomas F.	Murray Hill	4-6317
Clark-Wandless Co.	Murray Hill	7-6958
Columbia Bcstg. System, Inc.	Wickersham	2-2000
Cooke, Donald, Inc.	Murray Hill	2-7270
Cowles Radio Stations	PLaza	3-4204
Cox & Tanz	LEXington	2-2450
DeLisser, Inc.	Murray Hill	2-1753
Forjoe & Co.	VAnderbilt	6-5080
Free & Peters, Inc.	PLaza	5-4180

The Friedenberg Agency Inc.	LONGacre	3-4474
Gilman, Nicoll & Ruthman	Murray Hill	2-9049
Grant, W. S. Co., Inc.	BRyant	9-1374
Griffith, Homer Co.	Murray Hill	6-4080
Hagg, Arthur H. & Assoc. Inc.	Murray Hill	2-8865
Headley-Reed Co.	Murray Hill	3-5467
Hollingbery, George P. Co.	Murray Hill	3-9447
Holman, Hal, Co.	Murray Hill	3-3421
Katz Agency, Inc., The	Wisconsin	7-8620
Lorenzen & Thompson, Inc.	MEdallion	3-1750
McGeehan & O'Mara, Inc.	Wickersham	2-0512
McGillvra, Joseph Hershey, Inc.	Murray Hill	2-8755
McKinney, J. P. & Son	Circle	7-1178
National Bcstg. Co., Inc. (Spot Sales)	Circle	7-8300
Pacific Northwest Bcstrs.	Murray Hill	2-7986
Pan-American Bcstg. Co.	Murray Hill	2-0810
Pearson, John E., Co.	PLaza	8-2255
Perry, John H. Assoc.	Murray Hill	4-1647
Petry, Edward & Co., Inc.	Murray Hill	2-4401
Meeker, Robert Assoc., Inc.	Murray Hill	2-2170
Radio Sales	Wickersham	2-2000
Rambeau, William G. Co.	LEXington	2-1820
Raymer, Paul H., Co., Inc.	Murray Hill	7-6540
Sears & Ayer, Inc.	LEXington	2-0772
Taylor-Howe-Snowden Radio Sales, Inc.	PEnnsylvania	6-6857
Universal Radio Sales	Circle	6-7447
Walker Co., Inc.	Murray Hill	7-8288
Weed & Co.	Murray Hill	7-7772
Wood, Helen, & Colton	Murray Hill	7-5341
Young, Adam J., Jr., Inc.	LONGacre	3-1926

## Advertising Agencies

N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey, Inc.	Circle	7-3720
Ted Bates, Inc.	Circle	6-9700
Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	Murray Hill	8-1100
Birmingham, Castleman & Pierce, Inc.	LEXington	2-7550
The Biow Co., Inc.	PLaza	7-4100
Brooke, Smith, French & Dorrance, Inc.	Murray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7660
Buchanan & Co., Inc.	MEdallion	3-3380
Calkins & Holden	Wickersham	2-6900
Campbell-Ewald Co. of N. Y., Inc.	Circle	7-6383
Cecil & Presbrey, Inc.	Wickersham	2-8200
Compton Advertising Inc.	Circle	6-2800
Dancer-Fitzgerald-Sample, Inc.	Wickersham	2-4200
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford & Shenfield, Inc.	BRyant	9-0445
Donohue & Coe, Inc.	COLUMbus	5-4252
Erwin, Wasey & Co., Inc.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	Murray Hill	8-4200
Foote, Cone & Belding	Wickersham	2-6600
Fuller & Smith & Ross, Inc.	Murray Hill	6-5600
Gardner Advertising Co.	COLUMbus	5-2000
Geyer, Newell & Ganger, Inc.	Wickersham	2-5400
Grant Advertising, Inc.	BRyant	9-6100
The M. H. Hackett Co.	Circle	6-1950
Hixson O'Donnell Adv., Inc.	BRyant	9-5950
Robert Holley & Co., Inc.	Circle	7-3822
Charles W. Hoyt Co., Inc.	Murray Hill	2-0850
Kastor, Farrell, Chesley & Clifford, Inc.	COLUMbus	5-6135
The Joseph Katz Co.	Wickersham	2-2740
Kayton-Spiro 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
Kudner Agency, Inc.	Circle	6-3200

Al Paul Lefton Co., Inc.	Vanderbilt	6-4340
Lennen & Mitchell, Inc.	Murray Hill	2-9170
Marschalk & Pratt, Co.	Vanderbilt	6-2022
J. M. Mathes, Inc.	Lexington	2-7450
McCann-Erickson, Inc.	Circle	5-7000
McKee & Albright, Inc.	Columbus	5-2058
Maxon, Inc.	Eldorado	5-2930
C. L. Miller Co.	Murray Hill	2-1010
Emil Mogul Co., Inc.	Columbus	5-2482
Morse International, Inc.	Murray Hill	7-7200
Newell-Emmett Co.	Murray Hill	3-4900
Peck Advertising Agency, Inc.	Plaza	3-0900
Pedlar & Ryan, Inc.	Plaza	5-1500
Redfield-Johnstone, Inc.	Plaza	3-6120
Arthur Rosenberg Co., Inc.	Chickering	4-4420
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Sherman & Marquette, Inc.	Circle	6-1550
Street & Finney, Inc.	Bryant	9-2400
J. D. Tarcher & Co., Inc.	Circle	6-2626
J. Walter Thompson Co.	Murray Hill	3-2000
Weiss & Geller, 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.	Murray Hill	3-8400

## Publications

Advertising Age	Bryant	9-6431
Advertising & Selling	Murray Hill	5-9770
Billboard, The	Medallion	3-1616
Broadcasting	Plaza	5-835*
Metronome	Plaza	3-7253
Printers' Ink	Murray Hill	3-6500
Standard Rate & Data Service	Lexington	2-6611
Radio Craft	Rector	2-9690
<b>RADIO DAILY</b>	<b>Wisconsin</b>	<b>7-6336</b>
Radio Mirror Magazine	Lexington	2-9050
Radio & Television Retailing	Plaza	3-1340
Radio & Television Weekly	Walker	5-2576
Sales Management	MOhawk	4-1760
Televisor, The	Longacre	5-1683
<b>TELEVISION DAILY</b>	<b>Wisconsin</b>	<b>7-6336</b>
Television Magazine	Plaza	3-5748
Tide	Murray Hill	3-7700
Variety	Bryant	9-8153

## News Associations

Associated Press	Circle	6-4111
International News Service	Murray Hill	2-0131
Press Association, Inc.	Circle	6-4111
Reuters	Bryant	9-8558
Transradio Press Service, Inc.	Murray Hill	2-4053
United Press	Murray Hill	2-0400

## Talent Agencies

James 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, Inc.	Chickering	4-3956
Frederick Bros. Artists Corp.	Circle	6-2144
Gale, Inc.	Longacre	3-0350
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	7-4064
William Morris Agency, Inc.	Circle	7-2160
Music Corporation of America	Wickersham	2-8900
National Concert & Artists Corp.	Plaza	3-0820
Myron Selznick & James L. Saphire & Co.	Circle	7-6200
Franklin H. Small	Circle	6-9400
Roy Wilson (Wilson, Powell & Hayward)	Plaza	9-4961

## Organizations, Unions and Government Agencies

Actors' Equity	Bryant	9-3550
Advertising Federation of America	Bryant	9-0430

AAAA	Lexington	2-7980
American Communications Assn.	Cortlandt	7-1374
American Federation of Musicians	Plaza	8-0600
AFRA	Vanderbilt	6-1810
ASCAP	Columbus	5-7464
American Television Society	Murray Hill	7-9250
ANPA	Caedonia	5-2000
Broadcast Music, Inc.	Plaza	7-1800
Federal Communications Comm.	Wadsworth	4-1000
Federal Trade Commission	Whitehall	3-8000
Institute of Radio Engineers	Rector	7-9600
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
NASR	Murray Hill	7-7772
Professional Music Men, Inc.	Columbus	5-7362
Radio Writers Guild	Murray Hill	6-5251
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Association	Columbus	5-3758
Television Broadcasters Ass'n, Inc.	Lackawanna	4-4788
U. S. Army, Radio Section	Rector	2-9100
U. S. Navy, Radio Section	Rector	2-9100

## Program, Transcription and Recording Cos.

Advance Television Picture	Columbus	5-5400
Advertisers Recording Service, Inc.	Circle	6-0141
Alton Alexander Radio Prod.	Lorraine	8-3100
American Institute of Food Prod., Inc.	Plaza	3-7146
Assoc. Program Service, Inc.	Bryant	9-1245
Assoc. Radio-Television Prod.	Longacre	3-7040
Basch Radio Prod.	Murray Hill	2-8877
V. S. Becker Adv. Service	Bryant	9-7577
Ruth & Gilbert Braun	Murray Hill	3-9580
Byron Productions Co.	Circle	6-2677
Cinemart, Inc.	Murray Hill	4-1562
Columbia Transcriptions	Circle	5-7300
Louis C. Cowan, Inc.	Plaza	9-3700
Gordon M. Day Adv. Service	Plaza	3-3460
Decca Records, Inc.	Columbus	5-2300
Empire Broadcasting Corp.	Plaza	9-4500
Fenton Productions	Plaza	5-2940
Carl Fischer Recording Studios	Circle	7-2965
Ford Bond Radio Prod. Inc.	Circle	7-2236
Allen A. Funt Radio Prod.	Murray Hill	7-8741
Gale, Inc.	Longacre	3-0350
General Artists Corp.	Circle	7-7543
Harry S. Goodman Radio Prod.	Wickersham	2-3338
Gotham Radio Prod., Inc.	GRamery	5-7614
Mary Howard Recordings	Plaza	3-4800
Hummert Radio Features	Wickersham	2-2700
Kermit-Raymond Corp.	Eldorado	5-5511
Keystone Broadcasting System, Inc.	Longacre	3-2221
Lang-Worth Feature Programs Inc.	Circle	6-7410
Phillips H. Lord, Inc.	Wickersham	2-2211
The Ted Mack Co.	Murray Hill	8-0370
Charles Michelson, Inc.	Chickering	4-5058
Michelson & Sternberg, Inc.	Chickering	4-5060
William Morris Agency, Inc.	Circle	7-2160
Music Corp. of America	Wickersham	2-8900
Muzak Corp.	Plaza	7-7700
NBC Radio-Recording Division	Circle	7-8300
National Concert & Artists Corp.	Plaza	3-0820
Peterson Radio Prod.	Murray Hill	6-5669
Press Association, Inc.	Circle	6-4111
Prockter Radio Prod., Inc.	Circle	6-4091
Radio Features of America	Bryant	9-9622
Radio Production Service	Plaza	3-8940
Radio Program Management	Murray Hill	8-0370
Reeves Sound Studios, Inc.	Murray Hill	7-6970
Richman Productions	Murray Hill	2-5854
Rockhill Radio	Eldorado	5-1860
Bernard L. Schubert, Inc.	Plaza	3-4670
SESAC, Inc.	Murray Hill	5-5365
Henry Souvaine, Inc.	Circle	7-5666
Star Transcriptions, Inc.	Plaza	9-2249
Charles Stark Prod. Corp.	Murray Hill	2-2636
Richard Stark & Co.	Circle	6-7337
Television-Radio Enterprises, Inc.	Plaza	5-6594
Towers of London, Ltd.	Bryant	9-9622
United Press Association	Murray Hill	2-0400
Thomas J. Valentino, Inc.	Circle	6-4675
Video Associates, Inc.	Plaza	3-9966
Chick Vincent & Co.	Eldorado	5-0734
Von Baumann Studios	Rhineland	4-5508
Roger White Prod.	Plaza	5-3560
Wolf Associates, Inc.	Plaza	5-7620
World Broadcasting System, Inc.	Columbus	5-2300
Frederic W. Ziv Co., Inc.	Murray Hill	8-4700

# IMPORTANT RADIO Telephone Numbers in CHICAGO



## AM Radio Stations

KTSP (Chicago office)	SUPerior	8659
WAAF	RANdolph	193
WAIT	FRAnklin	0660
WBBM	WHIttehall	6000
WCAU (Chicago office)	SUPerior	5072
WCFL	SUPerior	5300
WCRW	LINcoln	2188
WEDC	ROCKwell	9461
WENR	DELaware	1900
WGES	SACramento	1700
WGN	SUPerior	0100
WHFC	ROCKwell	7756
WHIP	DEArborn	8600
WIND	WHIttehall	2170
WINS (Chicago office)	STATE	0366
WJJD	STATE	5466
WLS	MONroe	9700
WLW (Chicago office)	STATE	0366
WMAQ	SUPerior	8300
WMBI	MICHigan	1570
WMCA (Chicago office)	SUPerior	5072
WNMP	GREenleaf	1590
WOR (Chicago office)	SUPerior	5110
WIBC	MONroe	9060

## FM Radio Stations

WEAW	UNiversity	4605
WGNB	SUPerior	0100
WWZR	STATE	1357

## Television Stations

WBKB	FRAnklin	6446
WTRZ	BERKshire	7500
WGNA	SUPerior	0100

## National Networks

American Broadcasting Co.	DELaware	1900
Columbia Broadcasting System	WHIttehall	6000
Keystone Broadcasting System	STATE	4590
Mutual Broadcasting System	WHIttehall	5060
National Broadcasting Co.	SUPerior	8300

## Station Representatives

John Blair & Co.	SUPerior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4437
Capper Publications	CENtral	5977
Cox & Tanz	FRAnklin	2095
The Foreman Co.	FRAnklin	2359
Free & Peters	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4686
George P. Hollingbery	ANDover	2636
Hal Holman Co.	FRAnklin	0016
The Katz Agency	CENtral	4006
Joseph Hershey McGillvra	STATE	5282
J. P. McKinney & Son	SUPerior	9866
National Broadcasting Co.	SUPerior	8300
John E. Pearson Co.	FRAnklin	2359
John H. Perry Associates	HARRison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHIttehall	6000
Radio Advertising Corp.	CENtral	1742
William G. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPerior	4473
Reynolds-Fitzgerald, Inc.	STATE	4294
Sears & Ayer	SUPerior	8177
Spot Sales, Inc.	FRAnklin	8520

The Walker Co.	STATE	5262
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

## Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
BBD&O	SUPerior	9200
Dancer-Fitzgerald-Sample	STATE	3800
Buchanan & Co.	DELaware	5522
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
The Caples Co.	SUPerior	6016
Critchfield & Co.	SUPerior	3061
Doremus & Co.	CENtral	9132
Sherman K. Ellis & Co.	HARRison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEArborn	6424
Foote, Cone & Belding	SUPerior	4800
Goodkind, Joice & Morgan	SUPerior	6747
Grant Advertising, Inc.	SUPerior	6500
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdolph	4606
MacFarland, Aveyard & Co.	RANdolph	9360
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STATE	5060
C. L. Miller Co.	CENtral	1640
Mitchell-Faust Advertising Co.	STATE	6610
Needham, Louis, & Brorby	STATE	5151
Presba, Fellers & Presba	CENtral	7683
L. W. Ramsey Co.	FRAnklin	8155
Rocche, Williams & Cleary	RANdolph	9760
Ruthrauff & Ryan, Inc.	FRAnklin	0485
Schwimmer & Scott	DEArborn	1815
Russell M. Seeds Co.	DELaware	1045
Sherman & Marquette, Inc.	DELaware	8000
J. Walter Thompson Co.	SUPerior	0303
Wade Advertising Agency	STATE	7369
Weston-Barnett	WHIttehall	7725
Young & Rubicam, Inc.	CENtral	9389

## Program, Transcription and Recording Cos.

Chartoc-Coleman	RANdolph	6150
Chicago Recording Co.	CENtral	5275
Columbia Recording Corp.	WHIttehall	6000
Decca Records, Inc.	DELaware	8300
Green Associates	STATE	7976
Hollywood Recorded Features, Inc.	DEArborn	2841
Estelle Lutz Artists Bureau	HARRison	3435
William Morris Agency, Inc.	STATE	3632
Music Corporation of America	DELaware	1100
NBC Radio Recording Division	SUPerior	8300
RCA Manufacturing Co.	WHIttehall	4600
Standard Radio, Inc.	STATE	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPerior	9114

## News Agencies and Assn's.

Associated Press	STATE	7700
International News Service	ANDover	1234

<b>RADIO DAILY</b>	<b>STATE</b>	<b>2332</b>
Press Association, Inc.	STATE	4581
United Press	RANdolph	4172

# IMPORTANT RADIO Telephone Numbers in LOS ANGELES



## AM Radio Stations

KECA	Hudson	2-3141
KLAC	Fitzroy	1231
KFI	Fairfax	2121
KFOX	Madison	2247
KFVD	Fairfax	6361
KFWB	Hempstead	5151
KGER	Madison	2551
KGFJ	Hillside	0201
KGIL (San Fernando)	State	4-6291
KHJ	Hudson	2-2133
KIEV (Glendale)	Chapman	5-2388
KLAC	Hillside	1161
KMPC	Hollywood	5341
KNX	Hollywood	1212
KOWL (Santa Monica)	Santa Monica	5-5180
KPRO (Riverside)	DRexel	4388
KRKD	Tucker	7111
KSFQ (L. A. Office)	Hollywood	8282
KUSN (San Diego)	MAIN	2041
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991
KEMO	Madison	8364

## FM Radio Stations

KECA-FM	Hudson	2-3141
KFI-FM	Fairfax	2121
KHJ-FM	Hudson	2-2133
KKLA	EXposition	1141
KMPC-FM	Hollywood	5341
KRKD-FM	Tucker	7111

## Television Stations

KTLA	Hollywood	6363
W6XAO (KTSL)	Hollywood	8255

## Networks

American Broadcasting Co.	Hudson	2-3141
Columbia Broadcasting System, Inc.	Hollywood	1212
Between 11 P.M. and 8 A.M.	Hollywood	7052
Don Lee Broadcasting System	Hudson	2-2133
Hispano Spanish Broadcasting Co.	Michigan	4433
Keystone Broadcasting System	Hollywood	5338
Mutual Broadcasting System	Hudson	2-2133
National Broadcasting Co.	Hollywood	6161
United-Pacific Network	EXposition	1339

## Station Representatives

Associated Recorded Program Service	Hollywood	8318
Avery-Knodel, Inc.	Tucker	2095
Walter Biddick Co.	Richmond	6184
John Blair & Company	Granite	6103
Howard C. Brown Company	Hollywood	6045
Burn-Smith Co., Inc.	Richmond	6184
Forjoe & Co.	VAndyke	9885
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 McGillvra, Inc.	DRexel	4388
George P. Hollingbery	Madison	6-3633
Hollywood Broadcasting Service	Hollywood	8756
Katz Agencv, Inc.	Tucker	3219
King Cole Adv. Service	Lucas	0681
Tracy Moore	Hollywood	5408
National Association of Broadcasters	Granite	7166
John Pearson Co.	DRexel	4388
Edward Petry Company	Michigan	8729
Radio Advertisers Co.	Hollywood	6281
Radio Sales	Hollywood	1212
Wm. G. Rambeau Co.	EXposition	9469
Paul H. Raymer Co.	VAndyke	1901

Taylor-Howe-Snowden Radio Sales	Michigan	7571
Universal Radio Sales	Hollywood	8282
Walker Co.	Fairfax	3200
Weed & Company	Hillside	8611
Howard H. Wilson Co.	Fairfax	3200
Adam J. Young, Jr.	Michigan	6203

## Advertising Agencies

Abbott-Kimball Co., Inc.	TRinity	7575
Adair & Associates	Hillside	8450
R. H. Alber	PRospect	3331
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 & Co.	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	BRadshaw	2-1043
Ted Bates, Inc.	Hollywood	2161
Batten, Barton, Durstine & Osborn (Hollywood Office)	Hollywood	7337
(Los Angeles Office)	Michigan	1354
Joe Bayard & Associates	Fairfax	1278
Benton & Bowles Inc.	Hillside	9151
Better Ideas, Inc.	EXposition	8020
The Biow Co.	HEmpstead	2377
Botsford Constantine & Gardner	VAndyke	0796
Brisacher, Van Norden & Staff	WHitney	1500
Broadcast Adv.	EXposition	1339
Buchanan & Co. Inc. (Beverly Hills)	BRadshaw	2-1162
(Los Angeles)	MUtual	6316
Bert Butterworth	Hollywood	7263
Campbell-Ewald	Richmond	6204
The Caples Co.	MUtual	4143
Compton Adv. Inc.	Hollywood	8107
Dancer, Fitzgerald, Sample	Hempstead	8166
Dunn-Fenwick & Company	DRexel	7305
ESB & Associates	Hollywood	5827
Foote, Cone & Belding (Hollywood)	Hollywood	6265
(Los Angeles)	Michigan	7651
John Freiburg & Co.	Michigan	8286
Fritzen Advertising	TRinity	3171
Garfield & Guild	DRexel	8131
General Adv. Agency	Hempstead	5129
Ernest N. George Co.	DRexel	5355
Glasser-Gailey & Co.	Fitzroy	2141
John Guedel Radio Prods	Hempstead	5186
Guggenheim Enterprises	Hempstead	4133
H. K. L. Adv. Agency	Michigan	5536
M. C. Hill & Co.	Granite	1582
Hixson-O'Donnell	MUtual	8331
Honig-Cooper	PRospect	5317
Hollywood Adv. Agency	Hollywood	3636
George C. Hoskin Associates	Hempstead	4153
Hovey Associates	Hempstead	8983
Irwin-McHugh Adv. Agency	Hollywood	2277
Jaffe & Jaffe	Fitzroy	3104
W. C. Jeffries Co.	Richmond	0992
Kaster, Farrell Chesley & Clifford	Hollywood	8143
Raymond Keane	TRinity	2915
Kemmerer, Inc.	Hempstead	6795
Kenyon & Eckhardt	Hillside	8368
William Kester	Hillside	9251
J. B. Kiefer	EXposition	3153
King Cole Adv. Service	Lucas	0681
The Kudner Agency	Hillside	7209
Lennen & Mitchell Co.	CRestview	1-7221
Lenz Adv. Agency	Hollywood	3906
Lockwood.Shackelford (Hollywood)	Gladstone	6131
(Los Angeles)	TRinity	9801
Lowc Adv. Agency	Hempstead	3583

## IMPORTANT NUMBERS IN LOS ANGELES

McCann-Erickson	(Hollywood)	Hillside	8268
	(Los Angeles)	MUtual	1181
McKee-Albright		HOLlywood	8363
McNeill-McCleary		MIchigan	7496
Dan B. Miner		RIchmond	3101
Raymond R. Morgan		HEmpstead	4194
Needham, Louis & Brobry		GRAnite	7186
Mike Newman & Associates		GLadstone	6793
Paul E. Newman Co.		DRexel	5303
Pacific Coast Adv.		HEmpstead	5186
Pardee Cash & Associates		HOLlywood	7201
Pedlar & Ryan, Inc.		HOLlywood	5354
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
Roche-Eckoff		GRAnite	3192
A. James Rouse Co.	BRadshaw	2-1772	
Ross, Gardner & White		DRexel	7211
Ruthrauff & Ryan		HEmpstead	7593
Ross Sawyer		WEbster	6275
Russell M. Seeds Co.		HEmpstead	7824
Sherman & Marquette, Inc.		HOLlywood	5131
Michael Shore		GRAnite	1138
Dean Simmons		OLympic	7002
Smith, Bull & McCreery		HEmpstead	5671
Southern Calif. Adv. Agencies Assn.		WAlnut	8621
Ralf M. Spangler		HEmpstead	5129
Barton A. Stebbins		TRinity	8821
Arthur W. Stowe		DRexel	8138
J. Walter Thompson Co. (Hollywood)		Hillside	7241
(Los Angeles)		MAdison	2661
Louis Victor		GRAnite	5673
Ward Wheelock Co.		Hillside	9221
Warwick-Legler, Inc.		HEmpstead	8163
R. W. Webster		TRinity	2153
Adolphe Wendland & Associates		Hillside	1176
Paul Winans		MIchigan	3884
Young & Rubicam		HOLlywood	2734

### Program, Transcription, and Recording Cos.

Academy Sound System		Hillside	5729
Air-Check Co.		GLadstone	2189
All Star Radio Prods.		GRAnite	6196
Allied Record Mfg. Co.		HOLlywood	5107
Argonaut Productions, Inc.		GLadstone	7121
Associated Recording Program Service		HOLlywood	8318
Associated Studios Broadcasting and Recording		Hillside	0191
Audience Participation		GLadstone	4776
Bee-Bee-Bee Records, Inc.		GLadstone	4776
Walter Biddick Co.		RIchmond	6184
Eddie Bracken Radio Prods.		CRestview	5-1712
Bride & Groom		DRexel	4391
Broadcast Records, Inc.		Hillside	1511
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
Cole-White		Hillside	9211
Coleman-Maxwell Prods.		HOLlywood	4464
Command Radio Productions, Inc.		GRAnite	7450
Commodore Productions		HOLlywood	8229
Columbia Records, Inc.		GRAnite	4134
Continental Radio and Television Pro- ductions		HEmpstead	8171
Continental Recordings		GLadstone	4088
Commercial Radio Prods.		GLadstone	2915
Consolidated Broadcasting		WAlnut	5322
Louis G. Cowan		Hillside	5337
Creative Radio Productions		Hillside	1732
Bing Crosby Enterprises		CRestview	1-1171
Patrick Michael Cunning		Hillside	5915
Joan Davis Enterprises		CRestview	1-7249
Decca Recording Division		HOLlywood	5191
James M. Doane		Hillside	5159
Ken Dolan & Co.		HOLlywood	3558

Hobart Donovan		HOLlywood	3628
Draesemer, Isabelle		Hillside	1782
Ed East		GLadstone	3352
Eccles Disc Recordings		Hillside	8351
Bruce Eels' Rep., Inc.		HOLlywood	8644
Eight-to-the-bar-Ranch		CRestview	6-3193
Electro-Vox Recording Studios		GLadstone	2189
Elliott Radio Features & Transcriptions		Hillside	0231
F. W. Ferrin Company		HOLlywood	3628
Finley Transcription Co., Inc.		BRadshaw	2-2711
Fulton Enterprises (Trans. Div.)		GRAnite	2244
Ed Gardner		CRestview	5-1594
William Gernannt Assoc.		Hillside	8368
Mitchell Gertz		CRestview	1-5136
Grace Gibson		GRAnite	5543
Ted Gifford		RIchmond	9587
Goddard Radio Prods.		EXposition	3882
Robert Gordon & Co.		YORke	8111
Jeanne Gray Radio Productions		GRAnite	2764
John Guedel Radio Prods.		HEmpstead	5186
Hamilton-Whitney Prods.		CRestview	6-6137
Hill & Range Songs, Inc.		WEbster	7269
Hollywood Music Recording Studios		HEmpstead	5407
Hollywood Radio Prods.		GRAnite	3588
International Recording Studios		HOLlywood	6344
Harry Jacobs Prods.		BRadshaw	2-5294
K. & M. Producers		HEmpstead	8775
Sam Kerner, Inc.		Hillside	7239
Keystone Broadcasting Systems		HOLlywood	5338
Arthur Kurlan		YORke	7101
Lou Levy		CRestview	6-3193
Kenneth Long		Hillside	0191
Dan Lundberg		YORke	7101
William B. Mason		HOLlywood	4407
C. P. MacGregor		Fltzroy	4191
Haven MacQuarrie		HOLlywood	6161
Masteron-Reddy-Nelson		DRexel	4391
Mayfair Transcription Co.		WHITney	3375
Les Mitchel Prods., Inc.		BRadshaw	2-4616
Bill Monk Enterprises		BRadshaw	2-1764
Thos. Moody & Associates		FAirfax	1127
Raymond R. Morgan		HEmpstead	4194
Music City-Glenn Wallichs		HOLlywood	8211
NBC Radio-Recording Division		HOLlywood	6161
Nyani Radio Productions		GRAnite	1551
Jack Paar		CRestview	5-1579
Peerless Film & Radio Prods.		HOLlywood	7127
B. D. Prager		GLadstone	5013
Precision Recording Co.		WAlnut	8219
Quality Radio Productions		Hillside	2151
Radio Corp. of America			
RCA Victor Division		Hillside	5171
Radio Enterprises, Inc.		GLadstone	6466
Radio Features		HEmpstead	3248
Radio Producers of Hollywood		HOLlywood	8318
Radiotele Prods.		Hillside	7870
Radio Transcription Co. of America		HOLlywood	8318
Rancho Records (Smiley Burnette)		SUNset	1-1437
Rec-Art Studio		PROspect	9232
James L. Saphier		CRestview	1-7231
Selected Features		HEmpstead	3583
Del Sharbutt Ents.		Hillside	4305
Six Thousand Sunset Radio Center		HEmpstead	6811
Smilin' Ed McConnell		HOLlywood	3070
Sound Services, Inc.		HEmpstead	1136
Soundscript Radio Productions		HOLlywood	8644
Stage No. 8		Hillside	5915
Standard Radio, Inc.		WEbster	7963
Studio & Artists Records		Hillside	8241
Telecomics, Inc.		GLadstone	2591
Telefilms, Inc.		HOLlywood	7205
Teleways Radio Productions, Inc.		CRestview	6-7238
Truth & Consequences		HOLlywood	2901
Twentieth Century Records, Inc.		HOLlywood	2291
Universal Radio Prods. of Hollywood, Inc.		HOLlywood	8282
Valle Vodra, Inc.		Hillside	8161
Vinson, Owen & Co.		NORMandie	1-0654
Voice of Prophecy, Inc.		CHAoman	5-2349
Mark Warnow		Hillside	2153
Carl Wester & Co.		Hillside	2151
Art Whitney		HEmpstead	2383
S. M. Williams		HOLlywood	1568
Hal Wilson Radio Prods.		HOLlywood	1714
Walter White, Jr.		HOLlywood	8229
World Broadcasting System		HOLlywood	6321
Frederick W. Ziv Co.		HEmpstead	3248

**IMPORTANT PHONE  
NUMBERS IN  
Los Angeles**

**Radio Artists Agencies**

Larry Allen, Inc.	HEmpstead	0421
American Federation of Radio Artists	HIllside	5125
Vy Barry	HOllywood	3636
Gene Bascou	HOllywood	5827
Phil Berg-Bert Allenberg, Inc.	CRestview	6-3131
Stanley Bergerman & Co.	CRestview	6-3196
Herman Bernie	CRestview	5-0117
Phil Bloom Agency	CRestview	1-3353
Ralph Blum Corp.	CRestview	1-9833
Myrt T. Blum Business Admn.	CRestview	6-7071
Flo Browne-Jan Grippio	NOrmandie	2-8111
Everett N. Crosby	CRestview	1-1171
Columbia Concerts, Inc.	HEmpstead	5316
Ken Dolan & Co.	HOllywood	3558
James Doane	HIllside	5159
Famous Artists Corp.	CRestview	1-5222
Tom Fizdale	GRanite	6826
George Frank, Inc.	HIllside	3188
Frederick Bros. Artists Corp.	CRestview	1-6244
Kurt Frings Agency	CRestview	1-8252
General Artists Corp.	CRestview	1-8101
Charles Garland	CRestview	1-7357
Bruce Gear	CRestview	5-3035
Jules C. Goldstone	CRestview	5-1191
Nat Goldstone	CRestview	6-1071
Mitchell J. Hamilburg	CRestview	5-5108
Herdan-Sherrill	CRestview	1-5236
Walter Herzbrun	CRestview	6-4157
Don Hic Enterprises	HOllywood	4869
Sam Jaffe	CRestview	6-6121
Lou Irwin	CRestview	1-7131
Walter Kane	CRestview	6-2396
Alex Kampner, Inc.	CRestview	5-0104
Paul Kohner, Inc.	CRestview	1-5165
Earl Kramer Agency	CRestview	6-2338
M. C. Levee	CRestview	1-5781
Levee-Short	CRestview	5-8340
A. & S. Lyons	CRestview	1-6131
MacQuarrie Agency	CRestview	6-7162
Reg. D. Marshall	HOllywood	8238
MCA Artists, Ltd.	CRestview	6-2001
Monter-Gray-Shor	CRestview	1-1191
William Morris Agency	CRestview	1-6161
National Concert & Artists Corp.	CRestview	1-7121
Polan & Rosenberg	CRestview	1-1800
Radio Artists Corp.	CRestview	5-6787
Radio Registry	HIllside	8321
Art Rush, Inc.	HIllside	5161
The Salkow Agency	CRestview	1-9134
James L. Saphier	CRestview	1-7231
Louis Shurr	CRestview	1-1116
The Small Co.	HOllywood	2722
Edward Sherman	CRestview	5-0186
Lou Snitzer-Al Fritschi	HOllywood	6271
E. T. Somlyo Agency	CRestview	6-2042
Stempel-Olenick Agency	CRestview	1-7141
United Management Corp.	CRestview	6-6194
A. George Volck, Inc.	CRestview	6-3121
D. M. Winkler Agency	CRestview	1-7244
Charles Wendling Agency	CRestview	6-2348

**Publications**

Broadcasting Publications	GLadstone	7353
Hollywood Reporter	HIllside	7411

<b>RADIO DAILY</b>	GRanite	6607
Radio Life	HIllside	9275
Radio Artists Directory	HIllside	0101
Radio News	NOrmandie	8295
Radio Writers Guild	GLadstone	7128
Studio Blu-Book	HEmpstead	7353
Variety	HOllywood	1141

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

**Federal Department 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
<b>FEDERAL COMMUNICATIONS COMMISSION</b>	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
Frequency Modulation Ass'n	REpublic	8532
National Association of Broadcasters	DEcatur	9300
National Press Club	REpublic	2500
Radio Correspondents' Galleries	NAtional	3120

<b>RADIO DAILY</b>	WIconsin	3271
	HObart	7627
	NAtional	2292
Radio Manufacturers' Association	NAtional	4901

**Radio Stations**

WAMC	EMerson	9445
WARL	OWens	7800
WASH-FM	DIstrict	1358
WBCC	OLiver	2800
WCFM	REpublic	8688
WEAM	OWens	7100
WGAY	SHepherd	1050
WINX	REpublic	8000
WMAL	NAtional	5400
WOL	MEtropolitan	0010
WOOK	ADams	8400
WPIK	OVERlook	3000
WQQW	COlumbia	6331
WRC	REpublic	4000
WTOP	MEtropolitan	3200
WWDC, WWDC-FM	NAtional	7203

**Hotels**

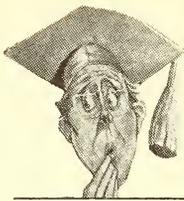
Carleton Hotel	MEtropolitan	2626
Mayflower Hotel	DIstrict	3000
Raleigh Hotel	NAtional	3810
Shoreham Hotel	ADams	0700
Statler Hotel	EXecutive	1000
Wardman Park Hotel	COlumbia	2000
Willard Hotel	NAtional	4420

**News Services**

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

**Railway Terminals**

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



25



23



11



4



20



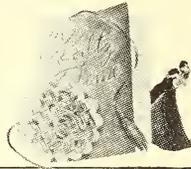
16



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19



**NBC—Network**



8 53 40 36 35 28



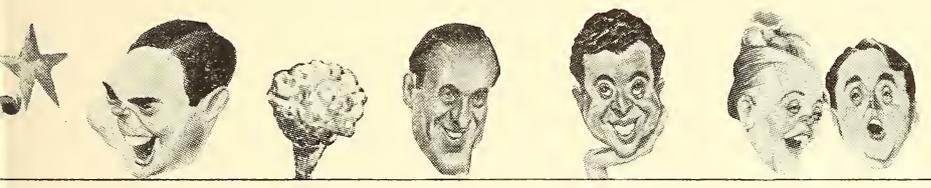
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30 37 46 45 50 47



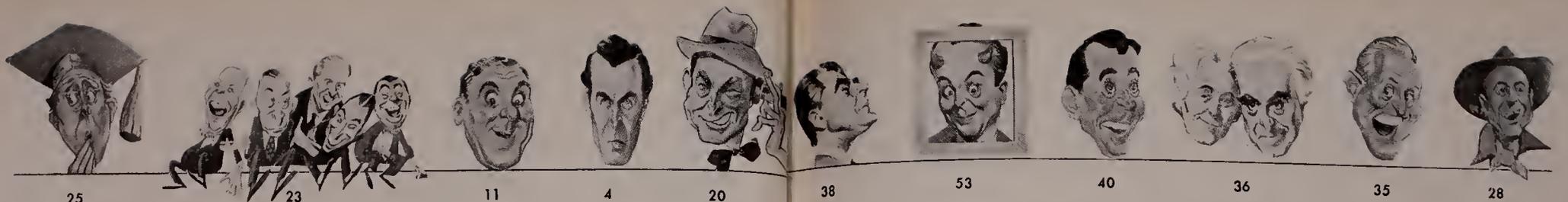
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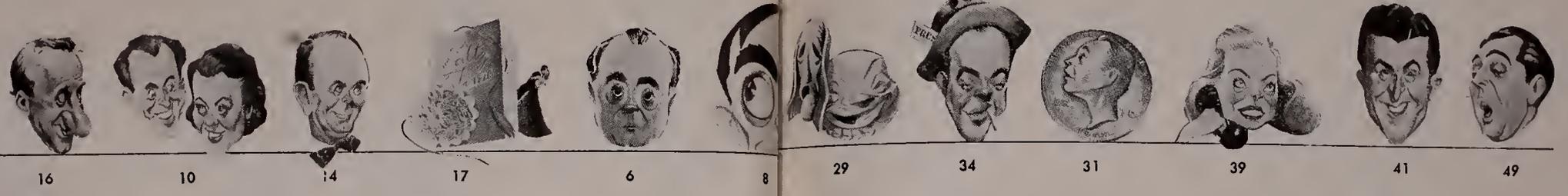
43 51 52 32 56

# f the Stars

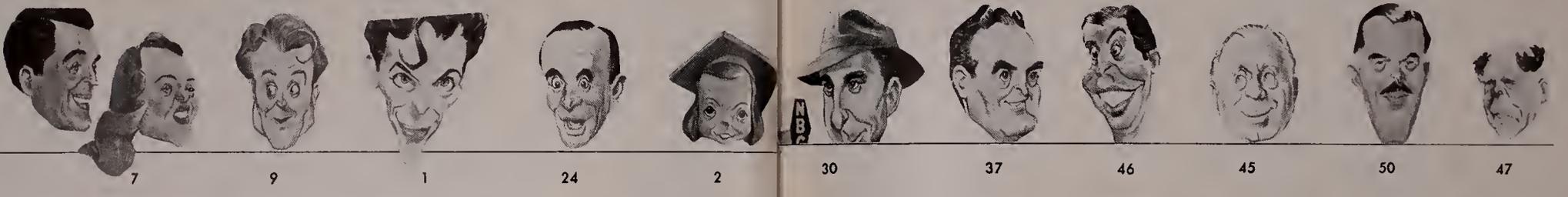




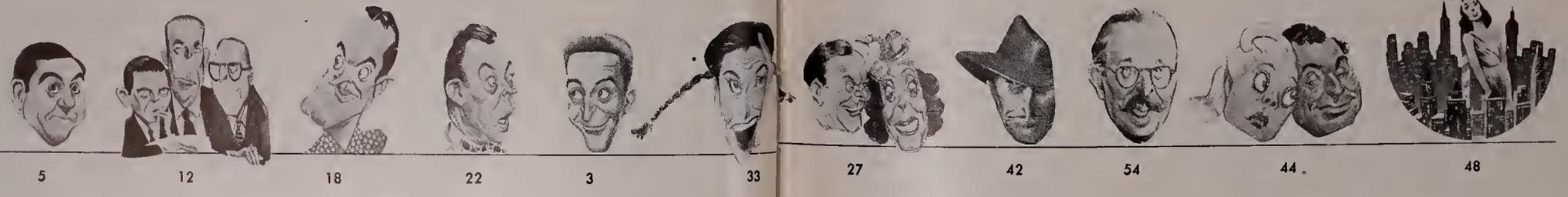
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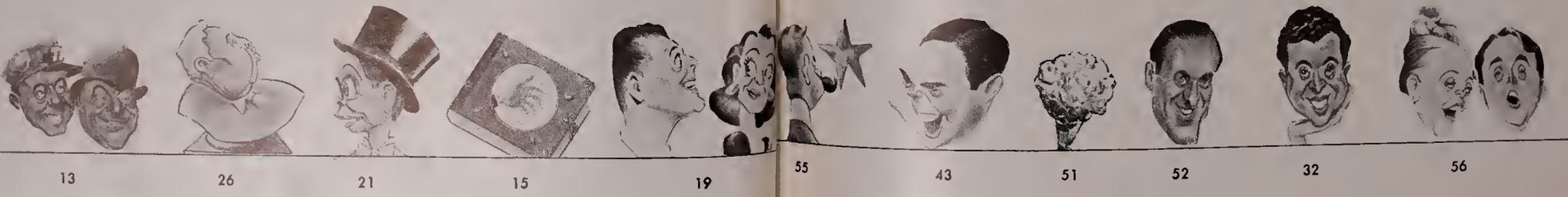
16 10 14 17 6 8 29 34 31 39 41 49



7 9 1 24 2 30 37 46 45 50 47



5 12 18 22 3 33 27 42 54 44 48



13 26 21 15 19 55 43 51 52 32 56

# NBC — Network of the Stars

*most popular* . . . according to Hooper Program Surveys. Year after year NBC has carried an overwhelming majority of the most popular programs on the air.

*most listened to* . . . according to the Broadcast Measurement Bureau, the industry's official listening gauge. BMB, in a completely impartial survey of actual listeners to all networks, found that each week NBC reaches nearly 3,500,000 more radio *families* in the evening and over 2,500,000 more radio *families* in the daytime than the second network.

*most effective* . . . last year the one hundred largest radio advertisers, in gross expenditures for broadcast facilities, spent nearly \$13,000,000 more with NBC than with the second network. Furthermore, NBC not only delivers larger audiences and more popular shows, but on a straight comparison of facilities, cost, and BMB families, NBC *delivers more listeners per dollar*, both day and night, than the network with the second largest audience.

---

*America's No. 1 Network*

***the National Broad***

KEY

1. Frank Sinatra—Your Hit Parade
2. Quiz Kids
3. Garry Moore—Take It Or Leave It
4. Mr. District Attorney
5. Bob Hawk
6. Paul Lavalley—Highways in Melody
7. Perry Como & Jo Stafford—Supper Club
8. Eddie Cantor
9. Red Skelton
10. Fibber McGee and Molly
11. William Bendix—Life of Riley
12. Sunoco Three Star Extra
13. Amos 'n' Andy
14. Eddie Dowling—The Big Break
15. American Album of Familiar Music
16. Jimmy Durante
17. Waltz Time
18. Bob Hope
19. Jack Carson and Eve Arden
20. Ed Gardner—Duffy's Tavern
21. Charlie McCarthy
22. Fred Allen
23. Can You Top This?
24. Al Jolson
25. Kay Kyser
26. The Great Gildersleeve
27. Burns and Allen
28. Red Foley—Grand Ole Opry
29. Cavalcade of America
30. Bill Stern
31. Dr. I. Q.
32. Ezra Stone—The Aldrich Family
33. Judy Canova
34. The Big Story
35. Art Linkletter—People are Funny
36. One Man's Family
37. Fred Waring
38. Donald Voorhees—The Telephone Hour
39. Louise Erickson—A Date With Judy
40. Dennis Day
41. Eddy Howard—Sheaffer Parade
42. Mystery Theatre
43. James Melton—Harvest of Stars
44. Alice Faye & Phil Harris—Bandwagon
45. Jack Benny
46. Milton Berle
47. H. V. Kaltenborn
48. Manhattan Merry-Go-Round
49. Robert Merrill—RCA Victor Show
50. Morgan Beatty—News of the World
51. Curtain Time
52. Buddy Clark—Contented Hour
53. Ralph Edwards—Truth or Consequences
54. Howard Lindsay—Ford Theater
55. Hollywood Star Preview
56. Eleanor Steber & Christopher Lynch  
Voice of Firestone

*Drawings by Sam Berman*

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**roadcasting Company**



*A service of Radio Corporation of America*

# PROGRAM TYPES PREFERRED

By TOM FITZSIMMONS, *Night Editor, RADIO DAILY*

LOOKING back in retrospect over the programming of the past year, and permitting this retrospection to be buttressed by the opinions and findings of more than 600 program executives from coast to coast, we are impressed principally by the demand of radio audiences in all sections of the land for, first, MUSIC and, secondly, NEWS.



*Fitzsimmons*

In these two programming categories are grouped the established preferences of the bulk of the American listening public. In these preferences are mirrored the innate culture, intelligence and discrimination of the nation's average audience. In this fact we will find, if we but look, the refutation—the emphatic refutation—of those who would have us believe that our country's sitters-by-the-radio are infantile, even moronic, in their quest for entertainment.

The American public has unjustly been called fickle, indecisive. It is neither. The preference of the majority for music and news during 1947 is not a "trend." It is a fixed course, a continuation of a demand which was felt with equal strength in 1946, a social and cultural force which was vital in war as in peace, and which undoubtedly will be dominant on the airwaves of the years to come. It is a healthful condition, one of which the industry and the nation can well be proud.

Actually, music—both live and transcribed—was most in demand. This is natural, because of the many and varied forms in which this "food for the soul" can be presented, and which makes it adaptable and acceptable to so many groups, from lovers of symphony and opera down through the various divisions of semi-classical, standard, popular, dance, hill-billy and folk tunes.

The news broadcast, the value of which was so firmly established during the war, has maintained its popularity almost undiminished. The demand for the "news-cast," while not nearly so strong as for

music, is, nevertheless, far more emphatic than for the categories which follow. These categories, in their order, are: Variety, Dramatic Shows, Quiz Programs, Comedy, Sports.

In the third and fourth classification—Variety, and Dramatic Shows—the matter of transcriptions moves strongly to the fore. Generally, it seems, the transcribed show is accepted as readily as the live program, quality being the one criterion by which the listener will judge. There is, however, an audience group which feels that it is getting a transcribed production "second hand." It is not a large segment of the public, however, and its size, such as it is, now is decreasing.

In fifth place we find the quiz show, followed by comedy. The margin of leadership for the quiz is very slight, however, and all indications point to a switch in the order of these groups during the coming year. While the popularity of the quiz show still is strong, the demand for *new* programs of this type is very slight.

On the other hand, the demand for new comedy shows is strong and widespread. This is not to say that the public is tiring of the tried-and-true top-flight comedians who have risen to international fame during the past decade or more; on the contrary, the call for more of the same is distinctly a tribute to those now on the airwaves.

The giveaway show, that strange growth within the program structure of the industry, condemned by the majority, and even by its proponents looked upon as a necessary evil, is, happily, on the way out, heading very slowly, but steadily, for oblivion.

Sports, in the form of on-the-spot broadcasts of athletic events, boxing bouts, etc., at the time they occur, are, of course, popular when of sufficient importance as a news event.

In summation, it can truly be said that America's taste in program preference is generally sound, cultural. For this, the station program directors of the nation must share credit. A vital, indispensable force behind the scenes, their influence in the uplifting of the industry should be appreciated by all who have the best interests of that industry at heart.

## First Trade Tele Photos



FRANK MULLEN—NBC



JOSEPH REAM—CBS



MARK WOODS—ABC

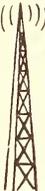
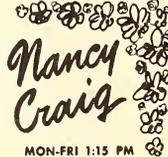


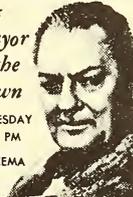
THEODORE STREIBERT—WOR—MBS



On January 19, NBC, in co-operation with RADIO DAILY, made photographic news history when Sy Friedman, network press photographer, shot televised images of top industry spokesmen as they testified before the Labor Committee hearings in the Caucus Room of the House of Representatives, Washington. Photos were taken directly off the face of a video receiver at NBC headquarters, in the RCA Building, developed by mid-day, engraved and delivered for reproduction in RADIO DAILY.

For Gallery Of Television Leaders See Page 1051

<p><b>Boston Symphony Orchestra</b> TUESDAY 9:30 PM</p>	<p><b>THIS IS YOUR FBI</b> FRIDAY 8:30 PM Equitable Life Assurance Society</p>	<p><b>MONDAY MORNING HEADLINES</b> SUNDAY 6:15 PM ★ Air-Wick ★</p>	<p>★ <b>WORLD SECURITY WORKSHOP</b> ★ SUNDAY 12:30 PM</p>	<p><i>Martin Agronsky</i> MON-SAT 8:00 AM</p>
<p>★ ★ ★ <b>DREW PEARSON</b> SUNDAY 6:00 PM Frank H. Lee Hats</p>	<p><b>WILLIE PIPER</b> THURSDAY 9:00 PM General Electric Lamps </p>	<p><b>GROUCHO MARX</b> in "YOU BET YOUR LIFE" WEDNESDAY 9:30 PM ELGIN-AMERICAN DIVISION </p>	<p><i>Metropolitan Opera Auditions of the Air</i> SUNDAY 9:30 PM Farnsworth Radio &amp; Television Corp.</p>	<p><b>Headline Edition</b> MON-FRI 7:00 PM</p>
<p><b>ETHEL and ALBERT</b> MON-FRI 2:15 PM</p>	<p><b>AMERICA'S TOWN MEETING</b> <i>of the AIR</i> TUESDAY 8:30 PM </p>	<p><b>DASHIELL HAMMETT'S FAT MAN</b> FRIDAY 8:00 PM Norwich Phar. Co. </p>	<p><b>Dorothy Fuldheim</b> SATURDAY 5:45 PM Brotherhood of Railroad Trainmen</p>	<p><b>VOX POP</b> WEDNESDAY 8:30 PM American Express Co.</p>
<p><i>The Greatest Story Ever Told</i> SUNDAY 6:30 PM Goodyear Tire &amp; Rubber Co.</p>	<p><i>Baukhage</i> <b>TALKING</b> MON-FRI 1:00 PM</p>	<p><b>Abbott and Costello</b> WEDNESDAY 9:00 PM </p>	<p> <b>TOM Breneman's</b> <i>Breakfast in Hollywood</i> MON-FRI 11:00 AM Procter &amp; Gamble Kellogg</p>	<p><i>My True Story</i> MON-FRI 10:00 AM Libby, McNeill &amp; Libby</p>
<p><b>BING CROSBY</b> WEDNESDAY 10:00 PM PHILCO CORP. </p>	<p> <b>THE LISTENING POST</b> MON-WED-FRI 10:15 AM Curtis Circulation Co.</p>	<p><i>Sunday Evening Hour</i> SUNDAY 8:00 PM Musical Digest</p>	<p><b>GALEN DRAKE</b> MON-FRI 11:30 AM Kellogg</p>	<p><i>Nancy Craig</i> MON-FRI 1:15 PM </p>
<p><b>Candid</b> <b>MICROPHONE</b> THURSDAY 8:00 PM</p>	<p><b>PAUL WEITEMAN CLUB</b> MON-FRI 3:30 PM National Biscuit Co. Nestle's Milk Products, Inc. R. J. Reynolds Tobacco Co. Wesson Oil &amp; Snowdrift Co.</p>	<p><b>Cavalcade of Sports</b> FRIDAY 10:00 PM Gillette Safety Razor Co. </p>	<p><b>JIMMIE FIDLER</b> SUNDAY 10:30 PM Carter Products, Inc.</p>	<p><b>The LONE RANGER</b> MON-WED-FRI 7:30 PM General Mills, Inc. (In S. E. States American Bakers) </p>
<p><b>Lassie</b> SUNDAY 5:00 PM John Morrell and Company </p>	<p> EDWARD ARNOLD IN <b>Mr. PRESIDENT</b> SUNDAY 2:30 PM</p>	<p><b>Club Time</b> TUESDAY 10:45 AM Club Aluminum Products Co.</p>	<p><b>POINT SUBLIME</b> MONDAY 8:00 PM The John Hancock Life Insurance Co.</p>	<p><i>Exploring the Unknown</i> SUNDAY 7:30 PM </p>

 <p>Sunday 9:00 PM Jergens</p> <p>Walter Winchell</p>	 <p>LET <b>FREEDOM RING</b></p> <p>TUESDAY 10:45 PM</p>	<p>DAVID HARDING</p> <p><b>COUNTERSPY</b></p> <p>SUNDAY 5:30 PM</p> <p>Schutter Candy Company</p>	<p><i>The Metropolitan Opera</i></p> <p>SATURDAY 2:00 PM</p> <p>The Texas Company</p>	<p><b>TERRY</b> and the <b>PIRATES</b></p> <p>MON-FRI 5:15 PM</p> <p>QUAKER OATS CO.</p>
<p><i>Ladies, Be Seated</i></p> <p>Mon-Fri 3:00 PM</p> <p>QUAKER OATS CO. TONI COMPANY</p>	<p><b>JACK ARMSTRONG</b></p> <p>MON-WED-FRI 5:30 PM</p> <p>General Mills, Inc.</p>	<p><i>Louella Parsons</i></p> <p>SUNDAY 9:15 PM</p> <p>Woodbury</p>	<p>★ <i>Mayor of the Town</i></p>  <p>WEDNESDAY 8:00 PM</p> <p>NOXZEMA</p>	<p><b>Ted Malone</b></p> <p>MON-FRI 11:45 AM</p> <p>Westinghouse Electric Corp</p>
<p><b>LAND OF THE LOST</b></p> <p>SATURDAY 11:30 AM</p> <p>Busco Company</p>	<p><b>The Sheriff</b></p>  <p>FRIDAY 9:30 PM</p> <p>Pacific Coast Borax Co.</p>	<p><b>GANGBUSTERS</b></p> <p>SATURDAY 9:00 PM</p> <p>L. E. WATERMAN CO.</p>	 <p><b>Green Hornet</b></p> <p>TUESDAY 7:30 PM</p> <p>General Mills, Inc.</p>	<p><b>DOROTHY KILGALLEN</b></p> <p>THURS -10 45 AM</p> <p>The Drackett Co.</p>
<p><b>Q</b> PROFESSOR <b>UIZ</b></p> <p>SATURDAY 10:00 PM</p> <p>American Oil Company</p>	<p>Betty . . . <b>Crocker</b></p> <p>MON-FRI 10:25 AM</p> <p>GENERAL MILLS, INC.</p>	 <p><b>PELLERY QUEEN</b></p> <p>THURSDAY 7:30 PM</p>	<p><b>THEATRE GUILD ON THE AIR</b></p> <p>SUNDAY 9:30 PM</p> <p>U. S. Steel Corp.</p>	 <p><b>SAMMY KAYE</b></p> <p>So You Want to Lead a Band—Mon 9:30 PM</p> <p>SUNDAY SERENADE SUNDAY 1:30 PM</p>
<p><b>WELCOME, TRAVELERS</b></p> <p>MON-FRI 12 NOON</p> <p>Procter &amp; Gamble</p>	<p><b>Sam Pettingill</b></p> <p>THE GENTLEMAN FROM INDIANA</p> <p>SUNDAY 1:00 PM</p> <p>America's Future, Inc.</p>	 <p><b>Famous Jury Trials</b></p> <p>SATURDAY 8:30 PM</p> <p>General Mills, Inc.</p>	<p><i>The</i> <b>MONITOR</b> VIEWS THE <b>NEWS</b></p> <p>TUESDAY 8:15 PM</p> <p>Christian Science Monitor Society</p>	<p><b>breakfast club</b></p> <p>MONDAY thru FRIDAY 9:00 AM</p> <p>Swift &amp; Company * Philco Corp. * Toni Company</p>
<p><b>Bride and Groom</b></p>  <p>MON-FRI 2:30 PM</p> <p>Sterling Drugs, Inc.</p>	<p><b>Champion Roll Call</b></p> <p>FRIDAY 9:55 PM</p> <p>Champion Spark Plugs</p>	<p><i>On Stage, America</i></p> <p>MONDAY 9:00 PM</p> 	<p><b>SKY KING</b></p> <p>TUES-THURS 5:30 PM</p> <p>Derby Foods, Inc.</p>	<p><b>elmer DAVIS</b></p> <p>MON-FRI 7:15 PM</p>
<p><b>MURDER</b> and <b>MR. MALONE</b></p> <p>SATURDAY 9:30 PM</p> <p>Wine Growers Guild</p>	<p><b>Break the Bank</b></p> <p>FRIDAY 9:00 PM</p> <p>Bristol-Myers Co.</p> 	<p><i>All Times Eastern Standard</i></p> <p>These are the shows...the stars...the sponsors who have made 1947 such an outstandingly successful year for ABC. They are good reasons why, in '47, ABC was the <i>only</i> network whose share of audience substantially increased!</p> <p><b>ABC</b> American Broadcasting Company</p>		



# GEORGE CARSON PUTNAM

COMMENTATOR

AMERICAN BROADCASTING COMPANY

MOVIETONEWS

CAMEL TELEVISION THEATRE

# CO-OPS CAPTURING CUSTOMERS

By ERNEST E. STERN, Associate Editor, Radio Annual

IN rounding out 1947's report on radio in all its many phases, it would be a serious omission not to include the strides made by the network co-operative programs. If anything, this was the year when the co-op shows came into their own with the four major networks airing a total of 51 co-operative programs at year's end. Of these 51 shows, Mutual Broadcasting System accounted for 18; American Broadcasting System for 14; Columbia Broadcasting System for 13, and National Broadcasting System for 6. This amounts to a 59 per cent increase in co-op shows over the period ending the year 1946.



Stern

Conjecturing on the reasons for this spurt in co-operative programs, the obvious answer lies in the fact that the sponsors advertising dollars for radio programming are going further and giving better programming. It is safe to assume that the number of co-operative programs will see a continued increase during the year 1948, with every likelihood that by the year's end, some 100 co-op programs will be in force via the four major networks and many of their affiliates.

In all cases, news programs were the most sought-after, substantiating the fact that such programs are in the top listenability spot on the air. This is easily accounted for by the impact the war years had on news broadcasts and continued world unrest. News programs still rate the highest percentage of radio listeners by the majority of the American radio audience.

The advantages of multiple sponsorship is not always immediately measurable in a dollar and cents return to the advertiser. The prestige impact of local sponsors being able to bring a top rated news program to an audience who might otherwise have to do without, cannot accurately be measured. Likewise, such sponsorship has untold good effect upon the affiliates offering this program to their audiences, and herein perhaps lies the secret of better program building nationwide, at a cost which

enables a number of sponsors in any one community to bring quality programming to their customers.

As far as can be best traced, the inception of network co-operative programming originated with Fulton Lewis, Jr., (MBS), who is credited with having first commenced the co-operative program idea. His first paying sponsor was the American National Bank in Denver, Colo. This same bank has been sponsoring the Lewis broadcast ever since.

A revolutionary departure for "Information Please," another Mutual program, took place in 1947, when that program went co-op, allowing it to be heard over 107 stations by the end of the year.

Among ABC's top co-operative shows are the "Abbott & Costello" show, now sponsored over 65 stations of ABC, covering the major markets in the U. S. The weekly cost of such a program varies according to the affiliate using it, but a good example is Station WFVA, a 250 watt outlet in Fredericksburg, Va. This station pays \$38 for this top comedy program, which includes cost for time and talent. WJZ, ABC's key outlet in New York, a 50,000 watt station, pays \$1929 for the same program. Another ABC co-op program which rates high is Martin Agronsky, ABC's news commentator, which incidentally, is the network's leader in co-op sales, with 101 advertisers sponsoring the program on 85 stations.

NBC's "World News Roundup," heard Monday through Saturday, remains in that network's No. 1 spot, with 31 sponsors on 53 stations. Next in line is their "News of the World," program, with 19 sponsors, heard over 58 affiliates. A new-comer to the NBC co-op list of programs is Robert Ripley's "Believe It Or Not!" program, heard over 79 stations with 14 sponsors.

Among CBS' top co-op shows is their "World News Roundup," heard over many of the CBS affiliates throughout the country. "Bill Henry and the News," another leading CBS co-op show is a news program much in demand by radio advertisers.

All told, the co-operative program is very much in evidence, with the co-operative program departments of each network accountable for a goodly portion of their increased business for 1947.

*For a Complete List of Network Co-op Programs See Page 992*



**ALICE FAYE and PHIL HARRIS**

**FITCH BANDWAGON  
SUNDAY AFTERNOONS**

**N.B.C.**

# Non-Commercial AM Educational Outlets

As Listed By The Federal Communications Commission, Jan. 1, 1948

<b>CALIFORNIA</b>			
Los Angeles	KFSG	Echo Park Evangelistic Assn...	1150 2500 watts
Pasadena	KPPC	Pasadena Presbyterian Church.	1240 100 watts
<b>COLORADO</b>			
Denver	KPOF	Pillar of Fire.....	910 5000 watts
<b>IOWA</b>			
Ames	WOI	Iowa State College.....	640 5000 watts
Boone	KFGQ	Boone Biblical College.....	1260 250 watts
Decorah	KWLC	Luther College.....	1240 250 watts
Iowa City	WSUI	The State U. of Iowa.....	910 5000 watts
<b>KANSAS</b>			
Lawrence	KFKU	University of Kansas.....	1250 5000 watts
		CP-1310	
Manhattan	KSAC	Kansas State College.....	580 5000 watts
<b>MICHIGAN</b>			
East Lansing	WKAR	Michigan State College.....	870 5000 watts
<b>MINNESOTA</b>			
Minneapolis	KUOM	University of Minn.....	770 5000 watts
Northfield	WCAL	St. Olaf College.....	5000 watts
<b>MISSOURI</b>			
Clayton	KFUO	Evangelical Lutheran Synod...	850 5000 watts
<b>NEW JERSEY</b>			
Zaraphath	WAWZ	Pillar of Fire.....	1380 5000 watts
<b>NEW YORK</b>			
Brooklyn	WBBR	Watch Tower Bible & Tract.	1000 watts
		Soc., Inc. ....	1330 CP-5000
New York	WNYC	City of N. Y. ....	830 1000 watts
<b>NORTH DAKOTA</b>			
Grand Forks	KFJM	U. of North Dakota.....	1440 1000 watts
<b>OHIO</b>			
Columbus	WOSU	The Ohio State U. ....	820 5000 watts
<b>OKLAHOMA</b>			
Norman	WNAD	U. of Oklahoma .....	640 1000 watts
<b>OREGON</b>			
Corvallis	KOAC	Oregon State Agric. College...	550 5000 watts
Portland	KBPS	Benson Polytechnic School....	1450 100 watts
<b>PENNSYLVANIA</b>			
Grove City	WSAJ	Grove City College.....	1340 250 watts
<b>SOUTH DAKOTA</b>			
Vermillion	KUSD	University of South Dakota...	920 500 watts
<b>WASHINGTON</b>			
Pullman	KWSC	State College of Wash.....	1250 5000 watts
<b>WISCONSIN</b>			
Madison	WHA	University of Wisconsin.....	970 5000 watts
Stevens Point	WLBL	State of Wisc., Dept. of Agric...	930 5000 watts

Bud

Lou

# **ABBOTT and COSTELLO**



*On The Air*

Another Year—ABC—Wednesdays

★

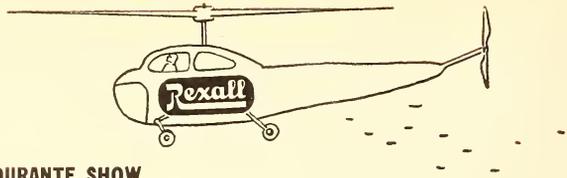
*On The Screen in*

**UNIVERSAL-INTERNATIONAL PICTURES**



## DICK HAYMES

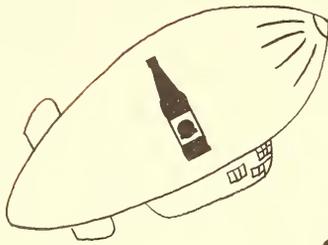
Every Thursday Night—CBS  
“THE DICK HAYMES SHOW”



**THE JIMMY DURANTE SHOW**  
(For Rexall Drug Co.)

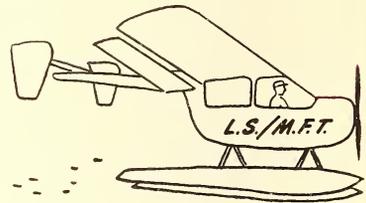


**ATLANTIC FOOTBALL AND  
BASEBALL BROADCASTS  
AND TELECASTS**

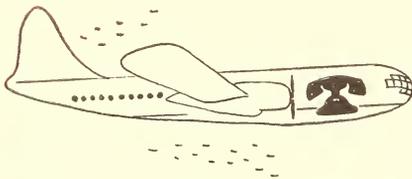


**HIRES TO YOU**  
Phil Hanna and Phil Davis'  
Orchestra

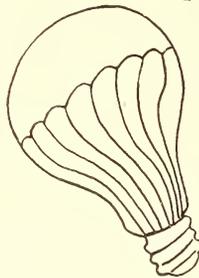
## ayer-powered air shows



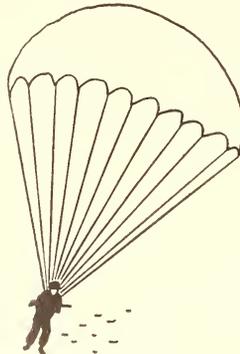
**LUCKY STRIKE  
FOOTBALL TELECASTS**



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



**THE ELECTRIC HOUR  
—THE HOUR OF CHARM**  
Phil Spitalny and the  
All-Girl Orchestra



**SOUND OFF with Mark Warnow  
FOOTBALL BROADCASTS**  
(For U. S. ARMY  
and U. S. AIR FORCE)

**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*

**RADIO**

AND

**TELEVISION  
PROGRAMS**

— • —  
TALENT REPRESENTATION



**RICHMAN PRODUCTIONS**

10 EAST 43rd STREET

NEW YORK 17, N. Y.

MUrray Hill 2-5854

# BUSINESS TREND NOTED

By VAL ADAMS, Staff Writer, RADIO DAILY

ONE of the outstanding events in the expansion of commercial radio in 1947 was the fact that gross revenue of stations from local retail advertising exceeded network revenue for the first time in history. According to an NAB estimate, the station figure surpassed the gross revenue of the national networks by over \$10,000,000. Local retail advertising brought stations about \$136,000,000 during 1947, an increase of 17 per cent over the previous year.

The nearly \$20,000,000 increase in local retail advertising, however, is due in part to the fact that there were 1400 stations in 1947 compared with 953 in 1946. But NAB said its survey clearly reflected the "increasingly local character" of radio and its growing importance as a "community" medium.

While the 17 per cent increase is impressive, let's look for a piece of information with a little more significance. It'll be found in NAB's estimate of an average eight per cent gross revenue increase in 1947, for all types of stations, and an increase of nine per cent in operating costs. This in no way, however, means that total profits took a dip in 1947 but it does point out that the broadcasters' apprehension that gross and operating increases would run neck and neck has all come true. Reasons given for rises in operating costs ranged from operation of non-profit FM outlets to meeting further wage demands of new labor contracts.

Trend toward a lower rate of profit in broadcasting, reported by the FCC in its analysis of 1946 financial statements of licensees, continued on into 1947. Percentage-wise, small stations of 250 watts or less were the best bet in meeting the economic crises. Their average gross was up 10 per cent, higher than any other type of station, while their operating costs went up only five per cent, less than any other type of outlet. Medium stations (500 to



Adams

5,000 watts) were caught right in the middle of the trend. Their average gross revenue increase was the lowest of all types (six per cent) while their operating expenses went up more than any others (11 per cent.)

From all advertisers—network, local and spot business—radio got over \$357,000,000 (gross revenue) in 1947, according to NAB estimates. This hike of around seven per cent came to some extent from the increasing number of stations on the air and the fact that national spot business went up some nine per cent. National and regional web revenues held pretty steady but did show a slight decline in the combined figures.

Getting specific about national networks, ABC's gross network time sales went up 7.2 per cent in 1947. The take was \$43,548,057 compared with \$40,617,130 in 1946. ABC's 7.2 per cent jump last year was far above the only 1.4 per cent gain noted in 1946.

Mutual's gross billings were down about three and one-half million last year but the network reported such was to be expected since in 1946 the jump had been an outstanding 25 per cent. MBS billings were \$22,372,711 in 1947 compared with \$25,907,202 in 1946.

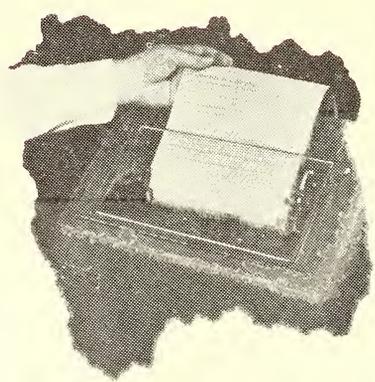
The CBS financial statement for 1947, omitting a few items of the previous year, revealed only gross income and didn't talk about gross billings. Trade circles immediately speculated that time sales must have been down in '47, particularly since several big holes showed up in the commercial program schedule. However, gross income for CBS last year was slightly above that in 1946, a figure which includes sale of Columbia Records and income from other operations. Gross income in 1947 was \$9,520,100 compared with \$9,355,900 the previous year. CBS net income was also a wee bit up in 1947.

In the way of dollar volume time sales, NBC remained at the head of the list and there were periods in 1947 when it came to as near being sold out as a network can be. NBC declined to give figures, although admitting that 1947 was its best year in history and that goes for several of its owned and operated stations. Such being the case, NBC gross billings continued upward of \$66,000,000



THE WORLD'S BEST COVERAGE

OF THE WORLD'S BIGGEST NEWS



**UP** UNITED PRESS

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# NEWS SERVICES

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## **Associated Press**

New York—50 Rockefeller Plaza.....Circle 6-4111

### Executives

Executive Director and General Manager.....Kent Cooper  
Asst. General Manager in Charge of Radio..Oliver Gramling  
Assistant Secretary.....Frank Starzel  
Radio News Editor.....Tom O'Neil

## **International News Service**

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

### Executives

General Manager.....Seymour Berkson  
Editor-In-Chief.....Barry Faris  
Business Manager.....William B. Goode  
Sales Manager.....Basil A. Caparell

## **Press Association, Inc. (Associated Press)**

New York—50 Rockefeller Plaza.....Circle 6-4111

### Executives

President.....Kent Cooper  
V.P. and Assistant General Manager.....Oliver Gramling  
Radio News Director.....Tom O'Neil

## **Reuters**

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

### Executives

Manager.....D. Kimpton Rogers  
News Editor.....Geoffrey Tebbutt  
Secretary of Accountants.....Sally Ojala  
Chief Washington Correspondent.....Paul Scott Rankine  
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  
V.P. and General News Manager.....Rex R. Goad  
V.P. and Sales Manager.....Robert E. Lee Moore

## **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  
V.P. and General News Manager.....Earl J. Johnson  
Radio News Manager.....Phil Newsom  
Vice-President & Sales Manager.....Jack Bisco  
Asst. Business Manager.....Leroy Keller  
Radio Sales Manager.....Alfred F. Harrison

**10%**

**T**en 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, INC.**

9538 Brighton Way  
Beverly Hills California

# Agency and Sponsor Network Billings

## American Broadcasting Co. 1947 Agency Gross Billings

Dancer-Fitzgerald-Sample, Inc....	\$ 5,188,332
J. Walter Thompson Co.....	4,006,234
Kenyon & Eckhardt, Inc.....	3,275,973
McCann-Erickson, Inc.....	2,520,472
Batten, Barton, Durstine & Osborn, Inc.....	2,449,650
Compton Advertising, Inc.....	2,312,823
Hutchins Advertising Co., Inc.....	2,010,932
Foote, Cone & Belding.....	1,282,061
Wade Advertising Agency.....	1,181,286
La Roche & Ellis, Inc.....	1,007,878
Maxon, Inc.....	916,430
Wm. H. Weintraub & Co., Inc.....	824,383
Hill Blackett & Co.....	811,036
Benton & Bowles, Inc.....	808,860
Sherman & Marquette, Inc.....	801,787
Warwick & Legler, Inc.....	761,601
Robert Orr & Associates.....	758,162
Sullivan, Stauffer, Colwell & Bayles Inc.....	716,078
Doherty, Clifford & Shenfield, Inc.....	711,144
William Esty & Company, ne.....	685,624
Knox, Reeves Advertising, Inc.....	682,051
The Biow Company, Inc.....	657,277
Kudner Agency, Inc.....	595,613
Needham, Lewis & Brorby, Inc.....	589,983
Roche, Williams & Cleary, Inc.....	584,452
Charles Dallas Reach Co.....	568,713
Lawrence C. Gumbiner Advertising Agency.....	561,216
Erwin, Wasey & Co., Inc.....	550,713
Schwimmer & Scott, Inc.....	536,466
Honig-Cooper Company.....	442,516
Tracy-Loeke, Inc.....	416,088
Hazard Advertising Company.....	407,850
The Joseph Katz Company.....	340,281
H. B. Humphrey Company.....	315,874
Keeling & Co., Incorporated.....	295,425
Furman, Feiner & Company, Inc.....	292,635
N. W. Ayer & Son, Inc.....	273,613
McManus, John & Adams, Inc.....	253,346
Young & Rubicam, Inc.....	235,511
Buchanan & Company, Inc.....	200,334
J. M. Mathes, Incorporated.....	197,802
Gahagan, Turnbull & Company, Inc.....	184,419
Henri, Hurst & McDonald, Inc.....	177,953
Robert Raisbeck Advertising Agency.....	167,478
Russel M. Seeds Co.....	140,321
Weiss and Geller, Inc.....	124,434
Swaney, Drake and Bement, Inc.....	115,192
Brisacher, Van Norden & Staff.....	86,837
Huber Hoge & Sons.....	61,077
St. George's & Keyes.....	60,759
Raymond R. Morgan Company.....	52,814
Pacific National Advertising Agency.....	52,064
Cosby and Cooper.....	40,874
Alvin Wilder Advertising.....	40,560
Brooks Advertising Agency.....	32,739
M. H. Hackett Co.....	30,585
No Agency.....	23,844
A. W. Lewin Co.....	23,233
Ewell & Thurber Associates.....	23,177
William Von Zehle & Co.....	21,479
Abbott Kimball Co., Inc.....	16,296

John C. Dowd, Inc.....	14,712
Lockewood-Shackleford, Inc.....	13,728
Bruce Eldridge Advertising.....	12,312
Smith, Bull & McCreery, Inc.....	1,585
Samuel Lewis Advertising Agency.....	1,014

TOTAL .....\$13,548,057

## Mutual Broadcasting System 1947 Agency Gross Billings

Gardner Advertising Co.....	\$ 1,596,693
Ruthrauff & Ryan, Inc.....	1,537,853
Cecil & Presbrey, Inc.....	1,437,272
Sullivan, Stauffer, Colwell & Bayles.....	1,371,737
Neal D. Ivey Co.....	1,262,966
Roy S. Durstine, Inc.....	1,207,611
Wade Advertising Agency.....	1,166,767
Kudner Agency, Inc.....	974,387
Benton & Bowles, Inc.....	929,170
Kenyon & Eckhardt, Inc.....	785,529
Dancer-Fitzgerald-Sample & Co.....	767,960
Arthur Myerhoff & Co.....	733,139
Wm. H. Weintraub & Co., Inc.....	724,793
Erwin Wasey & Co.....	615,334
Grant Advertising Agency.....	565,689
Hill Blackett, Inc.....	523,922
Federal Advertising Agency, Inc.....	180,117
Aubrey, Moore & Wallace, Inc.....	156,935
St. Georges & Keyes, Inc.....	139,374
Hutchins Advertising, Inc.....	397,218
Gotham Advertising Co., Inc.....	344,764
Maxon, Inc.....	299,533
Stanley G. Boynton Advertising.....	263,188
R. H. Alber Co.....	259,049
Birmingham, Cast'eman & Pierce, Inc.....	254,708
Swaney, Drake & Bement, Inc.....	244,114
Young & Rubicam, Inc.....	241,611
N. W. Ayer & Son, Inc.....	240,598
D'Arey Advertising, Inc.....	195,956
Sheldon, Quick & McElroy.....	189,886
Walker & Downing.....	176,615
Hixon-O'Donnell Advertising, Inc.....	175,065
Moss & Arnold & Co.....	137,997
McFarland & Aveyard & Co.....	136,712
Western Advertising, Inc.....	133,752
Owens & Chappell, Inc.....	127,428
G. C. Hoskin Association.....	127,131
Al Paul Lefton & Co., Inc.....	107,571
Roche, Williams & Cleary, Inc.....	83,910
E. L. Brown Advertising Co.....	65,676
Foote, Cone & Belding.....	58,881
Platt-Forbes, Inc.....	57,264
Gordon Best Co.....	54,216
Ewell & Thurber Associated.....	52,301
Furman Feiner & Co., Inc.....	46,281
Broadcasting Advertising Co.....	38,925
Grey Advertising Agency.....	30,968
Keeling & Co.....	29,256
The Tullis Co.....	27,882
Weston-Burnett, Inc.....	26,929
Jim Duffy Co.....	26,371
Direct.....	23,880
Schwimmer & Scott.....	23,695
Crook Advertising Co.....	22,034
Haehnle Advertising.....	21,091
Henri, Hurst & McDonald, Inc.....	17,145
Ewans Associates.....	8,184
J. Walter Thompson Co.....	6,398

1898—1948

*The William Morris Agency  
is celebrating its  
first fifty years.*

*Since the turn  
of the Century  
it has been recognized  
as the Agency  
of the Show World*

*Through its services  
to advertising agencies  
and their clients . . .  
its rosters of stars, actors,  
directors and writers . . . it  
maintains this leadership  
in radio, transcriptions  
and television.*

ESTABLISHED 1898



WILLIAM MORRIS AGENCY, INC.

New York

London

Chicago

Beverly Hills

## AGENCY—NETWORK—SPONSOR BILLINGS

Smith, Bull & McCreery.....	6,380
Batten, Barton, Durstine & Osborne...	4,970
Shorlane-Benet Co., Inc.....	4,532
Brisacher, Van Norden & Staff.....	2,440
Tarler & Skinner.....	1,484
Sterling Advertising Co.....	1,202
<b>TOTAL.....</b>	<b>\$22,372,711</b>

**National Broadcasting Company  
Columbia Broadcasting System  
1947 Agency Gross Billings  
Not Available**

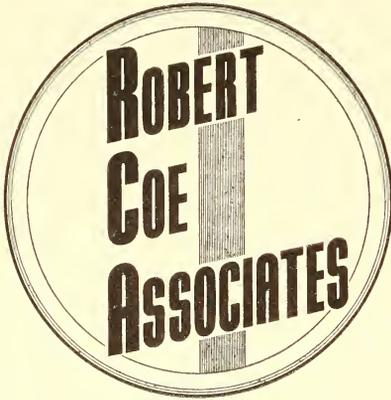
**American Broadcasting Co.  
1947 Sponsor Expenditures**

General Mills, Inc.....	\$ 3,844,672
Procter & Gamble Co.....	2,517,236
Sterling Drug, Inc.....	2,025,714
Swift & Company.....	2,020,098
Phileo Corporation.....	2,010,932
Kellogg Company.....	1,952,030
The Quaker Oats Co.....	1,809,665
Libby, McNeill & Libby.....	1,649,626
Miles Laboratories, Inc.....	1,181,288
Westinghouse Electric Corp.....	1,137,412
Toni, Inc.....	1,071,725
United States Steel Corporation of Delaware.....	1,067,725
Curtis Publishing Company.....	922,706
Gillette Safety Razor Co.....	916,430
Kay Daumit.....	811,036
Wesson Oil & Snowdrift Sales Co. Equitable Life Assurance Society of the U. S.....	761,601
The Andrew Jergens Co.....	758,162
Bristol-Myers Company.....	711,144
R. J. Reynolds Tobacco Co.....	685,624
National Biscuit Co.....	684,033
Eversharp, Inc.....	657,277
Pacific Coast Borax Co.....	638,559
Nestle's Milk Products, Inc.....	604,447
Goodyear Tire & Rubber Co., Inc. Derby Foods, Inc.....	591,543
L. E. Waterman Co.....	589,983
The Norwich Pharamcal Co.....	568,713
H. B. Semler, Inc.....	561,216
Carter Products, Inc.....	550,713
Universal Match Corp.....	545,891
Reichhold Chemical, Inc.....	536,466
Seeman Brothers, Inc.....	516,692
Wine Growers Guild.....	455,187
Dr. Pepper Company.....	442,516
American Cyanamid Company.....	416,088
Raymond Laboratories, Inc.....	407,850
The Frank H. Lee Company.....	380,942
American Oil Company.....	369,196
Ward Baking Company.....	340,281
The Christian Science Publishing Society.....	336,510
Hastings Mfg. Co.....	315,874
American Federation of Labor.....	295,425
Champion Spark Plug Co.....	289,854
United States Army & Air Force Recruiting Service.....	253,346
General Electric Co. (Lamp Dept.)	238,817
	231,801

John Hancock Mutual Life Insu- rance Co.....	229,461
American Tobacco Co. (The)...	206,835
The Texas Company.....	200,334
American Express Company.....	197,802
America's Future, Incorporated. Lewis Howe Company.....	184,419
John Morrell & Co.....	183,681
Noxema Chemical Co.....	177,953
Knox Company, Inc.....	170,187
Hunt Foods, Inc.....	167,478
Brown & Williamson Tobacco Corp.....	166,698
Elgin American Division of Illi- nois Watch Case Co.....	140,321
Club Aluminum Products Co...	124,131
The Drackett Co.....	115,192
'42" Products, Ltd.....	68,843
William H. Wise & Co., Inc.....	67,611
Benjamin Moore & Co.....	61,077
Fisher Flouring Mills Co.....	60,759
Bosco Company.....	52,064
Sealey Mattress Company.....	41,826
Safeway Stores, Inc.....	40,560
The Charles E. Hires Co.....	36,608
Bekins Van & Storage.....	34,796
Wm. S. Scull Company.....	32,739
J. A. Folger & Co.....	30,585
Los Angeles Soap Company.....	26,542
Harvel Watch Co.....	26,272
Wilson Sporting Goods Co.....	23,233
Brotherhood of Railroad Train- men.....	23,177
Committee for First Amendment G. N. Coughlan Co.....	21,479
Peter Paul, Inc.....	21,176
The Wildroot Co., Inc.....	19,829
Union Pharmaceutical Company, Inc.....	19,226
First National Stores, Inc.....	16,596
California Medical Association..	16,296
Galleneamp Stores, Inc.....	14,712
Meril Studto.....	13,728
Fisher Body Division (General Motors Corp.).....	12,312
RKO Pictures.....	4,266
Controversial Issues.....	4,100
Jewish Daily Forward.....	3,504
Political.....	2,984
Ice Capades, Inc.....	1,893
	1,586
	1,585
<b>TOTAL.....</b>	<b>\$13,548,057</b>

**Mutual Broadcasting System  
1947 Sponsor Expenditures**

Ralston Purina Co.....	\$ 1,572,140
Bayuk Cigars, Inc.....	1,262,966
Carter Products, Inc.....	1,217,143
Serutan Co.....	1,207,614
Miles Laboratories, Inc.....	1,166,767
General Foods Sales Co., Inc.....	1,003,126
General Motors Corp.....	974,387
Philip Morris & Co., Ltd.....	939,429
Kellogg Co.....	785,529
Whitehall Pharamcal Co.....	767,960
Pharmaco Co.....	719,126
Mutual Benefit Health & Accident As- sociation of Omaha.....	706,535
Quaker Oats Co.....	627,266
Cudahy Packing Co.....	565,689
Wander Co.....	523,922
Ronsan Art Metal Works.....	497,843
American Safety Razor Corp.....	480,117
He'bros Watch Co.....	457,827
Williamson Candy Co.....	456,935
Revere Copper & Brass, Inc.....	439,374
Phileo Corp.....	397,218
Lutheran Laymen's League.....	344,764
Gillette Safety Razor Corp.....	299,533
R. B. Semler, Inc.....	281,797



*personalized  
management*

★ radio

★ television

★ motion pictures

366 madison ave.

new york 17, n. y.

**AGENCY—NETWORK—SPONSOR BILLINGS**

Trimount Clothing Co.....	266,966
Radio Bible Class.....	263,188
Voice of Prophecy, Inc.....	260,873
Fuller Foundations.....	259,049
Conti Products Corp.....	254,708
Kaiser-Frazier Corp.....	244,114
U. S. Army Recruiting Service.....	240,598
Young Peoples Church of the Air.....	225,564
Coca Cola Co.....	195,956
Commercial Credit Co.....	189,886
Mail Pouch Tobacco Co.....	176,615
Richfield Oil Corp.....	175,065
Petri Wine Co.....	167,958
Noxzema Chemical Co.....	154,591
National Board of Fire Underwriters.....	136,712
United Electrical Radio Machine Workers of America.....	134,827
American Transit Association.....	127,428
Musterole Co.....	107,973
Triangle Publications.....	107,571
Taylor-Reed Corp.....	104,802
Delaware, Lackawanna & Western Coal Co.....	86,659
Revere Camera Co.....	83,910
Bible Institute of Los Angeles.....	66,807
Hershel California Fruit Co.....	65,676
Peter Paul Inc.....	57,264
Carey Salt Co.....	54,216
Wilson Sporting Goods Co.....	52,301
Armour & Co.....	48,188
American Federation of Labor.....	46,281
Pilot Radio Corp.....	30,968
H. C. Cole Milling Co.....	30,951
Hastings Manufacturing Co.....	29,256
American Bird Products, Inc.....	26,929
G. Barr & Co.....	26,604
National Economic Council, Inc.....	26,344
Esquire, Inc.....	23,695
International Milling Co.....	22,034
Appalachian Coal, Inc.....	21,091
Chicago Tribune.....	18,612
Perfect Circle Co.....	17,145
Pepsodent Division, Lever Bros. Co.....	10,696
Christian Reform Church.....	8,184
Shipstead & Johnson.....	6,380
Murine Company, Inc.....	4,970
Communist Party U. S. A.....	4,532
National Federation of Telephone Workers.....	4,494
Progressive Citizens of America.....	3,170
Beverly Westwood Citizens Committee.....	2,440
Park Street Evangelical Church.....	1,484
Horwitz & Duberman.....	1,202
Grand Lodge of the A.F. of A.M. State of New York.....	774
<b>TOTAL</b> .....	<b>\$22,372,711</b>

June.....	3,377,665
July.....	3,470,190
August.....	3,376,483
September.....	3,656,012
October.....	4,203,034
November.....	3,903,944
December.....	4,092,973
<b>TOTAL</b> .....	<b>\$43,548,057</b>

**Mutual Broadcasting System  
1947 Gross Monthly Billings**

<b>MONTH</b>	<b>MONTHLY</b>
January.....	\$ 2,110,515
February.....	1,850,141
March.....	2,074,745
April.....	1,812,676
May.....	1,909,309
June.....	1,761,575
July.....	1,463,703
August.....	1,481,756
September.....	1,558,094
October.....	1,978,801
November.....	2,176,291
December.....	2,195,105
<b>TOTAL</b> .....	<b>\$22,372,711</b>

**National Broadcasting Company  
Columbia Broadcasting System  
1947 Gross Monthly Billings  
Not Available**

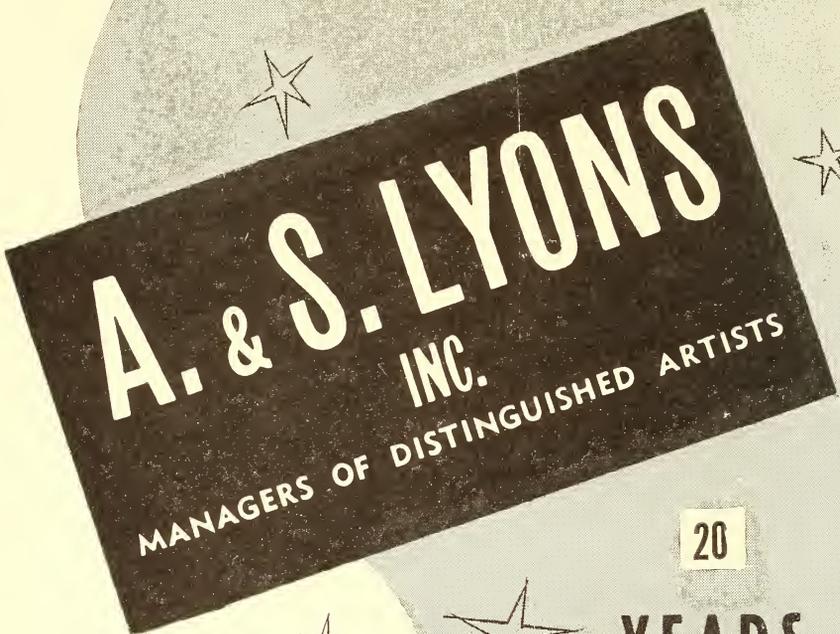
**American Broadcasting Co.  
1947 Industrial Classifications**

Foods and Food Beverages.....	\$15,476,210
Drugs and Toilet Goods.....	11,200,995
House Furniture & Furnishings.....	2,920,030
Laundry Soaps & Housekeepers' Supplies.....	2,897,237
Stationery and Publishers.....	2,313,028
Financial and Insurance.....	1,188,867
Automotive Industry.....	1,144,414
Building Materials.....	1,067,725
Cigars, Cigarettes and Tobacco.....	1,032,780
Confectionery and Soft Drinks.....	1,006,576
Radios, Phonographs and Musical Instruments.....	874,213
Miscellaneous.....	829,740
Lubricants, Petroleum Products and Fuel.....	540,615
Wines, Beers and Liquors.....	442,516
Clothing and Dry Goods.....	369,196
Jewelry and Silverware.....	147,667
Paints and Hardware.....	60,759
Sporting Goods.....	23,177
Shoes and Leather Goods.....	12,212
<b>TOTAL</b> .....	<b>\$43,548,057</b>

**National Broadcasting Company  
Columbia Broadcasting System  
1947 Sponsor Expenditures  
Not Available**

**American Broadcasting Co.  
1947 Gross Monthly Billings**

January.....	\$ 3,577,008
February.....	3,241,101
March.....	3,568,895
April.....	3,453,150
May.....	3,628,602



**A. & S. LYONS**  
**INC.**

MANAGERS OF DISTINGUISHED ARTISTS

20

**YEARS  
OF  
RADIO  
LEADERSHIP**

**NEW YORK**

515  
MADISON  
AVENUE

**BEVERLY HILLS**

356  
NO. CAMDEN  
DRIVE

# MIDWEST RADIO OPTIMISTIC

By NAT GREEN, *Chicago Representative of RADIO DAILY*

CHICAGO radio started the year 1948 with a healthy optimism based upon concrete achievements of the past year and promising indications that the new year would see substantial expansion of advertising budgets, with radio getting an agreeable share of the advertising dollars. An excellent example of what to expect in '48 was the announcement of the Toni Company, makers of a hair beauty aid, that the firm's advertising budget for the year would be \$6,000,000, approximately \$4,000,000 of which would be devoted to radio. With approximately 125 other advertisers having budgets exceeding a million dollars each annually, and all of them having found radio a profitable medium, both local and network sales departments feel sure that they will keep pace with the upward sales curve.



*Green*

Substantial progress has been made in programming and production by Chicago radio stations, which have been making a sincere effort to improve their shows—with considerable success. A number of programs in the public service category have received high commendation. In common with the trend elsewhere, Chicago has seen a tremendous increase in disc jockey shows, some of which have gained astonishing popularity. New disc shows continue to pop up, although in the opinion of many radio men they have been overdone.

Activities in all branches of ABC's central division showed marked improvement in 1947, according to E. R. Borroff, vice-president in charge of the Chicago operations, and give promise of further progress during 1948. Borroff pointed to the additional business sold through the division; the increase in Chicago originations; and the huge success enjoyed by the sponsors of the "Jack Armstrong" and "Sky King"

programs which were expanded from quarter-hour daily segments to 30-minute broadcasts on alternate days. Two long-established New York ABC programs, "Ladies Be Seated" and "Terry and the Pirates," moved to Chicago in '47, and a new audience participation program, "Welcome Travelers," started last summer, quickly became a favorite. Commenting on the record made by the division last year, Gil Berry, sales manager, said: "The tremendous strides made by ABC in 1947 will continue on an even greater scale in 1948."

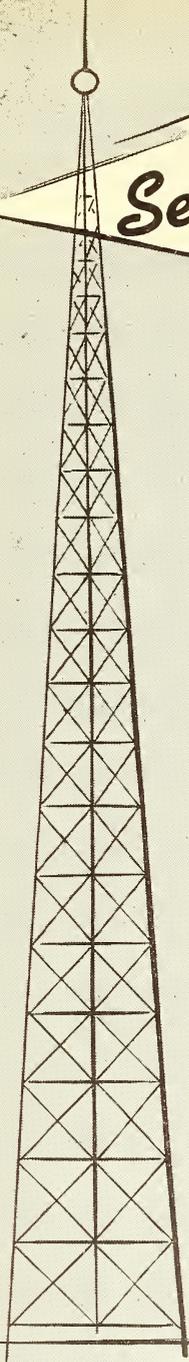
NBC and its local station, WENR, started the new year with many new accounts and important renewals on their books, and I. E. Showerman, NBC manager, said '48 promised a steady increase in business. In programming and production, NBC has kept pace with the times. A prosperous 1948 for WGN and Mutual is seen by Ade Hult, Mutual's midwest manager. A new WGN program, Lou Cowan's "R.F.D. America," launched late in '47, was zooming in popularity by mid-January.

The CBS station, WBBM, won commendation and several awards for public service programs such as "Report Uncensored," "Democracy, U. S. A.," and "Assignment Home," and for the work done by the WBBM-FM Studio Theater. Both commercially and from a program and production standpoint, 1948 promised to be a successful year.

Chicago's independent stations carried more business in 1947 than during the previous year and entered the new year with excellent prospects for greater increases. WJJD, the Marshall Field station, and WIND reported heavy billing, and WGES carried a record amount of local business.

FM radio has made progress in the Chicago area. WEAW in suburban Evanston went in operation in 1947 and has become firmly established. WENR-FM started operation January 1, and WOAK, in suburban Oak Park, was scheduled to go on the air about March 1. Evanston also has a new AM station, WNNP, and a new AM station, WVON, was in the works early in the year for Chicago's South Side.

*Serving Every Phase of  
the Radio Industry*



M C A

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



# ESTIMATED RADIO HOMES FOR 1947

Estimated Population by States—from Current Reports, Bureau of the Census, July, 1947

	Estimated Population July, 1947	% Increase 1940-1947	Radio Homes 1947	Farms With Radios 1945
ALABAMA	2,824,000	- 0.3	481,424	117,485
ARIZONA	657,000	+31.6	144,091	10,216
ARKANSAS	1,903,000	- 2.4	427,144	133,416
CALIFORNIA	9,876,000	+43.0	2,679,935	119,188
COLORADO	1,159,000	+ 3.2	298,501	39,956
CONNECTICUT	2,020,000	+18.2	502,375	20,436
DELAWARE	293,000	+ 9.9	71,778	7,009
DIST. OF COLUMBIA	861,000	+29.8	216,737	22
FLORIDA	2,394,000	+26.2	521,651	33,871
GEORGIA	3,233,000	+ 3.5	566,359	117,937
IDAHO	488,000	- 7.0	121,867	36,660
ILLINOIS	8,221,000	+ 4.1	2,185,416	175,778
INDIANA	3,858,000	+12.6	1,009,348	147,417
IOWA	2,606,000	+ 2.7	680,295	190,438
KANSAS	1,914,000	+ 6.3	492,538	115,769
KENTUCKY	2,777,000	- 2.4	552,670	148,692
LOUISIANA	2,549,000	+ 7.8	468,914	63,025
MAINE	911,000	+ 7.5	216,803	35,356
MARYLAND	2,215,000	+21.6	551,829	31,628
MASSACHUSETTS	4,725,000	+ 9.5	1,225,899	33,660
MICHIGAN	6,249,000	+18.9	1,518,787	154,353
MINNESOTA	2,897,000	+ 3.7	720,089	165,243
MISSISSIPPI	2,092,000	- 4.2	340,659	118,653
MISSOURI	3,854,000	+ 1.8	968,943	190,148
MONTANA	494,000	-11.7	126,181	31,744
NEBRASKA	1,301,000	- 1.1	326,497	94,635
NEVADA	140,000	+27.0	36,532	2,673
NEW HAMPSHIRE	547,000	+11.3	136,008	16,489
NEW JERSEY	4,435,000	+ 6.6	1,149,364	24,320
NEW MEXICO	550,000	+ 3.4	98,357	15,819
NEW YORK	14,092,000	+ 4.5	3,737,443	131,783
NORTH CAROLINA	3,718,000	+ 4.1	644,069	172,115
NORTH DAKOTA	552,000	-14.0	118,998	57,769
OHIO	7,773,000	+12.5	2,034,588	186,503
OKLAHOMA	2,311,000	- 1.1	499,018	122,448
OREGON	1,517,000	+39.2	440,160	56,254
PENNSYLVANIA	10,281,000	+ 3.8	2,497,186	143,252
RHODE ISLAND	761,000	+ 6.7	195,400	3,268
SOUTH CAROLINA	1,918,000	+ 1.0	312,498	67,853
SOUTH DAKOTA	564,000	-12.3	132,515	57,691
TENNESSEE	3,079,000	+ 5.6	597,686	157,983
TEXAS	7,118,000	+11.0	1,481,168	267,440
UTAH	637,000	+15.8	154,654	20,173
VERMONT	364,000	+ 1.3	87,584	21,305
VIRGINIA	3,019,000	+12.7	575,518	104,762
WASHINGTON	2,233,000	+28.6	653,015	73,397
WEST VIRGINIA	1,849,000	- 2.8	370,664	66,201
WISCONSIN	3,283,000	+ 4.6	829,246	156,442
WYOMING	275,000	+ 9.7	69,626	11,332
TOTAL U. S.	14,382,000	+ 8.9	34,596,727	4,264,007

% Increase and Decrease from Current Population Reports, Bureau of the Census, July, 1947.

Radio Homes—derived from Population increases, number of persons per private family and estimated percent of Radio Homes.

Farms with Radios—U. S. Census of Agriculture, 1945.

For Complete Listing of Standard Broadcast Stations in the U. S. See Page 291

RADIO

CONCERT

OPERA

*Greetings*  
from

**NCAC**

THEATRE

MOTION PICTURES

LECTURE

Exclusive Booking Direction For  
S. HUOK • HUOK ATTRACTIONS and HUOK ARTISTS, Inc.

# National Concert and Artists Corp.

NEW YORK

•

BOSTON

•

CHICAGO

•

HOLLYWOOD

•

SAN FRANCISCO

# Research Organizations

## AUDIENCE RESEARCH, INC.

444 Madison Ave., New York 22, N. Y.  
Phone: ELdorado 5-1872  
Princeton, New Jersey  
Phone: Princeton 335  
6305 Yucca St., Hollywood, Calif.  
Phone: Hillside 8103

## A. S. BENNETT ASSOCIATES

93 Park Avenue, New York 16, N. Y.  
Phone: MURray Hill 5-7965

## C. C. CHAPELLE COMPANY

188 W. Randolph St., Chicago 1, Ill.  
Phone: Central 8814

## CROSSLEY, INC.

330 W. 42nd St., New York 18, N. Y.  
Phone: BRyant 9-5462  
4 Mercer St., Princeton, N. J.  
Phone: PRinceton 1616

## EGERT RESEARCH CO.

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  
441 Seymour St., Vancouver, B. C., Canada  
Phone: Marine 8794

## C. E. HOOPER, INC.

### (Executive Office)

10 East 40th St., New York 16, N. Y.  
Phone: LEXington 2-3000  
(Production Office)  
Day Hill, Norwalk, Conn.  
Phone: 6-2574

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  
127 No. Dearborn St., Chicago 2, Ill.  
Phone: State 7783

## KNIGHT & PARKER

6530 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hillside 4174

## 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 4400

## 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

580 Crane Blvd., Los Angeles 31, Calif.  
Phone: CAPital 7596

## THE PULSE, INC.

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

## RADIO COPY

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

## RADIO REPORTS, INC.

220 East 42nd St., New York 17, N. Y.  
Phone: MURray Hill 7-6658  
519 6th St., N. W., Wash., D. C.  
Phone: Executive 2689  
5050 Joy Road, Detroit, Mich.  
Phone: Tyler 7-1290

904 Grant Avenue, Rockford, Ill.

Phone: Blackhawk 4155

11152 South Figueroa St., Los Angeles, Calif.

Phone: Plymouth 5-0231

New England—36 Springfield St.

Phone: North Wilbraham 240 Ring 3

## 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 6-2193-4

## ROSS FEDERAL RESEARCH CORP.

2 West 45th St., New York 19, N. Y.  
Phone: VANderbilt 6-6066

## SPOT RADIO SERVICE

161 East 48th St., New York 17, N. Y.  
Phone: LEXington 2-5032

# HOW WOULD YOU LIKE TO EXPERIENCE

## *Real Imaginative Selling*

# IN THE NATIONAL SPOT FIELD?

Are you buying prestige, service, reports at a rate that is too high when what you need is a true analysis of your national selling problems and *Real Imaginative Selling*?

When you go out to sell someone a proposition yourself whether it be in your radio business or in any other type of business with which you are connected, you first analyze your situation. You do not hope to make a deal through fast talk but rather through your presentation of a strong case.

These things are very much the same in selling time to advertisers in the national spot field. A study of the advertisers' problems must be made, an analysis of how the stations' facilities can be best used, must be made and a *Real Imaginative Selling* presentation must be made.

We'll go along with you and admire your fine advertising campaign, we'll even go along and admire the fine ads of your network and representative. We'll even agree that your present method of approach to the national spot field is considered acceptable to the trade. However, the test is—are you getting results?

Is your dollar volume high enough to pay for the ever increasing cost of operation? Is all of your salable time sold?

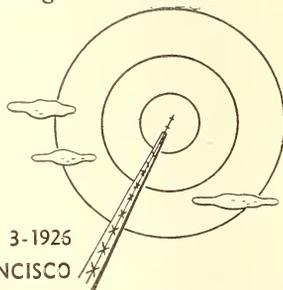
We started out a little more than three years ago with a sound idea and a number of highly experienced radio people. The results, station by station, are more than we can put into this space, but these facts are available. (A survey made by one of our stations before selecting us showed our organization as one of the first three in every agency queried.)

Our presentation is a simple one. It shows our analysis of a station's problem and the results. There is nothing to be lost and perhaps something to be gained by hearing our experience of three years summed up in forty minutes. There is no obligation and we may give you an idea for *Real Imaginative Selling* in connection with your station.

*Adam J. Young Jr.*  
INCORPORATED

RADIO STATION REPRESENTATIVE

11 West 42nd Street, New York 18, New York LOnacre 3-1925  
NEW YORK . CHICAGO . LOS ANGELES . SAN FRANCISCO



# ★ Radio Station ★ Representatives

## ALL-CANADA RADIO FACILITIES LIMITED

<i>Calgary</i> —Southam Bldg. ....	M	7691
H. R. Carson, President-Mgr.-Dir.; E. M. Williams, 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
Stations—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.; CKRM, Regina, Sask.; CKCK, Regina, Sask.; CKRC, Winnipeg, Man.; CKSO, Sudbury, Ont.; CJCS, Stratford, Ont.; CKOC, Hamilton, Ont.; CFRB, Toronto, Ont.; CFRA, Ottawa, Ont.; CFCF, Montreal, 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. Johns, Nfld.; VOWN, Corner Brook, Nfld.		

## AMERICAN BROADCASTING COMPANY, INC. ABC SPOT SALES

(National Spot Sales Division)

<i>New York 18</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., Clyde Scott, Manager .....	Hillside	8231
<i>Detroit 26</i> —1770 Stroh Bldg., Harold Christian, Manager .....	Cherry	8321
<i>San Francisco</i> —155 Montgomery St., Kirk Torney, Manager .....	Exbrook	6544
Stations—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.		

## AVERY-KNODEL, INC.

<i>New York 17</i> —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.		
<i>Chicago 1</i> —333 N. Michigan Ave. ....	Andover	4710
J. W. Knodel.		
<i>San Francisco 4</i> —544 Market St. ....	Douglas	5873
D. H. Sandeberg.		
<i>Los Angeles 15</i> —315 W. Ninth St. ....	Trucker	2095
Norman E. Noyes.		
<i>Atlanta 3</i> —41 Marietta St., N. W.		
Charles C. Coleman.		
Stations—WROW, Albany, N. Y.; WAGA, Atlanta, Ga.; WGAC, Augusta, Ga.; KERO, Bakersfield, Cal.; WKBW, Buffalo, N. Y.; WHAN, Charleston, S. C.; WAYS, Charlotte, N. C.; WJJD, Chicago, Ill.; WSAI, Cincinnati, Ohio; WKIX, Columbia, S. C.; KDAL, Duluth, Minn.; KFRE, Fresno, Cal.; KILO, Grand Forks, N. D.; WJEF, Grand Rapids, Mich.; WFBC, Greenville, S. C.; KULA, Honolulu, T. H.; WMBR, Jacksonville, Fla.; WKZO, Kalamazoo, Mich.; WIBA, Madison, Wis.; WEMP, Milwaukee, Wis.; WDGY, Minneapolis-St. Paul, Minn.; KLO, Ogden, Utah; KOMA, Oklahoma City, Okla.; WIRL, Peoria, Ill.; KOIN, Portland, Ore.; WHBF, Rock Island, Ill., (Quad		

# Aggressive Activity

In 1946 and again in 1947 Avery-Knodel pledged "Aggressive Activity" to meet the ever increasing competitive situation. We renew the pledge for 1948.

"Aggressive Activity" is the vision to plan, the knowledge and experience to present the plan intelligently, and the follow-through to carry the plan to successful fulfillment.

We're still young . . . we're still growing . . . we're still imbued with the "Aggressive Activity" that pays dividends for the properties we represent.

**Avery Knodel INC.**

**RADIO STATION REPRESENTATIVE**

NEW YORK 17  
565 Fifth Ave.  
PLaza 3-2622

SAN FRANCISCO 4  
235 Montgomery St.  
DOuglas 2-5873

ATLANTA 3  
41 Marietta St., N. W.  
CYpress 7545

LOS ANGELES 15  
315 W. Ninth St.  
TUcker 2095

CHICAGO 1  
333 N. Michigan Ave.  
ANDover 4710

## STATION REPRESENTATIVES

Cities); WNAO, Raleigh, N. C.; WRUN, Rome, N. Y.; KROY, Sacramento, Cal.; KALL, Salt Lake City, Utah; WDAR, Savannah, Ga.; KJR, Seattle, Wash.; KMA, Shenandoah, Ia.; KSOO, Sioux Falls, S. D.; KTUL, Tulsa, Okla.; KXEL, Waterloo, Ia.; The Intermountain Network.

### BERTHA BANNAN

(New England Representative\*)

*Boston 16*—80 Boylston St., Bertha Bannan, Owner; Gertrude Saxe, Sales. . . Hubbard 4370-4419  
*Stations*—WNAB, Bridgeport, Conn.; WKNB, New Britain, Conn.; WELI, New Haven, Conn.; WSTC, Stamford, Conn.; WATR, Waterbury, Conn.; WRDO, Augusta, Me., Main Broadcasting System; WLBZ, Bangor, Me.; WCSH, Portland, Me., Connecticut State Network; WOCB, Cape Cod, Mass.; WSAR, Fall River, Mass.; WEIM, Fitchburg, Mass.; WHAI, Greenfield, Mass.; WHYN, Holyoke, Mass.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WESX, Salem, Mass.; WSPR, Springfield, Mass.; WKXL, Concord, N. H.; WKBR, Manchester, N. H.; WHEB, Portsmouth, N. H.; WHN, New York, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WJOY, Burlington, Vt.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.

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

### WALTER BIDDICK COMPANY

*Los Angeles 15, Cal.*—1151 S. Broadway, Guy M. Biddick, Manager. . . . . Richmond 6184  
*Stations*—WIBW, Topeka, Kans.; KGIW, Alamosa, Cal.; KMED, Medford, Ore.; KWRC, Pendleton, Ore.; KIEV, Glendale, Cal.; KCKN, Kansas City, Mo.; KQRS, Rock Springs, Wyo.; KAST, Astoria, Ore.; KRSC, Seattle, Wash.; WIBX, Utica, N. Y.; WSNY, Schenectady, N. Y.; WATN, Watertown, N. Y.; KWBR, Oakland, Cal.

### JOHN BLAIR & COMPANY

*Chicago 11*—520 N. Michigan Ave. . . . . Superior 8659  
 John Blair, President; Gale Blocki, Jr., Vice-President; Blake Blair, Treasurer; Wells H. Barnett, Jr., Sales Development Mgr.; Charles F. Dilcher; Paul Ray; John W. Davis.  
*New York*—22 East 40th St., Morton G. Bassett, Station Service Mgr. . . MURray Hill 9-6084  
 William H. Weldon, Vice-President; Richard D. Buckley; Robert Eastman; Ward D. Ingram; Richard Gerken; William O. Tilenius; John A. Beaton.  
*Los Angeles*—6331 Hollywood Blvd. . . . . Granite 6103  
 Carleton E. Coveny, Vice-President; L. Hollister Moyer.  
*San Francisco*—608 Russ Bldg., Lindsey Spight, V-P.; David N. Simmons. . . Douglas 3188  
*St. Louis*—1148 Paul Brown Bldg., J. Chris Hetherington. . . . . Chestnut 5688  
*Detroit*—1114 Book Bldg., Charles M. Adell. . . . . Randolph 5257  
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<i>St. Louis</i> —Arcade Bldg., J. E. Nicholson.....	Chestnut	6192
<i>Kansas City</i> —Board of Trade Bldg., G. F. Dillon.....	Harrison	1023
<i>San Francisco</i> —5 Third St., George D. Close.....	Garfield	6740
<i>Los Angeles</i> —George D. Close, Inc., L. A., 448 S. Hill St., Chet Doyle.....	Michigan	1269
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<i>Memphis</i> —1018 Sterick Bldg., Sidney L. Nichols.....	Memphis	8-2344
<i>Stations</i> —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.; WRBC, Jackson, Miss.; KBYE, Oklahoma City, Okla.; WGBA, Columbus, Ga.; KAND, Corsicana, Tex.		

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- New York* 20—45 Rockefeller Plaza. . . . . Circle 7-0624

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*Stations*—ARGENTINA: LRI, LRX, LRXI, LRU, Buenos Aires; LU7, Bahía Blanca; LU8, Bariloche; LV3, Córdoba; LU6, Mar del Plata; LW2, LRM, Mendoza; LT5, Resistencia; LU12, Río Gallegos; LU4, Rivadavia; LT3, Rosario; LV9, Salta; LT9, Santa Fé; LV5, San Juan; LV7, Tucumán. BOLIVIA: CP3, CP2, CP38, La Paz; CP1, CP41, Sucre. BRAZIL: ZYJ3, Anapolis; ZY, Andradina; ZY, Apuracarana; PRJ6, Aracaju; PR18, Aracatuba; PRJ3, Araguari; PRD4, Araraquara; ZYA9, Assis; ZY, Avare; PRJ8, Barretos; PRG8, Bauru; ZYG6, Bebedouro; PRC7, Bello Horizonte; PRF8, Botucatu; ZY, Braganca; ZYA3, Cambara; PRC9, Campinas; PR17, Campo Grande; ZYD5, Catanduva; ZYC2, Caxambu; PRG6, Cruzeiro; LRH3, Guiba; ZYH2, Divinopolis; ZYB6, Formiga; PRE9, Fortaleza; PRB5, Franca; PRD8, Goiana; ZYG2, Guaratingueta; ZY, Irati; ZY15, Itajuba; PRD9, Itap-

etininga; ZYA7, Itarare; ZYE3, Itu; ZY, Ituiutaba; PRG4, Jaboticabal; PRG7, Jau; ZYA5, Joinville; PRB3, Juiz de Fora; ZYE6, Jundiá; ZY16, Lavras; PRJ5, Limeira; ZYB3 Lins; PRF6, Manaus; PR12, Marília; ZYD7, Montes Claros; ZYB5, Natal; PRD8, PRE6, Niterói; ZYG8, Olímpia; ZYC5, Paranaguá; PRJ4, Parnaíba; ZYB4, Patos de Minas; PRC3, Pelotas; ZYJ5, Pinalhal; PRD6, Piracicaba; ZY, Pirajui; ZY13, Pirassununga; PRJ2, Ponta Grossa; PRH5, Pocos de Caldas; PRH2, Porto Alegre; PRJ7, Pouso Alegre; PR15, Pres. Prudente; ZYH7, Pres. Wenceslaw; PRA8, Recife; PRA7, Ribeirão Preto; PRF2, Rio Claro; PRA9, Rio de Janeiro; ZYG9, Rio Negro; PRB8, Rio Preto; ZY, Rio Verde; ZY, Sta. Rita de Sacupai; ZY17, S. Joao del Rei; PRG5, Santos; ZYA6, Sao Carlos; ZYD6, S. José R. Pardo; PR16, Sao Manoel; PRA4, Sao Salvador; ZYA4, Sao Seb. de Paraiso; PRD7, Sorocaba; ZYA8, Taubate; ZY, Tiete; ZYH4, Tupaciguara; ZYC4, Uba; PRE5, Uberaba; PRC6, Uberlandia; ZYD3, Uniao da Vitoria; ZYB2, Varginha. CHILE: CA141, Antofagasta; CC117, Concepción; CD84, Osorno; CD111, Punta Arenas; CB114, Santiago; CD69, Temuco; CD132, Valdivia. COLOM? BIA: HJFM, HJFH, Armenia; HJAN, HJAB, Barranquilla; HJCZ, HJSX, Bogotá; HJGB, Bucaramanga; HJGK, HJEX, Cali; HJAE, HJAF, Cartagena; HJBB, HJBC, Cúcuta; HJFD, Manizales; HJDQ, HJDP, Medellín; HJEQ, Palmira; HJFF, HJFK, Pereira; TIPG, TIPO, San José. CUBA: CMJI, Camaguey; CMQ, COCQ, Habana; CMKJ, Holguín; CMKQ, Sta. Clara; CMKU, Santiago; CMAQ, Pinar del Río. DOMINICAN REPUBLIC: HIZ, HIIZ, Cd. Trujillo. ECUADOR: HC2AJ, HC2AK, Guayaquil; HC1BD, HC1BF, Quito. GUATEMALA: TGO, TGOA, Guatemala. HONDURAS: HRPI, San Pedro Sula; HRN, Tegucigalpa. MEXICO: XEFQ, Cananea; XEBL, Culiacan; XEDR, Guaymas; XEFM, León; XEDS, Mazatlan; XEZ, Mérida; XEQ, XEQQ, Mexico City; XET, Monterrey; X7FW, XETW, Tampico; XETB, Torreón; YNOW, Managua. PANAMA: HOK, HP5K, Colón; HOC, HP5A, Panamá City. PERU: OAX4E, OAX4K, Lima; OAX4D, Huacho. PARAGUAY: ZP3, ZPA3, Asunción. EL SALVADOR: YSR, San Salvador; YSR, YSF, San Salvador. URUGUAY: CX16, CX24, Montevideo; CXA, CXA14, CWI, Colonia; CW51, Maldonado; CW53, Melo; CX52, Mercedes; CW39, Paysandu; CW43B, Rivera; CW31 Salto. VENEZUELA: YV6RH, YV6RE, Barcelona; YV3RN, YV3RE, YV3RS, YV3RD, Barquisimeto; YV5RI, YV5RY, Caracas; YV7RA, YV7RB, Cumaná; YV6RA, YV6RU, Cd. Bolívar; YV1RF, YV1RX, Maracaibo; YV2RU, Mérida; YV2RV, YV2RN, San Cristobal; YV1RO, Trujillo; YV4RA, YV4RO, Valencia.

### ARTHUR H. HAGG & ASSOCIATES, INC.

*Chicago* 1—360 N. Michigan Ave., A. H. Hagg . . . . . Cen. 7553  
*New York* 17—366 Madison Ave., P. A. Broderick . . . . . MUrray Hill 2-8865  
*Omaha* 2—320 S. 27th Ave., H. W. Harvey . . . . . Jackson 2620  
*Denver* 6—1232 Adams St., Lloyd Bowers . . . . . East 2278  
*Kansas City* 17—P. O. Box 163, Kern W. Hagg . . . . . Bonner Sprgs. 508 F-31  
*Stations*—KGNO, Dodge City, Kans.

### HEADLEY-REED COMPANY

*New York* 17—405 Lexington Avenue . . . . . MU. 3-5467  
 Frank M. Headley, President; Dwight S. Reed, Vice-President; Frank W. Miller, Sr., Chairman of Board.  
*Chicago* 1—180 N. Michigan Ave., Dwight S. Reed . . . . . Franklin 4686  
*Detroit* 26—Penobscot Bldg., Rm. 2019, Harold Barrett . . . . . Randolph 7371  
*Atlanta* 3—Palmer Bldg., E. W. Sweatman . . . . . Cypress 4311  
*Los Angeles*—210 W. 7 St., Harold Lindley . . . . . Vandike 1725  
*San Francisco*—300 Montgomery St., Ralph W. Mitchell . . . . . Yukon 6-1265  
*Stations*—WSGN, Birmingham, Ala.; WALA, Mobile, Ala.; WSFA, Montgomery, Ala.; KJBS, San Francisco, Calif.; WELL, New Haven, Conn.; WINX, Washington, D. C.; WCON, Atlanta, Ga.; WROK, Rockford, Ill.; KGL, Ft. Wayne, Ind.; KSO, Des Moines, Iowa; WITH, Baltimore, Md.; WSAM, Saginaw, Mich.; KFEQ, St. Joseph, Mo.; KMMJ, Grand Island, Neb.; WBAB, Atlantic City, N. J.; WINR, Binghamton, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WWNC, Asheville, N. C.; WSOC, Charlotte, N. C.; WSJS, Winston-Salem, N. C.; WJW, Cleveland, Ohio; WCOL, Columbus, Ohio; WFMJ, Youngstown, Ohio; WSN, Allentown, Ohio; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WPEN, Philadelphia, Pa.; WAPO, Chattanooga, Tenn.; WLEE, Richmond, Va.; WKOW, Madison, Wisc.

**STATION REPRESENTATIVES**

**GEORGE P. HOLLINGBERRY CO.**

<i>Chicago</i> 1—307 No. Michigan.....	Andover	2636
George P. Hollingbery, Pres. and owner; Frank McCarthy, Salesman; M. W. Harms, Jr., Salesman; Richard N. Hunter, Salesman.		
<i>New York</i> 17—420 Lexington Ave., F. E. Spencer, Jr.....	Murray Hill	3-9447
<i>Atlanta</i> 3—223 Peachtree St., Frederick F. Hague.....	Cypress	1489
<i>Los Angeles</i> 13—411 W. 5th St., Harry H. Wise, Jr.....	Madison	6-3633
<i>San Francisco</i> —300 Montgomery St., Knox LaRue.....	Sutter	1-4091
<i>Stations</i> —WADC, Akron, Ohio; WATL, Atlanta, Ga.; WRDW, Augusta, Ga.; WJBO, Baton Rouge, La.; WBCM, Bay City, Mich.; WTNB, Birmingham, Ala.; WTMA, Charleston, S. C.; WAAF, Chicago, Ill.; WRBL, Columbus, Ga.; WBTM, Danville, Va.; WHIO, Dayton, O.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WEAU, Eau Claire, Wis.; KTSM, El Paso, Tex.; WBIG, Greensboro, N. C.; WJDX, Jackson, Miss.; KGVO, Missoula, Mont.; KOWH, Omaha, Neb.; WHOO, Orlando, Fla.; WIOD, Miami, Fla.; KOOL, Phoenix, Ariz.; WEEU, Reading, Pa.; WHAM, Rochester, N. Y.; KITO, San Bernardino, Cal.; WSAV, Savannah, Ga.; WARM, Scranton, Pa.; KSCJ, Sioux City, Ia.; WSPA, Spartanburg, S. C.; WSPR, Springfield, Mass.; KGBX, Springfield, Mo.; KVI, Seattle, Tacoma, Wash.; WREN, Topeka, Kan.; KCNA, Tucson, Ariz.; KFBI, Wichita, Kan.		

**HAL HOLMAN CO.**

<i>Chicago</i> 1—360 N. Michigan Ave.....	FRA.	0016
Hal Holman, Owner; Gerald T. Stanley, Eastern Mgr.		
<i>New York</i> 4—East 41st St., G. T. Stanley.....	Murray Hill	3-3421
<i>Stations</i> —WTCM, Traverse City, Mich.; WATT, Cadillac, Mich.; WATZ, Alpena, Mich.; WMEN, Petoskey, Mich.; *WIBM, Jackson, Mich.; WILS, Lansing, Mich.; *WJLB, *WJLB-FM, Detroit, Mich.; WMUS, WMUS-FM, Muskegon, Mich.; WDMJ, Marquette, Mich.; WMMI, Marquette, Mich.; WHLS, Port Huron, Mich.; WCAZ, Carthage, Ill.; WCRA, Effingham, Ill.; WKAN, WKIL-FM, Kankakee, Ill.; WIVB, Belleville, Ill.; WLDS, Jacksonville, Ill.; WVLN, Olney, Ill.; WHBU, Anderson, Mich.; *WLBC, *WLBC-FM, Muncie, Indiana; WGNS, Murfreesboro, Tenn.; WAYX, Waycross, Ga.; WGOV, Valdosta, Ga.; WWPF, Palatka, Fla.; WCLE, Clearwater, Fla.; WKAX, Birmingham, Ala.; KOTA, Rapid City, S. Dakota; KOLT, Scottsbluff, Neb.; KXXX, Colby, Kans.; KSEL, Lubbock, Tex.; KFXJ, Grand Junction, Col.		

\* Represented in Western territory only.

**GEORGE HUGHES**

(Representing International Stations)

<i>New York</i> 17—480 Lexington Ave.....	PLaza	9-8150
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**THE KATZ AGENCY, INC.**

<i>New York</i> 18—500 Fifth Ave.....	WI	7-8620
George R. Katz, President; George W. Brett, V. P. and Sales Mgr.; Theodore E. Kruglak, Secretary; Eugene Katz, Executive V. P.; Morris J. Beck, Treasurer.		
<i>Chicago</i> 1—307 No. Michigan Ave., Gerald H. Gunst.....	Central	4006
<i>Detroit</i> 2—General Motors Bldg., Ralph Bateman.....	TR	2-7685
<i>Kansas City</i> 6—Bryant Building, Thomas Flanagan, Jr.....	Victor	7095
<i>Atlanta</i> 3—22 Marietta St., Fred M. Bell.....	Walnut	4795
<i>Dallas</i> 5—Republic Bank Bldg., Frank Brimm.....	Central	7936
<i>San Francisco</i> 5—Monadnock Bldg., Donald C. Staley.....	Sutter	7434
<i>Los Angeles</i> 14—530 W. Sixth St., Stanley J. Reulman.....	Tucker	3219
<i>Stations</i> —WRWR, Albany-Schenectady-Troy, N. Y.; *WGST, Atlanta, Ga.; KGHL, Billings, Mont.; WCOP, Boston, Mass.; **WMT, Cedar Rapids, Iowa; WCFL, Chicago, Ill.; WKRC, Cincinnati, Ohio; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; **KRNT, Des Moines, Iowa; WEOA, Evansville, Ind.; WMMN, Fairmont, W. Va.; KGU, Honolulu, T. H.;		

WFBM, Indianapolis, Ind.; WPDQ, Jacksonville, Fla.; KLRA, Little Rock, Ark.; \*WMAZ, Macon, Ga.; WFEA, Manchester, N. H.; WREC, Memphis, Tenn.; WGBS, Miami, Fla.; WISN, Milwaukee, Wis.; WSIX, Nashville, Tenn.; WKST, New Castle, Pa.; WWL, New Orleans, La.; WKY, Oklahoma City, Okla.; WEEK, Peoria, Ill.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WFCI, Providence-Pawtucket, R. I.; WARC, Rochester, N. Y.; KUTA, Salt Lake City, Utah; \*WTOC, Savannah, Ga.; KHQ, Spokane, Wash.; WDAE, Tampa, Fla.; WSPD, Toledo, Ohio; WOL, Washington, D. C.; \*\*WNAX, Yankton, S. D.-Sioux City, Iowa.

\*The Georgia Major Market Trio

\*\*The Mid-States Group

## JOHN KEATING

<i>Portland</i> 5—522 Equitable Bldg., John D. Keating.....	Beacon	4107
<i>Seattle</i> 1—408 Second and Pine Bldg., J. A. McLoughlin.....	Elliott	6520
<i>Stations</i> —WAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KFJI, Klamath Falls, Ore.; KGON, Oregon City, Ore.; KLBM, La Grande, Ore.; KMED, Medford, Ore.; KODL, The Dalles, Ore.; KOOS, Coos Bay, Ore.; KORE, Eugene, Ore.; KRNR, Roseburg, Ore.; KSLM, Salem, Ore.; KSRV, Ontario, Ore.; KUIN, Grants Pass, Ore.; KWIL, Albany, Ore.; KWIN, Ashland, Ore.; KWRC, Pendleton, Ore.; KBIO, Burley, Idaho; KFXD, Nampa, Idaho; KRLC, Lewiston, Idaho; KTFI, Twin Falls, Idaho; KWAL, Wallace, Idaho; KBRC, Mt. Vernon, Wash.; KELA, Centralia, Wash.; KGA, Spokane, Wash.; KGY, Olympia, Wash.; KIT, Yakima, Wash.; KMO, Tacoma, Wash.; KOL, Seattle, Wash.; KONP, Port Angeles, Wash.; KPKW, Pasco, Wash.; KPQ, Kenatchee, Wash.; KRKO, Everett, Wash.; KUJ, Walla Walla, Wash.; KVAN, Vancouver, Wash.; KVOS, Bellingham, Wash.; KWLK, Longview, Wash.; KXRO, Aberdeen, Wash.; KIEM, Eureka, Calif.		

## LORENZEN & THOMPSON, INC.

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M. R. Thompson, Vice-Pres. & Treas.; J. J. Devine, Vice-Pres.; Donald A. Donahue, Eastern Sales Mgr. Radio Div.		
<i>Chicago</i> 1—333 No. Michigan Ave.....	Central	2828
A. F. Lorenzen, President; C. G. Shannon, Vice-Pres.; Carlin S. French, Western Sales Mgr. Radio Div.		
<i>Atlanta</i> 3—905 Wm. Oliver Building.....	Walnut	4932
<i>Cincinnati</i> 2—Leveronne Bldg., 4 West Seventh St.....	Main	6640
<i>Detroit</i> 26—1964 Penobscot Bldg.....	Randolph	3080
<i>Kansas City</i> 6—15 West 10th St.....	Victor	0021
<i>Los Angeles</i> 4—607 S. Hill St.....	Vandike	7386
<i>St. Louis</i> 1—411 N. 10th St.....	Chestnut	1965
<i>San Francisco</i> 4—300 Montgomery St.....	Douglas	4393
<i>Stations</i> —WINK, Fort Myers, Fla.; WEAT, Lake Worth-Palm Beach, Fla.; WWPB, Miami, Fla.; WIMS, Michigan City, Ind.; KSOK, Arkansas City, Kans.; KSEK, Pittsburgh, Kans.; KTOP, Topeka, Kans.; KAUS, Austin, Minn.; KIMO, Independence, Mo.; WOKO, Albany, N. Y.; CJCH, Halifax, Nova Scotia; WKPT, Kingsport, Tenn.; WXGI, Richmond, Va.; KOLT, Scottsbluff, Neb.; KOTA, Rapid City, S. Dak.; WATO, Oak Ridge, Tenn.		

## JOSEPH HERSHEY MCGILLVRA, INC.

<i>New York</i> 17—366 Madison Ave.....	Murray Hill	2-8755
Joseph H. McGillvra, President; Lynn Barnard, Account Executive; Helen Gill, Account Executive.		
<i>Chicago</i> 1—35 E. Wacker Drive, William Sauerstrom, Manager.....	State	5282
<i>Los Angeles</i> 5—684 S. Lafayette Park Place.....	Drexel	4388
Robert W. Walker, Manager Lee O'Connell.		
<i>San Francisco</i> 4—68 Post Street, Rogers Parratt, Manager, Frances Lindh.....	Sutter	1-5568
<i>Salisbury</i> 4—221 W. Innes Street, Clayton J. Cossel, Manager.....	Salisbury	3840-3841
<i>Stations</i> —KGER, Long Beach, Cal.; KIST, Santa Barbara, Cal.; KGHF, Pueblo, Colo.; WBAY, Coral Gables, Fla.; WMFJ, Daytona Beach, Fla.; WIRK, W. Palm Beach, Fla.; WBML, Macon, Ga.; WLAQ, Rome, Ga.; WJOL, Joliet, Ill.; WJOB, Hammond, Ind.; WASK, Lafayette, Ind.; KPDR, Alexandria, La.; KANE, New Iberia, La.; KSIG, Crowley, La.; WKOB,		

## STATION REPRESENTATIVES

North Adams, Mass.; WWOK, Flint, Mich.; WLAV, Grand Rapids, Mich.; WTTT, WTTT-FM, Port Huron, Mich.; WFPG, Atlantic City, N. J.; WTTM, Trenton, N. J.; WKNY, Kingston, N. Y.; WMFF, Plattsburgh, N. Y.; WSAY, Rochester, N. Y.; WKRT, Cortland, N. Y.; WMBL, Morehead City, N. C.; WGNL, Wilmington, N. C.; WKNS, Kinston, N. C.; WSTV, Steubenville, Ohio; WRRN, Warren-Youngstown, Ohio; WCED, Dubois, Pa.; WDAD, Indiana, Pa.; WKRZ, Oil City, Pa.; WPIT, Pittsburgh, Pa.; WJPA, Washington, Pa.; WLAT, Conway, S. C.; WDSC, Dillon, S. C.; WESC, Greenville, S. C.; WCRS, Greenwood, S. C.; WFIG, Sumter, S. C.; KRCT, Goose Creek, Tex.; WJOY, Burlington, Vt.; WSYB, Rutland, Vt.; WPIK, Alexandria, D. C.-Va.; WCYB, Bristol, Va.; WSAP, Norfolk-Portsmouth, Va.; KFIO, Spokane, Wash.; KMO, Tacoma, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.; WWNR, Beckley, W. Va.; WGV, Charleston, W. Va.; WHAR, Clarksburg, W. Va.; WPLH, Huntington, W. Va.; WRON, Ronceverte, W. Va.; WFOX, Milwaukee, Wis.; CJCJ, Calgary, Alberta; KCKW, Moncton, N. B.; CICH, Halifax, Nova Scotia; CFCO, Chatham, Ont.; CKSF, Cornwall, Ont.; CKTB, St. Catherines, Ont.; KCCO, Ottawa, Ont.; CJIC, Sault St. Marie, Ont.; CHLP, Montreal, Que.; CHGB, Ste. Anne de la Poc., Que.

### J. P. MCKINNEY & SON

*New York* 20—30 Rockefeller Plaza.....Circle 7-1179  
 Max M. Everett, Managing Director; Powell Ensign, Asst. Manager.  
*Chicago* 11—400 No. Michigan Ave., Carl Jewett.....Superior 9866  
*San Francisco* 5—681 Market St., Ralph Bidwell.....Garfield 5512  
*Hollywood* 28—6362 Hollywood Blvd., Ralph Bidwell.....Granite 9596  
*Stations*—WABY, Albany, N. Y.; WOKO, Albany, N. Y.; WDAN, Danville, Ill.; WENY, Elmira, N. Y.; WGLN, Glens Falls, N. Y.; WTHT, Hartford, Conn.; WLIP, Kenosha, Wis.; WMNB, No. Adams, Mass.; WHDL, Olean, N. Y.; CHVC, Niagara Falls, Ontario and N. Y.; WBEC, Pittsfield, Mass.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.

### ROBERT MEEKER ASSOCIATES, INC. (Formerly Radio Advertising Company)

*New York* 17—521 Fifth Ave.....Murray Hill 2-2170-1  
 Robert D. C. Meeker; Gen. Mgr. Louis J. Moore, Eastern Mgr., Robert L. Dreher.  
*Chicago* 1—333 N. Michigan Ave.....Central 1742-3  
 E. Eugene Eshleman, Midwest Mgr., Lois Thompson.  
*Los Angeles* 28—6381 Hollywood Blvd., Tracy Moore, West Coast Mgr...Hollywood 5408  
*San Francisco* 79 Post St., Frances Donahue.....Exbrook 8033  
*Stations*—WMGY, Montgomery, Ala.; WDEL, Wilmington, Del.; WBSR, Pensacola, Fla.; WJNO, W. Palm Beach, Fla.; WDWS, Champaign, Ill.; WKMO, Kokomo, Ind.; WKBB, Dubuque, Iowa; WTVL, Waterville, Me.; WARK, Hagerstown, Md.; WGAT, Utica, N. Y.; WRTA, Altoona, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa.; WAZL, Hazleton, Pa.; WGAL, Lancaster, Pa.; WRAW, Reading, Pa.; WMBS, Uniontown, Pa.; WORK, York, Pa.; WMAM, Marinette, Wis.; WHBL, Sheboygan, Wis.; HOX-HOXD, Panama, R. P.

### NATIONAL BROADCAST SALES

*Toronto* 1—25 King Street West.....Ad. 8895  
 J. M. Davidson; Paul F. Mulvihill, Account Executive; R. A. Munro, Account Executive; Norman D. Brown, Account Executive.  
*Montreal* 2—Guy and Sherbrooke Sts., R. A. Leslie.....Fitzroy 6388  
*Stations*—CKGB, Timmis, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKWS, Kingston, Ont.; CJAD, Montreal, Que.; CKTB, St. Catharines, Ont.; CHOK, Sarnia, Ont.; CFPA, Port Arthur, Ont.; CKMO, Vancouver, B. C.; CKRN, Rouyn, Que., CHAD, Amos, Que.; CKVD, Val d'Or, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CKEY, Toronto, Ont. (Montreal only).

## NBC SPOT SALES DIVISION

National Spot AM and Television Sales Division of the National Broadcasting Company, Inc. New York 20—30 Rockefeller Plaza.....	Circle	7-8300
James V. McConnell, Director; John S. de Russy, Mgr.; William R. Seth, Adv. and Pro. Mgr.		
Boston—Hotel Bradford, John H. Dodge.....	Hancock	4239
Cleveland—NBC Building, Don Stratton.....	Cherry	0942
Chicago—Merchandise Mart, Oliver Morton.....	Superior	8300
Denver—1625 California Street, James MacPherson.....	Main	6211
San Francisco—NBC Building, Carl A. Nielsen.....	Graytone	4-8700
Hollywood—Sunset and Vine, Lathrop Mack.....	Hyld	6161
<i>Stations (AM)</i> —WNBC, New York, N. Y.; WMAQ, Chicago, Ill.; WRC, Washington, D. C.; WTAM, Cleveland, Ohio; KOA, Denver, Colo.; KNBC, San Francisco, Calif.; WGY, Schenectady, N. Y.; WBZ-WBZA, Boston-Springfield, Mass.; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.; WOWO, Fort Wayne, Ind.; KZRH, Manila, P. I.; KZMB, Manila, P. I.; KZRC, Cebu, P. I.; (TV) WNBT, New York, N. Y.; WRGB, Schenectady, N. Y.; WNBW, Washington, D. C.		

## PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Foreign Station Representative)

New York 17—330 Madison Ave.....	MURray Hill	2-0810
Eugene Bernald, Mgr.; Arthur Gordon, Asst. Mgr.		
Chicago—228 No. LaSalle St., F. R. Jones, Mgr.....	State	5096
Hollywood 28—6912 Hollywood Blvd., Homer Griffith.....	Hollywood	6281
Dallas—711 Construction Bldg., Walter S. Kline.....	Riverside	6051
San Francisco—681 Market St., Cliff Engle.....	Douglas	4475
(Represent stations in): Argentina, Bahamas, Bolivia, Chile, Colombia, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, British Guiana, Dutch Guiana, Haiti, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Trinidad, Venezuela, France, Portugal, China, North Africa, South Africa, Alaska.		

## JOHN E. PEARSON COMPANY

Chicago 1—360 N. Michigan.....	Fra.	2359
John E. Pearson, Owner; William L. Wallace, Mid-West Sales Manager; Kay Fisher, Account Executive; Sue Masterson, Financial Secretary; A. A. Terrace, Secretary; Dorothy Kurtweil, Secretary.		
New York—250 Park Avenue, Hines Hatchett.....	PLaza	8-2255
Kansas City—Dierks Bldg., Owen Balch.....	GR	2144
St. Louis—915 Olive St., Ralph Schulenburg.....	GA	6865
Los Angeles—684 S. Lafayette Park Place, R. W. Walker.....	Drexel	4388
San Francisco—68 Post St., Roger Parratt.....	Sutter	5568
<i>Stations</i> —KCMO, Kansas City, Mo.; KOAM, Pittsburgh, Kan.; KELO, Sioux Falls, S. D.; WOV, New York City; KVGB, Great Bend, Kan.; WEW, St. Louis, Mo.; KRRV, Sherman, Tex.; <i>Oscar Hirsch Stations</i> —WHIZ, Zanesville, O.; WAOV, Vincennes, Ind.; WJPF, Herrin, Ill.; WIND, Chicago, Ill.; WIRE, Indianapolis; WMMJ, Peoria, Ill.; KHMO, Hannibal, Mo.; <i>Gleeson (Calif.) Stations West Texas Group</i> —KMAC, San Antonio, Tex.; WJHL, Johnson City, Tenn.; <i>S. Minnesota Group</i> —WDIA, Memphis, Tenn.; KGKB, Tyler, Tex.; KWTO, Springfield, Mo.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KSAL, Salina, Kan.; <i>Florida Group</i> —KXOL, Fort Worth, Tex.; <i>Nunn Stations</i> —(W) LAP, WBIR, WCMI, KFDA); WDUK, Durham, N. C.; WMIX, Mt. Vernon, Ill.; KWOC, Popular Bluff, Mo.; KPAB, Laredo, Tex.		

## JOHN H. PERRY ASSOCIATES

New York 17—310 East 45th Street.....	MURray Hill	4-1647
Wm. K. Dorman, Gen. Mgr.; R. S. Mandeville, Salesman; W. T. Kelly, Salesman.		
Chicago 3—122 S. Michigan Ave., F. W. Thurnau.....	Harrison	8085
Detroit 2—7338 Woodward Ave., James J. Higgins.....	Madison	0790
Philadelphia 7—12 South 12th St., Robert Hitchings.....	Walnut	2-3555
Atlanta 3—1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant.....	Walnut	1334
<i>Stations</i> —WJHP, Jacksonville, Fla.; WCOA, Pensacola, Fla.; WDLP, Panama City, Fla.; WTMC, Ocala, Fla.; WTAL, Tallahassee, Fla.; WWPG, Palm Beach, Fla.; WDHL, Bradenton, Fla.; WALT, Tampa, Fla.; WFRP, Savannah, Ga.; WINZ, Miami Beach, Fla.		

## STATION REPRESENTATIVES

### EDWARD PETRY & CO., INC.

<i>New York</i> 17—17 East 42nd Street.....	Murray Hill	2-4400
Edward Petry, President; Henry I. Christal, Secretary-Treasurer; Edward E. Voynow, Vice-President.		
<i>Chicago</i> 11—400 North Michigan Ave., Edward E. Voynow.....	Delaware	8600
<i>Detroit</i> 2—General Motors Bldg., William Cartwright.....	Madison	1035
<i>San Francisco</i> 4—Russ Bldg., Earle H. Smith.....	Garfield	1-4082
<i>Los Angeles</i> 13—601 West Fifth St., Chester G. Matson.....	Michigan	8729
<i>St. Louis</i> 3—Shell Bldg., George A. Kercher.....	Chestnut	7191
<i>Atlanta</i> 3—New Palmer Bldg., Charles F. Grisham.....	Lamar	2080
<i>Boston</i> 16—Statler Bldg., James G. Sandison.....	Hubbard	6342
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### RADIO REPRESENTATIVES LIMITED

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<i>Stations</i> —CJAV, Port Alberni, B. C.; CKNW, New Westminster, B. C.; CJDC, Dawson Creek, B. C.; CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CFQC, Saskatoon, Sask.; CJOB, Winnipeg, Man.; *CKPR, Fort William, Ont.; CKCH, Hull, Que.; CHEF, Granby, Que.; CKTS, Sherbrooke, Que.; KCKV, Quebec, Que.; CHGS, Summerside, P. E. I. * (Not represented in Winnipeg.)		

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(The Spot Broadcasting Division of CBS)

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<i>Chicago</i> 11—410 No. Michigan Ave., Wilbur S. Edwards.....	Whitehall	6000
<i>Atlanta</i> 3—101 Marietta St. Bldg., H. H. Holtshouser.....	Lamar	8641
<i>Detroit</i> 2—902 Fisher Bldg., Wm. B. Ogden.....	Trinity	2-5500
<i>Los Angeles</i> 28—Columbia Square, Henry Flynn.....	Hollywood	1212
<i>San Francisco</i> 5—Palace Hotel, Jack L. Brumback.....	Yukon	1700
<i>Stations</i> —KMOX, St. Louis, Mo.; KNX, Los Angeles, Calif.; KSL, Salt Lake City, Utah; WAPI, Birmingham, Ala.; WBBM, Chicago, Ill.; WBT, Charlotte, N. C.; WCBS, New York, N. Y.; WCCO, Minneapolis, Minn.; WEEI, Boston, Mass.; WRVA, Richmond, Va.; WTOP, Washington, D. C.; Columbia, Calif. Network; Columbia Pacific Network.		

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<i>Chicago</i> 1—360 No. Michigan Ave., William G. Rambeau, Mgr.....	Andover	5566
<i>New York</i> 17—Chanin Bldg., William M. Wilson, Mgr.....	Lexington	2-1820

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 Kansas City—15 W. 10th St., William M. Temple. . . . . Vixtor 0021  
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<i>Winnipeg</i> —Manitoba Telephone System Bldg., W. G. Carpentier, Mgr.....		92-191
<i>Vancouver</i> —3829 West 30th, J. W. Stovin, Mgr.....		
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<i>Los Angeles</i> —672 S. Lafayette Pk. Place, Harlen Oakes.....	Fairfax	3200
<i>San Francisco</i> —1085 Monadhock Bldg., Lester Meek.....	Douglas	4475
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<i>Boston</i> —Little Bldg., Bertha Bannon.....	Hubbard	4419
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 Continuity Chief.....Jacob I. Freedman  
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Production Manager.....L. Miller  
Radio Director.....George Janda  
*Radio Accounts* — Chicago Motor Club, Family Life Insur. Co., Florence Beach Candies, North American Acceptance Corp.

**ADVERTISING COUNSELORS**

370 Spreckels Bldg., San Diego 1, Calif.  
Phone M 8016

Owner.....Buckleigh Oxford  
Chief Acc't. Exec.....Mary Alice Haggard  
Production Manager.....Esta Burton  
Copy Chief.....Winifred Kizer  
Layout Man.....Harold B DePute  
Finance.....Terese Oxford  
Director of Radio.....Buckleigh Oxford  
Associate Executive.....Mary Alice Haggard  
Time Buyer.....Esta Burton  
Script Writer.....Winifred Kizer  
*Radio Accounts*..Bradley Woolman Mortuary, Broadway Clothiers, Cherry-Fuller Motor, Dainty-Didy Baby Laundry, Fackler Motor Service, Hammond's Dept. Store, Iowa Farmer, Lory Dry Cleaner, Modern Furniture, Noonan Furs, Pacific Surplus Co., Sailor Main, SD & AE Southern Pacific.

**THE AITKIN-KYNETT CO.**

1400 South Penn Square,  
Philadelphia 2, Pa.  
Phone Rittenhouse 6-7810

AAAA — APA — NOAB — ABP — ANPA  
PPA — OAAA — ABC — BMB — SNPA  
Radio Time Buyer.....E. M. Gretz  
Program Director.....D. B. Langan  
*Radio Accounts*—Phillips Packing Co., Inc.; Felton-Shelby & Co., Inc.; Old Reading Brewery, Inc.

**R. H. ALBER CO.**

439 N. Larchmont Blvd.,  
Los Angeles 4, Calif.  
Phone HOLLYWOOD 8273

President.....R. H. Alber  
Vice-President.....Pauline Hagen  
*Radio Accounts*—Old Fashioned Revival Hour; Pilgrim's Hour; Unity School of Christianity.

**ADVERTISING, INC.**

Central National Bank Bldg.,  
Richmond 19, 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*—R.F. & P. Railroad, Radio Station WRVA.

**ALLEN & REYNOLDS ADV. AGENCY**

833 Insurance Bldg., Omaha 2, Nebr.  
Phone Atlantic 4445

AAAA—ANPA—APA—ABP—NOAB

Partners & Account Executives.....Earl H. Allen, Milton H. Reynolds  
Account Executives.....Karl Joens, Robert H. Reynolds, Jack Anderson, John E. Enis.

Radio Department.....Helen Moeller, Janet Haggart, Joe Murphy.

*Radio Accounts*—Omaha Public Power District; Merchants Biscuit Co.; P. F. Petersen Bakeries; United States National Bank; Midwest Clean-It Co.; Rosen-Novak; Webber Motors; Inland Mfg. Co.; Nebr. Consolidated Mills; T. H. Maenner Co.; E. P. Boyer Co.; Electric Fixture & Supply Co.; Omar, 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* — La Martinique, White Oaks Inn, Merry Go Round, Havana Madrid, Strand Hotel, Marco Polo, Gilmores Restaurant, Essex House (Carousel).

**AGENCY SERVICE CORP.**

66 E. South Water St., Chicago 1, Ill.  
ANPA—APA—ABP—NOAB—PPA

Vice-President.....A. L. Gale  
Secretary-General Manager.....A. C. Houser  
Space & Radio Time Buyer.....E. Kalish

**ALLEY & RICHARDS, INC.**

370 Lexington Ave., New York 17, N. Y.  
Phone LEXington 2-3020

AAAA—ABP—NOAB—ANPA—PPA  
APA

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Secretary.....Richard B. Reynolds  
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V.P. & Creative Dir.....Deane H. Uptegrove  
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NEW YORK 19, N. Y.

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 Radio Director.....Robert I. Carver  
 Director of Time Buying...H. M. Billerbeck  
 Timebuyers.....Violet Hummler,  
 Grace Kipp

*Branch Office*

Statler Office Bldg., Boston 16, Mass.  
 Phone Hubbard 8850  
 Vice-Presidents.....J. T. Coenen,  
 Paul B. Cavanagh  
 Radio Dir.....Jeanne Ambuter  
*Radio Accounts*—Mich. Chemical Corp.,  
 Allen V. Smith, Inc., R. C. Williams & Co.,  
 Inc., Glenwood Range Co., Adams & Swett,  
 Inc.

**ALLIED ADVERTISING AGENCIES**

167 S. Vermont Ave., Los Angeles 4, Cal.  
 Phone Drexel 7331

President.....W. F. Gardner  
 Vice-President.....A. H. Esary  
 General Manager.....Bill Welsh  
 Production Manager.....Stuart Heinemann

*Branch Offices*

725 Hearst Bldg., 3rd & Market Sts.,  
 San Francisco 3, Cal.  
 Phone, Douglas 7018

Assistant Manager.....Jack Gregory  
 353 Henry Bldg.  
 Seattle 1, Wash.  
 Phone Elliott 6054

Manager.....George Routh  
*Radio Accounts*—Arden Farms Co., J. J.  
 Newberry Co. (Los Angeles), Los Angeles  
 Examiner, West Pico Furniture Co., Grimes-  
 Stassforth, United Appliance, Podolor Mot-  
 tors, Pridham Davis, Thrifty Outlet Co., Gil-  
 more Stadium, Western Caravan, Sparklets  
 Frosted Foods, Franklin's (Seattle), Ham-  
 rick Evergreen Theaters.

**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  
 Treasurer.....Vera Munezer  
 Secretary-Executive.....Lewis G. Van Akin  
 Media Director.....H. H. Thurlby  
 Television Director.....Karl Knipe

*Branch Office*

821 15th St., N.W., Washington, D. C.  
 Phone NA 7142

*Radio Accounts*—Alexander Smith & Sons  
 Carpet Co. (National spot), F. Schumacher

& Co. (National spot), Alderney Dairies  
 (National spot), Van Dutch Prod.  
*Television Account*—Alexander Smith &  
 Sons Carpet Co.

**ANFENGER ADVERTISING  
 AGENCY, INC.**

1706 Olive St., St. Louis 3, Mo.  
 Phone CHestnut 6380

AAAA—ABP—ANPA—PPA—BMB—CAN  
 President.....Enno D. Winius  
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 W. J. Fuchs, G. A. Brandon, W. J. John-  
 son, V. L. Morelock, J. M. Drescher.  
 Radio Director.....Vernon J. Morelock  
 Asst. Tele-Radio Director..Shirley M. Crespi  
 Traffic.....Betty R. Landau

*Branch Office*

1050 Canal Bldg., New Orleans 12, La.  
 Phone Raymond 0845

Manager .....Walter Winius  
*Radio Accounts*—American Packing Co.,  
 American Beauty Macaroni Co., Boatmen's  
 National Bank, Bubble Up Corp., F. Burkart  
 Mfg. Co., Jackson Brewing Co., Emerson  
 Electric Co., Jax Beer Co., Baumer Foods,  
 Missouri-Kansas-Texas Railroad, Mexican  
 American Hat Co., Senoret Chemical Co.  
*Television Accounts*—American Packing  
 Co., Missouri-Kansas-Texas Railroad.

**CLAUDE ANIOL & ASSOCIATES**

Smith Young Tower, San Antonio, Tex.  
 Phone Fannin 9148

ABP—SNPA

President & Prod. Mgr.....Claude B. Aniol

**ARROW ADVERTISING AGENCY**

40 E. 49th St., New York, N. Y.  
 Phone PLaza 9-0850

Radio Director.....Rosetta Valenti  
 Copy Chief.....H. D. Kline  
*Radio Accounts*—Nagel Groves, Photo Spe-  
 cialties Co., Raymart Co.

**ASHER, GODFREY &  
 FRANKLIN, INC.**

19 W. 31st St., New York 1, N. Y.  
 Phone LA 4-8976

President.....George H. Asher  
 Exec. Vice-Pres.....Robert C. Franklin  
 Vice-President.....E. C. Rosston  
 Treasurer.....Steffi Engel  
 Radio Dir. & Time Buyer.....Paul Godfrey  
 Copy Chief.....Sonny Shapiro  
 Tele Director.....Ernest Silverman  
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Dixie Terminal Bldg., Cincinnati 2, Ohio  
Phone Main 5784  
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President.....Sam Malcolm Levy  
Radio Director.....William Klein  
Television Director.....Sam Malcolm Levy  
*Radio Accounts*—Hotel Gibson, Ibold Ci-  
gar Co., Ford Dealers of Northern Ky.

**ASSOCIATED BROADCAST  
ADVERTISING CO.**

5918 Melrose Ave., Hollywood 38, Calif.  
Partner Owner, Time Buyer & Radio  
Advertising Sales Manager.....Irwin T.  
Porter.

Partner Owner, Radio Director  
Gertrude T. Porter  
Account Executive.....Wallace Smith  
Copy Chief.....Jean Norab

**ASSOCIATED BUSINESS  
COUNSELORS, INC.**

Fox Bldg., Detroit 1, Mich.  
Phone CA 7878

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Vice-Presidents  
Glenn B. Hiller, Lansing Moore  
Vice-President & Treasurer...Fred C. Gould  
Secretary.....T. R. Jons  
Art Director.....B. Thompson  
Radio Director.....E. S. Conroy

*Branch Office*

350 Fifth Ave., New York 1, N. Y.  
Phone LO 3-7260

Manager.....Lansing Moore  
*Radio Accounts* — Detroit Times, Locks  
Laboratories.

**ATHERTON & CO.**

6000 Sunset Blvd., Hollywood 28, Calif.  
Phone Hollywood 7151

Owner.....Andreas Atherton  
Art Prod. Media, Dir. Radio, Space &  
Time Buyer.....Sanford Woolf  
*Radio Accounts* — Crib Diaper Service,  
Aladdin Recordings, Amos Carr Photogra-  
phers, Excelo Mfg. Co.

**ATHERTON & CURRIER, INC.**

420 Lexington Ave., New York 17, 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. P. A. Atherton

*Branch Office*

100 Adelaide St., Toronto, Ont., Canada  
*Radio Accounts* — Cuticura, Eno, Scott's  
Emulsion, Phelps Dodge Refining Corp.

**AUBREY, MOORE & WALLACE, INC.**

230 N. Michigan Ave., Chicago 1, Ill.  
Phone Randolph 0830

ANPA — ABP — PPA — APA — NOAB  
President.....James T. Aubrey  
Vice-President.....John J. Finlay  
Space & Radio Time Buyer...John H. North  
*Radio Accounts*—International Harvester  
Co., McIlhenney Co. (Tobasco), Orange-  
Crush Co., Williamson Candy Co. (Oh Hen-  
ry), McKenzie Pancake Flour, Dubuque  
Packing Co., Kelling Nut Co.

**N. W. AYER & SON, INC.**

West Washington Square, Philadelphia 6, Pa.  
Phone Lombard 3-0100

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Exec. Vice-Pres.  
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Vice-Pres. in Charge of Radio

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Vice-Pres.-Mgr. Radio Dept...James E. Tanna  
Radio Plans.....Thomas J. McDermott  
Manager Radio Prod.....Joseph R. Stauffer  
Talent.....M. Margery Kerr  
Copy Chief.....Philip A. Young  
Publicity.....Wauhillaun LaHay  
Time Buyers.....Richard S. Bunbury,  
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Charles M. Wilds.

Radio Research.....Gordon C. Braine  
Producers.....Richard Dunn,  
Henry Hull Jr., Wallace Magill, Thomas  
McMahon, Les Qualley, Joseph Ripley  
(Hollywood) : Glenhall Taylor, Manager,  
Phil Cohan, Charles Herbert.

Commercial Writers.....J. E. Bouillet,  
John Caldwell, John Esau, Sam Hunsak-  
er, Helen Whitmore, Jean Williams,  
Dorothy Zimmer, Charles Graves (Hol-  
lywood).

Director of Plans.....G. David Gudebrod  
Director of Production..Donald N. McClure

*Branch Offices*

30 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 6-0200

Manager.....Gerold M. Lauck  
Statler Office Building, Boston 16, Mass.  
Phone Hubbard 4970

Manager.....E. Craig Greiner  
135 S. LaSalle Street, Chicago 3, Ill.  
Phone Randolph 3456

Manager.....Sterling E. Peacock  
4170 Penobscot Building, Detroit 26, Mich.  
Phone Randolph 3800

Manager.....T. J. Henry  
612 Taft Building, Hollywood 28, Calif.  
Phone Hempstead 4871

Manager.....Charles R. Hogen  
235 Montgomery St., San Francisco 4, Calif.  
Phone Sutter 1-2534

Manager.....Carl Zachrisson  
231 Dillingham Building,  
Honolulu 16, Hawaii

Manager.....Avery McBee  
39 St. James St., London S.W. 1, England  
Phone Regent 3445

Manager.....Peter Nevile  
*Radio Accounts* — The Atlantic Refining Co., The Bell Telephone System, Chesapeake & Potomac Tel. Co., Chrysler Corp., Cliquot Club Co., Elec. Cos. Adv. Program, The Hawaiian Pineapple Co., Ltd., Charles E. Hires Co., Honolulu Gas Co., Illinois Bell Telephone Co., Johnson & Johnson, The Kellogg Co., Kentucky Dairies, Kerr Chickeries, Inc., Michigan Bell Telephone Co., The National Guard, The Philadelphia National League Baseball Club, Pineapple Industry of Hawaii, Regal Shoe Co., Rexall Drug Co., Phil Saltman Studios, Sheffield Farms Co., Inc., Supplee-Wills-Jones Milk Co., United Air Lines, U. S. Army & Air Force Recruiting Service, University of Delaware, Waltham Watch Co.

*Television Accounts*—American Telephone & Telegraph Co., American Tobacco Co., The Atlantic Refining Co.

### BACHRODT, NEWELL, O'KANE & GANO

75 E. Wacker Dr., Chicago 1, Ill.  
Phone Franklin 4883  
APA—NOAB

President.....J. C. Bachrodt  
V.P.'s.....R. C. Gano, Thomas J. O'Kane  
Secretary.....Katherine Jansen  
Treasurer.....R. B. Newell  
Account Executives.....J. C. Bachrodt,  
R. B. Newell, Thomas J. O'Kane.

*Radio Accounts*—J. C. Deagan, Inc., Dor-  
Lee Products, Inc., Wm. Frank Co., W. C.  
Lincoln Co., WFL Drum Co.

### 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  
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Radio Director.....Jack Wilcher  
Radio Business Mgr.....Gilbert Supple

Radio Time Dept.....G. Schubert,  
M. H. Missing

*Branch Office*  
75 Federal St., Boston 10, Mass.  
*Radio Accounts*—American Chicle Co.,  
Wilbur-Suchard Chocolate Co., Inc.

### THE BAKER ADV. AGENCY LTD.

522 University Ave., Toronto, Ont. Canada  
Phone Ad. 5315  
CAN

President.....W. R. Baker  
Vice-President.....H. F. Baker  
Personnel Mgr. & Acct. Exec. ....H. C. Baker  
Copy Chief.....W. E. Trimble  
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Merchandising Manager.....G. Sloan  
Account Executives.....H. S. Baxter,  
K. W. Jones, C. S. Wallace.

Space Buyer.....Miss S. Cook  
Radio Director.....Jack F. Horler  
Assistant Radio Director.....Miss H. Blair  
Time Buyer & Secretary.....Miss J. Honour

*Branch Office*  
1557 MacKay St., Montreal, Que.  
Phone Harbour 9247

Manager.....Gabriel Langlais  
*Radio Accounts*—Canadian Chewing Gum,  
Carnation Co., General Foods, Ltd., J. Rene  
Ouimet Ltd., Murine Co., Teenyears Pro-  
ducts, White Laboratories, Inc.

### BALDWIN, BOWERS & STRACHAN, INC.

374 Delaware Ave., Buffalo 2, N. Y.  
Washington 6854

ANPA—PPA—APA—ABP—NOAB  
President.....William M. Baldwin  
Vice President.....Everett L. Bowers  
Treasurer.....Kenneth Strachan  
Radio Director.....Everett L. Thompson  
Copy Writer Producers.....Jean Schantz,  
Joseph Radder, V. V. Brody.

Traffic.....J. A. MacMurray  
*Radio Accounts*—Sears Roebuck Co., Iro-  
quois 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 Rail-  
way Co., Buffalo Industrial Bank, Crystal  
Beach Co., Inc., First Federal Savings & Loan  
Assoc., Eitoh Products, Thomas Products,  
Joseph Strauss Co., Inc, Dodds Dairy, Ken-  
more Motors, Colonial Preserves, Prechtel  
Optical Co., Quality Laundry, Buffalo In-  
dustrial Bank, Farmer Brown, Inc., Martin  
Jacobi, The Sample Shop.

### BARLOW ADVERTISING AGENCY, INC.

742 James St., Syracuse 1, N. Y.  
Phone 3-0131  
APA — PPA — ABP

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 Production Manager. .... F. B. Tompkins  
 Vice-Pres. & Copy Chief. .... J. J. Hines  
 Art Director. .... H. C. Millard  
*Radio Accounts*—Lincoln National Bank  
 & Trust Co., Beverly Hills Wine Co.

**BARNES CHASE COMPANY**

530 Broadwav, San Diego 1, Calif.

Phone Franklin 7771

AAAA—ABC—NOAB

Owner. .... N. R. Barnes  
 Account Executives. .... Norman Foster,  
 Mark Moore, Robert Fling.  
 Time Buyer. .... Edwina B. Sample  
*Branch Office*

1121 South Hill St., Los Angeles 15, Calif.

Phone PProspect 4118

Manager. .... E. W. Rutledge  
*Radio Accounts*—Bay Shore Motors, Wal-  
 ter B. Bowie Pie Co., Davies Motors, Frazee's,  
 Glen Abbey, Greenwood Memorial Park,  
 Harbor Insurance, Johnson Saum Mortuary,  
 Qualitee Dairy Products Co., San Diego Elec-  
 tric Railway, Southern California Music Co.,  
 Thearle Music Co., Yellow Cab Co.

**BARRONS ADVERTISING CO., INC.**

Rickwick Bldg., Kansas City 6, Mo.

Phone HArrison 6118

ANPA—PPA—APA

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 Vice-President. .... Frank H. Little  
 Secretary ..... A. W. Durrin  
 Account Executives. .... Ralph S. Page,  
 John Harvey, Wheeler Godfrey, John  
 Gaughan, Charles E. Ellis.

*Radio Accounts*—Seidlitz Paint Co., Mid-  
 west Wool Co-op., Sodiphene, Ball Clinic.

**STUART BART, INC.**

114 East 32nd St., New York 16, N. Y.

Phone LExington 2-2323

ABP—ANPA—PPA—APA

President. .... Stuart Bart  
 V.P. & Radio Dir. .... Budd Getschal  
 Radio Accounts. .... Louis G. Cowan, Inc.

**BASS & CO., INC.**

2 Stone St., New York 4, N. Y.

Phone WH 3-0580

ABP—ANPA—PPA—APA

President. .... Sydney Bass  
 Vice-President. .... David J. Gallagher  
 Secretary-Treasurer. .... Milton Bass  
 Radio Acct. Exec. .... Charles Davis

**TED BATES, INC.**

630 Fifth Ave., New York 20, N. Y.

Phone Circle 6-9700

AAAA—ANPA—PPA—

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 Executive Vice-Pres. .... Joseph R. Busk  
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 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 28, Calif.

Phone Hollywood 2161-23

Vice-Pres. in Charge Radio Prod.,  
 Austin Peterson  
 Producers. .... Harry Saz, Frank O'Connor  
*Radio Accounts* — Colgate-Palmolive-Pect  
 Co. (Palmolive Shaving Creams, Palmolive  
 Soap, Colgate Dental Cream, Halo Shampoo  
 through Sherman & Marquette), Continental  
 Baking Co. (Wonder Bread & Hostess  
 Cakes), Carter Products, Inc. (Carter's Little  
 Liver Pills, Arrid), Standard Brands.

**BATTEN, BARTON, DURSTINE & OSBORN, INC.**

383 Madison Ave., New York 17, N. Y.

Phone ELdorado 5-5800

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 Vice-Chmn. of Board. .... Alex F. Osborn  
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 Comm. .... F. R. Feland  
 Exec. V.P. in Chg. Western offices

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 V.P. in Chg. Radio (Hollywood). Wayne Tiss  
 Asst. Dir. Radio in Chg. Television,  
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Business Manager. .... Leonard F. Erikson  
 In Chg. Radio Commercials

Robert L. Foreman  
 In Chg. Radio Timebuying. Frank Silvernail  
 Local Radio Manager. .... Elenor Scanlan  
 Chief Story Editor. .... George Kondolf  
 Mgr. Radio Promotion & Merchandising,  
 James A. McGarry  
 Television Dept. .... William Morris,  
 Thomas Wright, James Campbell, Chester  
 Kulesza.

*Branch Offices*

1220 Statler Office Bldg., Boston 16, Mass.  
Phone Hubbard 0430

Vice-President.....Francis W. Hatch  
Rand Bldg., Buffalo 3, N. Y.  
Phone Cleveland 7915

Vice-President.....Stanley P. Irvin  
919 No. Michigan Ave., Chicago 11, Ill.  
Phone Superior 9200

Vice-President.....H. H. Haupt  
1515 Terminal Tower Bldg., Cleveland 13,  
Ohio  
Phone Prospect 3621

Manager.....E. E. Haring  
1912 Book Bldg., Detroit 26, Mich.  
Phone Cherry 5572

Manager.....Robert Copeland  
1680 No. Vine St., Hollywood 28, Calif.  
Phone Hollywood 7337

Vice-President.....Wayne Tiss  
523 W. 6th St., Los Angeles 14, Calif.  
Phone Michigan 1354

Vice-President.....A. W. Neally  
Northwestern Bank Bldg., Minneapolis 2,  
Minn.  
Phone BRidgeport 8381

Exec. Vice-President Chg. Western offices  
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Vice-President.....Edward A. Cashin  
Grant Bldg., Pittsburgh 19, Penn.  
Phone Grant 8060

Vice-President.....Leon D. Hansen  
Russ Bldg., San Francisco 4, Calif  
Phone Garfield 1017

Vice-President.....C. H. Ferguson  
*Radio Accounts*—Armstrong Cork Co.,  
Cream of Wheat, Curtis Circulation Co.,  
De Soto Division, Chrysler Corp., E. I. du  
Pont de Nemours & Co., Inc., Emerson Drug  
Co., General Electric Co., U. S. Steel Corp.,  
Wildroot Co., Inc., Beau Brummell Ties, Inc.,  
Boston Edison Co., Brown & Williamson  
Tobacco Corp., Chamberlain Sales Corp.,  
Continental Can Co., First National Bank of  
Boston, First National Bank of Minn., Fort  
Pitt Brewing Co., Fruit Dispatch Co., Gamble-  
Skogmo, Inc., General Baking Co., Golden  
State Co., Ltd., Hormel, George A. & Co.,  
Keystone Lumber Co., Liberty Mutual In-  
surance Co., Marine Midland Group, Inc.,  
Minn. Brewing Co., Minn. Mining & Mfg. Co.,  
Murine Co., Inc., The Mutual Savings Bank  
of Boston, Nehi Corp., New York Telephone  
Co., Northwestern Bell Telephone Co., Pacific  
Telephone & Telegraph Co., Penick & Ford,  
Ltd., Inc., Peter Hand Brewing Co., Reader's  
Digest Association, Rexall Drug Co., Schae-  
fer Brewing Co., F & M, The, Sea Breeze  
Laboratories, Southern New England Tele-  
phone Co., Squibb, E. R. & Son, Standard  
Oil Co. of Calif. Tea Garden Products Co.,  
Tennessee Coal, Iron & Railroad Co., Trans-  
World Airlines, Waitt & Bond, Inc.

**ADRIAN BAUER ADV. AGENCY,  
INC.**

1717 Sansom St., Philadelphia 3, Pa.  
Phone Rittenhouse 4331  
ANPA—PPA

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Vice-Pres. & Treas.....Lillian E. Bauer  
V.P.'s.....Alan R. Tripp, Harold Firestone  
Secretary.....Elmira R. Peters  
Art Director.....Sallie M. Brown  
Production Manager.....Wilmer S. Roberts  
Copy Chief.....Helen Park  
*Radio Accounts* — Adelphia Hotel, The  
Brighton, Broad St. Trust Co., Cayuga Fed-  
eral & Loan Assn., The Drake, J. Frank &  
Son, Phila Dairy Products Co., Inc., Ritz  
Carlton Hotel, Warburton Hotel.

**JERE BAYARD & ASSOCIATES**

2504 W. 7th St., Los Angeles 5, Calif.  
Phone Fairfax 1278  
NOAB—PPA

Owner.....Jere Bayard  
Secretary.....Marion Hassett  
Space Buyer.....Beth M. Freeman  
Production Manager.... Johnny A. Gazurian  
Radio Director.....Larry Kraft  
Account Executives.....Jere Bayard,  
Jean Daniels, Charles Murray.

**ROGER BEANE ADV. AGENCY**

136 N. Delaware St., Indianapolis 4, Ind.  
Phone Franklin 2517  
APA

Space Buyer.....Roger Beane  
Art Director.....Francis Fox  
Prod. Mgr. Radio Dir. & Time Buyer  
Harold Bean  
*Radio Accounts*—L. S. Ayres & Co., Polar  
Ice & Fuel Co., Wilson Bros.

**BEAUMONT, HELLER & SPERLING,  
INC.**

6th & Walnut Sts., Reading, Pa.  
Phone 7447  
NOAB—ABP—PPA

President.....Donal T. Beaumont  
Vice-Pres. & Sec.....L. J. Sperling  
Treasurer & Copy Chief.....R. F. Heller  
Art Director.....R. G. Glassmire  
Production Manager.....J. L. Ryan  
Radio Time Buyer.....Dorothea Hassler  
Research Dir. & Space Buyer  
Marion W. Nagle  
*Radio Accounts*—Allen Laundries, Allen-  
town-Bethlem Gas Co., Automotive Service,  
Consumers Gas Co., Haines Hobby House,  
Harrisburg Gas Co., Lebanon Valley Gas  
Co., Station WHUM.

. . . **ADVERTISING AGENCIES** . . .

**BEHEL & WALDIE & BRIGGS, INC.**

221 N. LaSalle St., Chicago 1, Ill.  
Phone Franklin 8422

ANPA—APA—PPA—ABC—NOAB

President.....B. D. Waldie  
Vice-Pres. & Treas.....G. L. Briggs  
Vice-President.....Art Kanaske  
Secretary.....Lois Chambers  
Assistant Treasurer.....Leona McMullen  
Art Director.....H. A. Sanderson  
Production Manager.....M. N. Pierson  
Dir. Public Relations.....G. Marvin Shutt  
Dir. Research.....H. M. Schnur  
Account Executives.....A. Kanaske,  
J. H. Bolt, R. E. Wright, P. Frantz, K.  
B. Karcher, W. T. Craigle.

*Branch Office*  
Muskegon Heights, Mich.  
Phone 32-407

Manager.....G. P. Shillinger

*Radio Accounts*—Chicago Terminal National Bank, Dietrich Products Corp., Gold Prize Coffee.

**BENTON & BOWLES, INC.**

444 Madison Ave., New York 22, N. Y.  
Phone MURray Hill 8-1100

AAAA—ANPA—PPA—ABP—  
NOAB—OAAA

Chairman of Board....Atherton W. Hobler  
President.....Clarence B. Goshorn  
Exec. Vice-Pres.....William R. Baker, Jr.  
Sec.-Treas.....Edward R. Beach  
Vice-Pres. & Dir. of Media...H. H. Dobberteen  
Vice-Pres. in Charge of Radio & Tele

Walter Craig

Vice-Pres. & Radio Dir.....L. T. Steele  
Television Associate.....Herbert Leder  
Manager of Radio Dept. & Chief

Time Buyer.....George Kern  
Asst. Mgr., Radio Dept.....John Doherty  
Time Buyers....Ruth Jones, Mary McKenna  
Script Editor.....Leroy Bailey  
Casting Director.....George Jenson  
New Program Ideas.....Leslie Harris  
Manager of Publicity...Richard K. Bellamy  
Directors....Hoyt E. Allen, Kenneth Burton,  
Olga Druce, Leslie Harris, Herbert Leder,  
Thomas McDermott, Charles Fisher,  
David M. Mixer, William Vallee, Wayne  
E. McGuirk.

*Branch Offices*

6523 Hollywood Blvd., Hollywood 28, Cal.  
Phone Hillside 9151

West Coast Rep.....Al Kaye  
Office Manager.....Mary Edith Stahl  
326 E. Main St., Lakeland, Fla.  
Phone LAKeland 2-4571

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

*Radio Accounts*—General Foods Corporation (Post's 40 per cent Bran Flakes, Post's Raisin Bran, Post's Corn Toasties, Post's Cereal Products, Diamond Crystal Shaker Salt, Diamond Crystal Kosher Salt, Maxwell House Coffee, Instant Maxwell House Coffee, Yuban Coffee, Bliss Coffee, Gaines Dog Food, Log Cabin Syrup, Snider Condiments, Walter Baker's Chocolate Products, Baker's Premium No. 1, Baker's Deluxe Cocoa), Bituminous Coal Institute, The Prudential Insurance Company of America, Krueger Brewing Company, Florida Citrus Commission, The Procter & Gamble Company (Tide, Chipso, Ivory Snow, Prell), Best Foods, Inc. (Hellmann's Mayonnaise, Nucoa, H-O Oats, Farina, Presto, 2 in 1 Shoe Polish).

*Television Account*—General Foods Corporation (Certo, Maxwell House Coffee, Gaines Dog Food, Diamond Crystal Salt).

**BERMINGHAM, CASTLEMAN & PIERCE, INC.**

136 East 38th St., New York 16, N. Y.  
Phone LEXington 2-7550

ABP—PPA—NOAB—APA—AAAA

President .....Arch Bermingham  
Exec. Vice-Pres.....George Castleman  
Vice-Presidents.....Leslie V. Spencer,  
C. E. Patrick.

Radio Director.....George C. Castleman  
Radio Prod. & Tele Dir.....Ray Ovington

*Radio Accounts* — Griffin Manufacturing Co., Inc., Conti Products Corp., E. Pritchard, Inc., Dailey Mills, Inc., Louis Sherry, Inc.

*Television Account*—Jay Day Dress Co.

**FRANK BEST & CO., INC.**

9 Rockefeller Plaza., New York 20, N. Y.  
Phone CIRCLE 7-6760

ABP—ANPA—PPA—APA

President.....Mrs. V. R. Best  
Vice-President.....I. Marks

**GORDON BEST CO., INC.**

228 N. LaSalle St., Chicago 1, Ill.  
Phone State 5060

ANPA—PPA—NOAB—APA—ABC—ABP

President.....Gordon Best  
Vice-Presidents.....Roy M. Kirtland,  
Leroy A. Kling, Willard E. Stevens,  
Frank F. Morr.

*Branch Office*

30 Rockefeller Plaza, New York 20, N. Y.  
Phone CI 5-7377

Vice-President.....Arthur W. Ramsdell  
*Radio Accounts*—Chef Boy-Ar-Dee Quality Foods, Inc., Carey Salt Co., Burch Biscuit Co.

### BOB BETTS ADV.

First National Bank Bldg., Denver 2, Colo.  
Phone Main 6782

President.....R. J. Betts  
Vice-President.....L. W. Koerber  
Secretary.....C. A. Haskell  
Treasurer.....E. Whetstone  
Director.....L. W. Koerber  
Copy.....D. Hilden, E. Whetstone

*Radio Accounts*—Frontier Refining Co.,  
Denver Dairy Council, Carlson-Frink Co., Joe  
Kavanaugh, Inc., Maplecrest Turkey Farms,  
Red Dot Oil Co.

### THE BIOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.  
Phone PLaza 7-4100

ANPA—PPA—APA—OAAA—NOAB

President.....Milton H. Biow  
Exec. Vice-President.....John M. Alden  
Secretary.....Richard M. Biow  
Treasurer.....Morris Zinneman  
Vice-Presidents.....E. J. K. Banvart,  
Ralph F. Linder, Walter G. Smith, C. H.  
Wolfe

Account Executives.....W. P. Booth,  
C. T. Clyne, P. B. Hinerfield, I. W. Hoff,  
Elizabeth Leeman, Norman J. Phelps,  
M. A. Singer, S. M. Sutter, E. D. Swann

*Radio Department*  
501 Madison Ave.

Director.....John E. Hamm  
Head of Time.....John D. Hymes  
Mgr. Radio.....Bruce Dodge  
Head Talent Contract.....Lucille Webster  
Radio Production.....Jack Moseman

*Hollywood Office*

6111 Sunset Blvd., Hollywood 28, Calif.  
Phone Hempstead 2377

Manager.....Jack Runyon  
*San Francisco Office*

703 Market St., San Francisco 3, Calif.  
Manager.....Keith Babcock

*Radio Accounts*—Adam Hats, Eversharp,  
Inc., Philip Morris & Co., Ltd., Procter &  
Gamble Co., Roma Wine Co.

### HILL BLACKETT & CO.

231 N. LaSalle St., Chicago 1, Ill.  
Phone State 0950

ANPA—PPA—APA—NOAB

Principal.....Hill Blackett  
Account Executives.....R. G. Wilson,  
C. Foust, F. R. Babcock.

Treasurer.....J. R. Lieber  
Space & Radio Time Buyer.....Frank Reed  
Production Manager.....Vaughn Jones  
Art Directors.....Don Avery, Don Digma  
Radio Production.....Kirby Hawkes

*Radio Accounts*—Colgate-Palmolive-Peet  
Co. (Lustre Creme Cosmetics), Morton Salt  
Co., A. E. Staley Mfg. Co., Wander Co., Wor-  
cester Salt Co.

### THE BLACKSTONE COMPANY

221 W. 57th St., New York 19, N. Y.  
Phone Circle 7-4915

Owner.....Milton Blackstone  
Associate.....Jack Steiner  
Manager.....Gladys B. Berju  
Copy Director.....Homer Millard  
Art Director.....Len Janklow  
Production Manager.....Harry Dobrin  
Space Buyer.....Ed Engel  
Account Executives.....Charles Kondla,  
Robert Towers, Mortimer Curtis, Ar-  
thur Fisher, Leonard Ruskin, Martin  
Rodman, Shirley Mason.

*Radio Dept.*

Director of Radio.....Jack Steiner  
*Radio Accounts*—Brass Rail, Keystone  
Paint & Varnish Co., Jay Lord Hats, Gros-  
singer Hotel & Country Club.

### THE BLAINE THOMPSON CO., INC.

234 W. 44th St., New York 18, N. Y.  
Phone LO 4-0800

ANPA—PPA—APA—ABC—NOAB

President-Treasurer.....Myer Lesser  
Vice-Presidents.....John J. Shubert, Jr.,  
Marlo Lewis.

Radio Director.....Richard Ash  
Copy Chief.....N. B. Lewis

*Branch Office*

321 W. 44th St., New York 18, N. Y.  
Phone Circle 6-1000

Account Executive.....Philip Solomon

### BLAKER ADV. AGENCY, INC.

501 Madison Ave., New York 22, N. Y.  
Phone EL 5-7563

ANPA—PPA

Chairman.....Henry Blackman Sell  
President.....Harold L. Tuers  
Secretary.....Anne Sharkey  
Treas. & Prod. Mgr....Margaret T. Reynolds  
Art Director.....Mary L. Deming  
Production Manager.....Joseph Ferenc  
Radio Time Buyer.....Jean Zipsel  
Account Executives.....Theodore D. Siegel,  
Paul Sprinz, Helen Nash, H. L. Tuers.

*Radio Accounts*—L. S. Ayers & Co., Barbi-  
zon-Plaza, 57th St. Bootery, French Bootery.

### W. EARL BOTHWELL ADVERTISING AGENCY

600 Grant Street, Pittsburgh 19, Pa.  
Phone Court 6565

ANPA—AAAA—PPA

President.....W. Earl Bothwell  
Vice-Presidents.....T. Howard Black, Jr.,  
Virginia D. Bothwell.

Secretary-Treasurer.....Fred E. Baxter  
Copy Chief.....H. B. Trautman  
Media Director.....Joseph P. O'Donnell,  
Avis Philbrook.

Space Buyer.....Betty Ritter

**ADVERTISING AGENCIES**

Radio Director.....Nathan A. Tufts  
 Production Manager.....Clark Glenn  
 Art Director.....O. C. Jochumsen  
 Research Director.....Jack Bradfute  
 Radio Time & Talent Buyer

G. Taylor Urquhart

Plans Director.....Charles D. Pettengill  
 Publicity Director.....Peggy S. Clagett  
 Merchandising Director.....Wright Nodine  
 Home Economics Dir.....Jane H. Trautman  
 Account Executives....Richard C. Bachman,  
 T. Howard Black, Jr., William R. Dahl-  
 man, Frank A. Kearney, George E. Kel-  
 ly, Albert Reinitz, James W. Staples.

*Branch Offices*

1624 N. Hudson Ave., Hollywood 28, Cal.  
 Phone Hillside 0209

Manager.....Nathan A. Tufts  
 22 E. 40th St., New York 16, N. Y.  
 Phone LExington 2-1522

Manager.....T. Howard Black, Jr.

*Radio Accounts* — Allegheny Conference for Community Development, (Pittsburgh, Pa.), (Public Service), Allegheny County Democratic Committee, American Home Products, Corp., American Home Foods, Inc., Joseph Burnett Co. (Flavoring Extracts), Duff's Baking Mix Div. (Duff's Baking Mixes), G. Washington's Division (Instant Coffee & Broths), Boyle-Midway Inc. & Boyle Midway (Canada) Ltd. (Aero Waxes & Polishes, Aeromist, Antrol, Black Flag, Diamond Tints and Dyes, Fly-Ded, Moth-Ded, Old English Waxes & Polishes, Plastic Wood, Ridz Garden Sprays, Snarol, Silver Label Germicide 3-In-One Oil), Home Products International Ltd. (Canada) (G. Washington's Coffee), Bedford Springs Hotel (Hotel), Christian & Co., Inc. (Poultry Products), Commonwealth Heating Co. (Furnaces), County of Allegheny (Public Service), Frank & Seder (Department Store), Hotel Pittsburgher (Hotel), Industrial Cigar Company (Stogies), J. H. Latham (Exports), Morris Clamp & Coupling Co. (Clamps & Couplings), Pa Pitt's Partners (Public Service), J. Spokane & Co., Inc (Wholesale Distributor), WCAE, Inc. (Radio Station), Zero Weather Stripping Co., Inc. (Weather Stripping).

**BOTSFORD, CONSTANTINE & GARDNER**

115 SW 4th Ave., Portland 4, Oregon  
 Phone Atwater 9541

AAAA—ABP—ANPA—PPA—NOAB  
 APA—ABC

Vice-Pres. & Space Buyer..Frank Coykendall  
 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 2-7565

Pres. & Gen. Mgr.....David M. Botsford  
 629 S. Hill St., Los Angeles 14, Calif.  
 Phone Michigan 1427

Vice-President.....Thomas O. Morris, Jr.  
 Empire State Bldg., New York 1, N. Y.  
 Phone BRyant 9-4845

Vice-President .....Elizabeth Eyerly

*Radio Accounts*—Crispie Potato Chip Co., Foreman & Clark, General Paint Corp., Lucky Markets, National Biscuit Co. (West Coast), Olympia Brewing Co., Oregon Mutual Fire Insurance Co., Tillamook County Creamery Assn., Wellman Peck & Company.

**STANLEY G. BOYNTON  
 RADIO ADV.**

410-11 Fisher Bldg., Detroit 2, Mich.  
 Phone TRinity 1-2552

President.....Stanley G. Boynton  
 Vice-President.....L. C. Boynton  
 Secretary.....V. Cory Hancock  
 Treasurer.....D. H. Bartlett  
 Program Dir. & Radio Prod.....Larry Payne  
 Traffic Manager.....H. Washburn

*Branch Office*

17 E. 42nd St., New York 17, N. Y.  
 Phone MU 2-0086

*Radio Accounts*—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.

**THE J. CARSON BRANTLEY  
 ADV. AGENCY**

Owen Building, Salisbury, N. C.  
 Phone 900

President, Radio Dir. & Producer  
 J. Carson Brantley  
 Secretary.....A. R. Monroe

**BOZELL & JACOBS, INC. OF ILL.**

326 W. Madison St., Chicago 6, Ill.  
 Phone Central 6505

APA—NOAB

President.....Nathan E. Jacobs  
 Vice-Pres. & Art Dir.....Ben Taylor  
 Vice-Pres. & Radio Dir.....Philip Rouda  
 Vice-President.....Ad Rovin  
 Secretary-Treasurer.....Morris E. Jacobs

Asst. Sec.-Treas.....Elinor Bishop  
 Production Manager.....Ed Ward  
*Branch Office*  
 2400 Foshay Tower, Minneapolis 2, Minn.  
 Phone Main 4527  
 Manager.....Sam Kaufman  
*Radio Accounts*—Central, Ill. Electric &  
 Gas Co., Halgar, Inc., International Circuses,  
 Inc., Leaf Gum Co., Milko-Cone & Baking  
 Co.

**ARTHUR BRAITSCH ADV.**

15 Westminster St., Providence 3, R. I.  
 Phone Dexter 5313-4115  
 ABP—APA—ANPA

Radio Director.....Arthur Braitsch  
 Secretary.....Norma Black  
 Space Buyer.....John A. Lorimer

**BRESNICK & SOLOMONT INC.**

216 Tremont St., Boston 16, Mass.  
 Phone Liberty 7751

ABP — ANPA — PPA — APA

President.....Chester L. Solomont  
 Radio Dir. & Time Buyer.....Adner Rakov  
*Radio Account*—Dawson's Brewery, Inc.

**R. C. BRETH, INC.**

310 Pine St., P. O. Box 128, Green Bay, Wis.  
 Phone Howard 134

President.....R. C. Breth  
*Radio Accounts*—Home Mutual Insurance  
 Co., Brillion Iron Works, Inc.

**BRISACHER, VAN NORDEN  
 & STAFF INC.**

310 Crocker Bldg., San Francisco 4, Calif.  
 Phone Garfield 1-0276

ANPA—APA—PPA—NOAB—ABP

President.....Emil Brisacher  
 Vice-President.....Franklin C. Wheeler  
 Secretary.....A. McKie Donnan  
 Treasurer.....W. Purdom  
 Time Buyer.....Marie Eaton  
 1133 Crenshaw Blvd., Los Angeles 6, Calif.

*Branch Offices*

Garfield Bldg., Los Angeles 14, Calif.  
 Phone Whitney 9442

Vice-President.....R. T. Van Norden  
 Radio Director.....Charles Chaplin  
 140 East 39th St., New York 16, N. Y.  
 Phone MU 2-5838

Vice-Pres. & Manager.....C. H. Gabriel  
*Radio Accounts* — Aeme Breweries, Bo-  
 hemian Distributing Co., Franzia Bros. Win-  
 ery, Standard Beverages, Davi Miracle Foam,  
 M-Dee Products.

**BROADCAST ADVERTISING**

3055 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone EXposition 1339

Owner-Manager.....Van C. Newkirk  
 Production Manager.....John G. Fryer  
 Office Manager.....Betty Culbert

*Radio Accounts*—Crew of Good Ship Grace,  
 Inc., Floyd B. Johnson, Grace Dotson, Bible  
 Lessons, Calvary Assembly of Inglewood,  
 Youth for Christ, World's Greatest Book  
 Quiz, Little Country Church of Hollywood,  
 Voice of Faith, Bible Inst. of Los Angeles,  
 Morning Bible Hour.

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

8469 E. Jefferson Ave., Detroit 14, Mich.  
 Phone Valley 2-9700

AAAA—OAAA—ABP—NOAB—ANPA—  
 PPA—APA

Chairman of Board.....Sturges Dorrance  
 President.....Willard S. French  
 Secretary-Treasurer.....Guy C. Smith  
 Vice-Presidents.....Clarke C. Wilmot,  
 Jack Williams, Walter C. Ayers, George  
 Johnston, H. R. Bayle, L. Grant Hamil-  
 ton, Blount Slade.

Director of Radio.....James B. Hill  
 Time Buyer.....Clyde Vertman

*Branch Office*

52 Vanderbilt Ave., New York 17, N. Y.  
 Phone MURray Hill 6-1800

Vice-Pres. & Mgr. Media Dept...H. E. Pengel  
 Art Director.....William A. Adriance

*Radio Accounts* — Goebel Brewing Co.,  
 Chris-Craft, Hudson Motor Car Co., Michi-  
 gan State Apple Comm., Mullins Mfg. Corp.,  
 Sparks-Withington Co., Timken Silent Auto.  
 Div.

*Television Account*—Goebel Brewing Co.

**BROOKS ADVERTISING AGENCY**

416 W. 8th St., Los Angeles 14, Calif.

Phone TRinity 0558  
 ANPA—PPA—ABP

Account Executive.....Henry Brooks  
 General Manager.....A. R. Brooks  
 Production Manager.....E. Nyberg  
 Time Buyer.....A. R. Brooks  
 Copy Chief.....G. Gumpertz  
 Art Director.....Len Wolf  
 Acct. Exec.....S. P. Brooks

*Radio Accounts* — Bekins Moving & Stor-  
 age Co., Everest & Jennings, Golden West  
 Products Co.

**D. P. BROTHER & CO., INC.**

General Motors Bldg., Detroit 2, Mich.  
 Phone Trinity 2-8250

APA — AAAA — ANPA — ABP  
 NOAB—PPA—ABC

. . . **ADVERTISING AGENCIES** . . .

President.....D. P. Brother  
 Vice-President.....Clarence Hatch  
 Account Executives.....J. S. Howell,  
 Trueman Campbell.

**BROWN & BIGELOW ADV. AGENCY**

450 N. Syndicate St., St. Paul 4, Minn.  
 Phone HE 6331

General Manager.....R. J. Henderson  
 Director of Sales.....Paul H. Dobson  
 Art Director.....Charles Ernst  
 Production Manager.....D. J. Holstad  
 Space Buyer.....E. J. Petersen  
 Radio Dir. & Time Buyer....J. H. Fischbein  
 Copy Chief.....Morris Rudensky  
*Radio Accounts*—Central Life Insurance  
 Society, Dairy Fresh Creameries, Miss Mor-  
 ris Candies, Zip Co.

**BUCHANAN & CO., INC.**

1501 Broadway, New York 18, N. Y.  
 Phone MEdallion 3-3380  
 AAAA—PPA—NOAB—ABC

Chairman of Board, Treas....John Hertz, Jr.  
 Exec. Vice President.....Fred M. Jordan  
 Vice Presidents.....Rudolph Montgelas  
 Douglas Day, Joseph D. Dunn, Paul  
 Radin, Lee Blair, Burton Feldman  
 Secretary.....A. Grace Barrett  
 Comptroller.....Anthony Alduino

*Branch Offices*

919 No. Michigan Ave., Chicago 11, Ill.  
 Phone Superior 3047

Vice-President.....Burton Feldman  
 Dir. of Radio & Television..Martin B. Jones  
 Time Buyer.....Bill Smith  
 242 No. Canon Dr., Beverly Hills, Calif.  
 Phone CR 1-4731

Exec. V.P.....Fred M. Jordan  
 155 Montgomery St., San Francisco 4, Calif.  
 Phone Yukon 2802

Vice-President.....Lee Blair  
*Radio Accounts*—The Texas Co., Para-  
 mount Pictures, Inc., Rainier Brewing Co.,  
 United Artists Corp., Gallowhur Chemical  
 Co., Monogram Pictures Corp., Paramount  
 Pictures, Ind., Allen B. DuMont Labs., Inc.,  
 Reynolds Metal Co., Teen-timers, Inc.  
*Television Accounts*—Allen B. DuMont  
 Labs., Inc.

**BUCHANAN-THOMAS ADV. CO.**

412 So. 19th St., Omaha 2, Nebraska  
 Phone AT 2125  
 ABP—ANPA—PPA

Partners.....C. C. Buchanan,  
 L. H. Thomas  
 Radio Director.....Adam Reinemund

**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*—North American Acci-  
 dent Insurance Co., Johnson Candy Co.,  
 Fashion Frocks, The Theobald Industries,  
 Arden Candies.

**CHARLES BRUNELLE ADV. AGENCY**

15 Lewis St., Hartford 3, Conn.  
 Phone 7-0726  
 ABP—PPA

President & Treasurer.....Charles Brunelle  
 Vice-Presidents.....John E. Finneran,  
 Robinson Smith.

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

**GEORGE P. BUENTE, INC.**

509 Madison Ave., New York 22, N. Y.  
 Phone EL 5-1175  
 PANY

Pres.-Treas.-Radio Dir.....George P. Buente  
 Vice-President & Secretary....E. M. Buente  
 Art Director.....William C. Brigham  
 Production Manager.....Edna Morgans  
 Account Executives.....G. P. Buente,  
 E. M. Buente, D. W. Stallard.  
*Radio Accounts*—Joseph Santora & Sons,  
 The Van Besta Co, Inc.

**BURLINGAME-GROSSMAN ADV.**

600 S. Michigan Ave., Chicago 5, Ill.  
 Phone Wabash 7090  
 APA—PPA—PANY

Owner.....S. W. Grossman  
 Art Director.....S. Boss  
 Production Manager.....S. E. Miller  
 Radio Time Buyer.....C. Roesler  
 Account Executive.....M. A. Harvis

*Radio Accounts*—Auto Lamp Mfg. Co.,  
 Community Bakeries, Radio Station WJPF,  
 Wisconsin Network, Inc.

**BURNET-KUHN ADV. CO.**

520 N. Michigan Ave., Chicago 11, Ill.  
 Phone SUP 3800  
 ANPA—APA—PPA

President & Treasurer.....Paul R. Kuhn  
Vice-Pres. & Sec.....Francis J. Woods  
Vice-President.....Philip D. Simons  
Radio Director.....Mary A. Schroeder  
Account Executives.....F. J. Woods,  
P. D. Simons, T. Wainwright.

*Radio Accounts* — Carson Pirie Scott & Co., Chicago Tribune, Coronet, Inc.

### LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago 1, Ill.  
Phone Central 5959

AAAA—ANPA—PPA—ABP—NOAB—  
ABC—APA

President.....Leo Burnett  
Executive Vice-President.....R. N. Heath  
Treas. & Radio Time Buyer.....E. Ross Gamble  
Vice-Pres. Chg. of Radio.....W. L. Weddell

#### *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* — Pure Oil Co., Brown Shoe Co., American Meat Inst.

### BYER & BOWMAN ADV. AGENCY

203 East Broad St., Columbus 15, Ohio  
Phone Main 3276-7-8-9

ABP—ANPA—PPA—APA—NOAB

Partners.....Herbert Byer,  
Gus K. Bowman, Joel M. Burghalter  
Director.....Wm. Copeland  
*Radio Accounts*—Franklin Brewing Co.,  
Buckeye Potato Chips, Clean Co., Watalene  
Laboratories, Ashland Oil & Refining Co.,  
Budd & Co., Universal Concrete Pipe Co.,  
Yeager Candy Co., Central Bldg. & Loan Co.

### HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.  
Phone Hancock 7600

AAAA—ANPA—PPA—NOAB—APA

President.....Harold Cabot  
Vice-Presidents.....Langley C. Keyes,  
Donald D. Douglas, William H. Ganick,  
Edward F. Chase, George R. Griffin,  
Henry W. Peterson

Treasurer.....Richard P. Holland  
Art Director.....Edgar Marble  
Production Manager.....Frederick Dwyer  
Copy Chief.....Henry W. Peterson  
Media Director.....James I. Summers  
Radio Time Buyer.....Miss Jan Gilbert  
Creative.....Miss Betty Parks  
Creative & Production.....John M. Lord  
Account Executives.....Harold Cabot,  
Edward F. Chase, Donald D. Douglas,  
Russell Hunt, Richard P. Holland, William H. Ganick, Langley C. Keyes, John M. Lord, Henry G. Balch, Peter Black, Eugene C. Burchette

#### *Branch Office*

120 Exchange St., Portland, Maine  
Phone 3-5962

Manager.....Richard I Miller  
*Radio Accounts*—Boston and Maine Railroad, Boston & Maine Transportation Co., Boston Globe, W. L. Douglas Shoe Co., H. P. Hood & Sons, Rock of Ages Corporation, Boston Consolidated Gas Co., Haviland Chocolates, Inc., Metropolitan Transit Authority.

### CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.  
Phone Saratoga 4466-7

President.....Louis F. Cahn  
Vice-President.....C. LeRoy Miller  
Secretary.....George Gettman  
Account Executives.....Louis C. Pedlar, Jr.  
Frank E. Lyon, Dorothy Shilling Yost,  
Marian Kaminski.

*Radio Accounts*—ABC Oil & Burner Co., Oscar Caplan, Diamond State Brewery, Inc., Elite Laundry, Jarman Motors, Inc., The May Company, Popular Club Bottling Co., Seif's.

### 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*

333 No. Michigan Ave., Chicago, Ill.  
Randolph 3831

Radio Dept. Manager.....R. A. Washburn  
*Radio Accounts* — Oakite Products, Inc.,  
Framer Prod. O-SO-Grape.

### CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.  
Phone Trinity 2-6200

AAAA—ANPA—NOAB—PPA—PRB—  
APA—ABC—ABP

Pres. & Chairman of Board..Henry T. Ewald  
Exec. V.P. & Gen. Mgr.....Henry G. Little  
Secretary-Treasurer.....Lawrence R. Nelson  
Ass't Treasurer & Comptroller..C. J. Rudesill  
Vice-President.....J. H. Neebe  
Vice-President.....R. F. Field  
V.P. & Dir. of Media.....J. J. Hartigan  
V.P. & Chmn....of Acct. Advisory Comm.  
W. H. Case  
V.P. & Copy Director.....L. T. Robinson  
V.P. & Art Director.....Halsey Davidson  
Vice-President.....W. E. Schweikart

**ADVERTISING AGENCIES**

Vice-President.....W. P. Stewart  
 Vice-President.....G. Brewster Loud, Jr.

*Radio Committee*

V.P. & Chairman.....Winslow H. Case  
 Vice-President.....J. H. Neebe  
 Vice-President.....R. F. Field  
 Secretary.....T. B. Adams

*Television Committee*

V.P. & Supervisor.....Winslow H. Case  
 Producer-Director.....R. J. Mauer  
 Art Director.....D. O. Chance  
 Script Writers.....R. S. Field, R. I. Warren  
 Program Supervisors.....Robert Dudley,  
 B. C. Mott

*Branch Offices*

230 N. Michigan Ave.,  
 Chicago 1, Ill.  
 Central 1946

Vice-Pres. & Mgr.....E. W. Clements  
 714 W. Olympic Blvd.  
 Los Angeles 15, Cal.  
 Richmond 6204

Vice-Pres.-Manager.....R. C. Francis  
*Radio Accounts*—Northwest Chevrolet  
 Dealers Association, The Detroit Chevrolet  
 Dealers Association, The Detroit Edison Co.

*Television Accounts*—Chevrolet Motor Divi-  
 sion, General Motors Corp., Norge Division,  
 Borg-Warner Corp., Mishawaka Rubber &  
 Woolen Manufacturing Co., The Detroit Edi-  
 son Co., Detroit Chevrolet Dealers, Detroit  
 Norge Dealers, Chicago Chevrolet Dealers.

**CAMPBELL-EWALD COMPANY  
 OF NEW YORK, INC.**

10 Rockefeller Plaza, New York 20, N. Y.

Phone Circle 7-6383

AAAA—ABP—ANPA—APA—  
 NOAB—PPA—ABC

Chairman of the Board...Henry T. Ewald  
 President & Gen. Mgr...Fletcher D. Richards  
 First Vice-Pres.....Willis E. Blodgett  
 Second Vice-Pres.....Lynn B. Dudley  
 Vice-Pres. & Secty.....Duane W. Beurmann  
 Treasurer.....L. R. Nelson  
 V.P. & Media Dir.....E. A. Elliott  
 V.P. & Art Dir.....W. A. McNabb  
 Vice-Presidents.....Radcliffe Romeyn,  
 V. A. Walker, John Davidson.

Spot Radio & Tele. Dir....Kenneth Young  
*Radio Accounts* — United States Rubber  
 Co., Dry Dock Savings Institute, Durham-  
 Enders Razor Corp., Rockwood & Co.

*Television Accounts Placed*—U. S. Rub-  
 ber Co.

**CAMPBELL-MITHUN, INC.**

1370 Northwestern Bank Bldg.  
 Minneapolis 2, Minn.

Phone Atlantic 3231

ABP—NOAB—ANPA—PPA—APA

Chairman.....Ralph B. Campbell  
 President.....Ray O. Mithun  
 Vice-Presidents.....John K. Mortland,  
 John W. Forney, August C. Ragnow,  
 Lester J. Will.

Secretary.....E. S. Brugette  
 Treasurer.....B. N. Sandquist  
 Time Buyer.....Arthur H. Lund  
 Production Creative Director

John W. Forney

*Branch Office*

919 N. Michigan, Chicago 11, Ill.  
 Phone Del. 7553

Vice-President.....August C. Ragnow

*Radio Accounts*—American Dairy Associ-  
 ation, Andersen Corp., Atwood Coffee Co.,  
 Campbell Cereal Co., Eagle, John M. & Co.,  
 Ford, Luther & Co., General Dairy Equip-  
 ment Co., Gold Seal Co., Great Northern  
 Railway Co., Hall Hardware Co., Hamm,  
 (Theo) Brewing Co., Land O'Lakes Cream-  
 eries, Inc., Larsen Co., Jenny Lee Products,  
 Northwestern National Bank, Peavey, F. H.  
 & Co., Preserve Industry Council, Red Dot  
 Foods, Russell-Miller Milling Co., Swayne,  
 J. B. & Son, Telex, Inc., Zinsmaster Baking  
 Co.

**SOLIS S. CANTOR ADV. AGENCY**

1711 Walnut St., Philadelphia 3, Pa.

Phone LO 7-3141

ABP—ANPA—SNPA

Pres.....Solis S. Cantor  
 Exec. V.P.....Kathryn Cantor  
 Art Dir.....William F. Cox  
 Pro. Mgr.....Robert Hersch  
 Sp. Buy.....Margaret M. Woodlen  
 Asst. Execs.....Jack Shaw, Robert Weiner  
 Radio & Television Dir...Raymond S. Aarons

*Branch Office*

350 Lincoln Rd. Bldg., Miami Beach, Fla.  
 Phone 58-1637

Manager.....Sidney B. Gorchov

*Radio Accounts*—Duval, David T. Robin-  
 son, Inc., Penn. Inst. of Criminology, Palmer  
 School, Publicker Industries, New Era Steel  
 Tile.

*Television Accounts*—Elizabeth Davidson,  
 Superfine Appliance Co., Superfine Fuels,  
 Rusoff Furs, David T. Robinson, Inc., Chex.

**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.*

Time Buyer.....Ruth D. Folster

**Branch Offices**

225 East Erie St., Chicago, Ill.  
Phone Superior 6016  
Vice-President.....R. N. Hartsing  
1504 Dodge St., Omaha, Nebr.  
Phone Jackson 1107

Radio Department Head...Russell Rullman  
412 West Sixth St., Los Angeles, Calif.  
Phone Mutual 4143

Manager.....Arthur Caron  
*Radio Accounts*—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—PPA

President.....Charles W. Carter  
Vice-President.....William G. Rowe  
Radio Director.....Lee Hall

**Branch Office**

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

*Radio Accounts* — Helzberg's Jewelers, Rushton Baking Co., Rudy Patrick Seed Co., Perry Motor Co., Shellabarger Feed Co., Consumer's Co-Op, May Potato Chip Co., DeCoursey's Ice Cream, Kansas Farmers Union Central Co-Op Exchange.

**R. H. CARY, INC.**

908-10 Liberty Bldg., Des Moines 9, Iowa  
Phone 4-0375

ABP—ANPA—PPA—FAAG—APA

President & Treasurer.....R. H. Cary  
Radio Director.....Fred A. Reed  
Art Director.....R. M. Williamson

*Radio Accounts*—Oelwein Chemical Co., Thompson Hybrid Corn Co., Des Moines Ice & Fuel Company, Station KRNT, Station WNAX.

**CASMIR ADV. CO., INC.**

551 Fifth Ave., New York 17, N. Y.  
Phone MU 2-2014

PANY

Owner & Space Buyer.....David C. Casmir  
Radio Director.....Marvin F. Casmir  
Art Director.....Wm. E. Burgess

*Radio Accounts*—Eagle Pencil Co., Haynes-Griffin Co.

**CAYTON, INC.**

350 Fifth Ave., New York 1, N. Y.  
Phone BR 9-0390  
ABP-APA

President.....William D'Arcy Cayton  
Secretary.....D. R. Roberts  
Art Director.....Elliott Porte  
Radio Director.....Earle McGill  
*Radio Account*—Delicia Chocolate & Candy Mfg. Co.

**CECIL & PRESBREY, INC.**

247 Park Ave., New York 17, N. Y.  
Phone Wickersham 2-8200

SAAA—SMPA—ABB—OAAA  
ABC—BMB

President.....James M. Cecil  
Vice-Presidents .....Edward Noakes,  
H. L. Kneeland, Samuel Dalsimer, S. M. Kenyon, Terrence F. MacGrath, Robert Carley, David G. Lyon.

Sec. & Treas.....David C. Thomas  
Media Dir.....Harry Parnas  
Radio Dir.....John M. Wyatt, Jr.  
Time Buyer.....Harry Parnas  
Asst. Radio Dir.....Sara Jane Troy

*Radio Accounts*—Ronson Art Metal Works, Inc., Oyster Shell Products Corp., Philip Morris & Co., Inc., Ltd. (Fleetwood Cigarettes), Block Drug Co., Carbola Chemical Co.

**THE CHERNOW COMPANY**

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

President.....Sam Chernow  
Vice-President.....Leo A. Friedman

**NELSON CHESMAN COMPANY**

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

ABP—ANPA—PPA—SNPA—NOAB  
SNPA—APA—ABP

Partners.....John E. Fontaine, S. M. Kelly  
Radio Director.....H. Gene Sample

*Radio Accounts* — Fleetwood Coffee Co., Double-Colo Co.

**CHICAGO ADV. AGENCY**

20 W. Jackson Blvd., Chicago 4, Ill.  
Phone WA 5732

ANPA—PPA—APA

Pres. & Space Buyer.....J. L. Wade  
Vice-President.....Elmer Wade

**C. P. CLARK, INC.**

113 Seventh Ave., No., Nashville 3, Tenn.  
Phone 6-4179

APA—FAAG

President-In Charge of Radio...C. P. Clark  
Vice-Pres. & Treasurer.....D. G. Goodwin  
Secretary.....D. Clark

*Radio Account* — Southern Coach Lines, Inc.

• • • **ADVERTISING AGENCIES** • • •

**CLEMENTS COMPANY, INC.**

1601 Chestnut St., Philadelphia, Pa.  
Phone Rittenhouse 0236  
ANPA—PPA

President-Treasurer.....I. W. Clements  
Vice-President-Secretary...E. D. Masterman  
Director of Radio.....Alice Clements  
*Radio Accounts*—Network: Modern Food  
Process Co., F. G. Vogt & Sons, Hudson Coal  
Co., Horn Hardart.

**THE ARNOLD COHAN CORP.**

1860 Broadway, New York 23, N. Y.  
Phone PLaza 9-7267

President.....Arnold Cohan  
Vice-President.....Gilbert R. Lesser  
Secretary.....Edna Freischman  
Treasurer.....Arnold Cohan  
Production Mgr.....Morris Helfman  
Art Dir.....Saul Mandel  
Traffic Mgr.....Jule L. Goodwin  
Copy Chief.....Jules Archer  
Account Executives.....Arnold Cohan,  
Gilbert R. Lesser, Helen Wade  
Radio & Tele. Dir.....Edward F. McDougal  
*Radio Accounts*—Jim Dale Clothes, Inc.,  
Material Expeditors.

**COLE AND CHASON, INC.**

8 W. 56th St., New York 19, N. Y.  
Phone CI 7-2664

Pres. & Radio Dir.....Herbert S. Chason  
Vice-President.....John Cole  
*Radio Accounts* — David Cohen & Sons,  
March Drug Co.

**RUSSELL C. COMER ADVERTISING CO.**

15 W. 10th St., Kansas City 6, Mo.  
Phone HArrison 3964  
APA—ANPA—PPA

Partners...Russell C. Comer, Ruth E. Comer  
Space Buyer.....Daniel C. Martin  
Production Mgr.....John C. Fehlandt  
Act. 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

President.....Robert D. Holbrook  
Vice-Pres. & Secty.....Leonard T. Bush  
Vice-Presidents.....Thurman L. Barnard,  
Frank R. Griffin, Edward Battey, Muriel  
Haynes, Guy Richards, Lewis H. Titter-

ton, Frederick Anderson, Henry A. Mat-  
toon.

Treas. & Comptroller...Charles McCormack  
Vice-Pres. & Asst. Treasurer,

John K. Strubling, Jr.

Media Supervisor.....Frank B. Kemp  
Mgr. Radio Dept.....Storrs Haynes  
Casting Director.....Vera Larkin  
Publicity Director.....Virginia Travers  
Head Time Buyer.....Henry Clochessy  
Dir. Daytime Serial Div.....Evelyn Pierce  
Dir. Pro. Development...Brewster Morgan

*Branch Offices*

Socony Vacuum Bldg., Chicago, Ill.

Manager.....L. O. Holmberg  
Harrison 3570  
New Center Bldg., Detroit, Mich.  
Trinity 1-2200

Manager.....James Cook  
Land Bank Bldg., Kansas City, Mo.  
Harrison 8102

Manager.....Wm. B. Hill  
Gwynne Bldg., Cincinnati, O.  
Pkwy. 6961

Manager.....Robert P. Marsh  
744 N. 4th St., Milwaukee 3, Wis.  
Marquette 2778

Manager.....Harry Scott  
6253 Hollywood Blvd., Hollywood 28, Cal.  
Hollywood 8107

Manager.....Floyd Holm  
*Radio Accounts*—Procter & Gamble Co.  
(Ivory Soap, Ivory Flakes, Crisco, Barsalou  
Soap, Duz), Wheatena Corp., Socony-Vacuum  
Oil Co., Allis Chalmers Co., Nestles Milk Co.

**THE CONNOR COMPANY, INC.**

544 Market St.,  
San Francisco 4, Cal.  
Phone, YUkon 0196

APA—ABP—FAAG—ANPA—PPA

President.....Edward W. Connor  
Exec. Vice-Pres.....Shirley Walker  
Production Manager.....Mrs. V. George  
Account Executives.....A. M. Janisen,  
B. McClure, D. McFadden, S. Walker.

**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.  
Media.....Miss McDonald  
Space-Time Buyer....Miss A. Marie Maus,  
Miss McDonald

*Radio Accounts* — Isbandsten-Moller Co.,  
Inc., Mittag & Volger, Inc., Frank G. Shat-  
tuck Co.

**JOHN GILBERT CRAIG ADV., INC.**

913 Washington St., Wilmington 99, Del.

Phone 6185

ABP—AMPA—APA

PPA—NAAN

Account Executives.....John Gilbert Craig  
 K. W. Anderson,  
*Radio Account* — Mason-Dixon Radio  
 Group.

**THE CRAMER-KRASSETT CO.**

733 N. Van Buren St., Milwaukee 2, Wis.

Phone Daly 3500

AAAA—ABP—ANPA—PPA

APA—NOAB—ABC

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  
*Radio Accounts*—Plankinton Packing Co.,  
 Victor Stamm & Associates, Ed. Schuster &  
 Co., Amity Leather Co., Milwaukee Co.,  
 Sperry Candy Co., McConnon & Co., Mack-  
 win Co., Luick Ice Cream Co., Luick Dairy  
 Co.

**CRITCHFIELD & COMPANY, INC.**

720 North Michigan Ave., Chicago 11, Ill.

Phone Superior 3061

ANPA—APA—PPA—NOAB

President.....E. P. Nesbitt  
 Media Dir.....E. Groenboom  
 Production Manager.....R. M. Cowing

**CRUTTENDEN & EGER**

64 E. Lake St., Chicago 1, Ill.

Phone Central 7830

ABP—ANPA—PPA—NOAB—APA

Partner.....Edmond I. Eger  
 Account Executives.....Leon H. Lewis,  
 George M. Stern, Harley B. Hobbs.  
 Media-Research Director.....Harry C. Pick  
 Art Director.....Harry J. Beier  
 Radio Time Buyer.....Harry C. Pick

*Radio Accounts*—Admiral Corp., Klein's  
 Sporting Goods.

*Television Account*—Admiral Corp.

**DANCER-FITZGERALD-SAMPLE, INC.**

221 No. La Salle St., Chicago 1, Ill.

Phone State 3800

ANPA—PPA—APA—AAAA

President.....H. M. Dancer  
 Vice-Presidents.....C. L. Fitzgerald,  
 J. G. Sample.  
 Treasurer.....Paul Keenan  
 Sec. & Gen. Mgr.....Fred Leighty  
 Account Executives.....Robert McDonald,

Elliot Detchon, Bob Etienne Clint Frank,  
 F. S. Gardner, Joseph Greeley, Thomas  
 L. Greer, Bud Stuard, G. H. Johnson,  
 Fred Klein, Stuart Upson, Ted Mertz,  
 Don Manchester.

Radio Time Director.....J. James Neale  
 Radio Comm. Prod.....Dan Ryan  
 Copy Supervisors.....W. Tyler,  
 Thomas Greer.

Production Head.....Albert Black  
 Promotion.....A. O. Meyer

*Branch Offices*

247 Park Ave., New York 17, N. Y.

Phone WI 2-4200

Executive Manager.....F. K. Beirn  
 Account Executives.....G. G. Tormey,  
 R. W. Buckley, J. L. Eisele, G. P. Mac-  
 Gregor, H. R. Potter, M. Read, A. W.  
 Spence, W. B. Stewart, H. R. Turnbull.

*Radio & Television Producing  
 Subsidiary***Show Productions, Inc.**

President.....Adrian Samish  
 Supervisor of Night-Time Programs  
 and Television.....Carl Stanton  
 Supervisor of Day-Time Programs

Lester Vail  
 Publicity and Promotion.....Pat Sweeney  
 1680 N. Vine St., Hollywood 28, Calif.

Phone HE 0716

Manager.....Al Kabaker  
 6 King St. East, Toronto 1, Canada  
 Phone Adelaide 2851

Manager.....G. Nunns  
*Radio Accounts*—General Mills, Inc., Pro-  
 cter & Gamble Company, Sterling Drug Inc.,  
 Daniel Green, Whitehall Pharmaceu-  
 tical Company, Falstaff Brewing Corp., Continental  
 Illinois National Bank & Trust Co., Standard  
 Brands, Inc.

**D'ARCY ADVERTISING COMPANY**

Missouri Pacific Bldg., St. Louis 3, Mo.

Phone Central 6700

AAAA—ANPA—PPA—ABP—PRB—

SAAA—SNPA—NOAB—OAAA—BMB

Chrmn. Bd. of Dir.....A. L. Lee  
 President.....J. F. Oberwinder  
 Secretary-Treasurer.....E. C. Cronk  
 Radio Dir.....P. A. Louis

*Branch Offices*

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

Phone PLaza 8-2600

V.P. in Charge of Radio.....John J. Toigo  
 Terminal Tower Bldg., Cleveland, Ohio  
 Phone Cherry 0158

Vice-President.....Stanley Seward  
 90 Broadview Ave., Toronto, Ont., Canada  
 Phone Gladstone 7591

Vice-President.....Gramont Altenbernd  
 310 North Ave., N. E., Atlanta, Ga.  
 Phone Atwood 1209

Vice-President.....J. Hixon Kinsella  
*Radio Accounts*—The Coca-Cola Co., Gen-  
 eral Tire & Rubber Co., Pennsylvania Rubber  
 Co., Cleveland Electric Illuminating Co.,  
 Laclede Gas Company—St. Louis.

**JIMM DAUGHERTY, INC.**

706 Chestnut St., St. Louis 1, Mo.  
Phone Main 0790-1

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.

**DAVIS & COMPANY**

912 Pacific Mutual Bldg., Los Angeles 14,  
Calif.

Phone Michigan 3908

ANPA—PPA

Partners.....Robert J. Davis,  
Joseph Sill, Jr.  
Time Buyer.....Jane Leider  
*Radio Accounts*—Blue Bird Potato Chips,  
Inc., Scudder Food Products, Dodson, Ltd.,  
American Fruit Growers, Fruit Industries,  
Lts.

**BEN DEAN ADVERTISING AGENCY**

207 Houseman Bldg., Grand Rapids 2, Mich.  
Phone 8-0666

APA—ABP

Owner.....Ben Dean  
Production Manager.....Mildred Juneau  
Account Executive.....Ben Dean, Jr.

**DICKLOW ADV. AGENCY**

1207 Liberty Bank Bldg., Dallas 1, Tex.  
Phone C-8295

APA—SNPA

Owner-Radio Buyer,  
Mrs. Irene Scott Dicklow

**DINION & DuBROWIN, INC.**

40 W. 52nd St., New York 19, N. Y.  
Phone PLaza 9-2826

ABP

President.....Raphael DuBrowin  
Vice-President.....Edgar M. Paulton  
Secretary-Treasurer.....Erwin Dinion  
Radio-Tele Director....John Howard Lloyd  
Script Editor.....Ruth Wolson

**DOE-ANDERSON ADV. 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—ABC  
President.....Lawrence L. Shenfield  
Vice-Pres. & Treas.....Arthur Cobb, Jr.  
Vice Presidents.....Donald K. Clifford,  
Francis J. Doherty, Joel F. Jacobs.  
V.P. & Secretary.....Wm. E. Steers  
Asst. Treas.....Nelson O. Argueso  
Asst. Secty.....Marie L. Brennan  
Dir. of Production.....Chestor MacCracken  
Dir. of Radio Commercials...John Mullen  
Tele. Dir.....Chestor MacCracken  
Asst. Tele. Dir.....Blaney Harris  
*Radio Accounts*—Bristol Myers Company,  
Ipana, Vitalis, Mum, Ingram Shave Cream,  
Benex; Pioneer Division of the Borden Com-  
pany, Reid's Ice Cream, Mel O Rol Ice  
Cream; General Aniline & Film Corp., Glim;  
Chas Ammen Company.

*Television Accounts*—Bristol-Myers Com-  
pany, Pioneer Division of the Borden Com-  
pany (Now discontinued).

**THE RALPH L. DOMBROWER CO.,  
INC.**

11 E. Franklin St., Richmond 20, Va.  
Phone 3-111-3

ANPA—PPA—SNPA—APA

President-Treas...Ralph L. Dombrower, Sr.  
Vice-Pres.....Ralph L. Dombrower, Jr.  
Secretary.....T. E. George  
Asst. Secty.....Phyllis King  
Mgr. Radio Dept.....J. C. Fulmer  
Account Executive.....M. B. Dombrower  
Talent Buyer.....T. Michaux Moody

*Branch Office*

Woodward Bldg., Washington, D. C.  
Phone Republic 1420

Manager.....Philip Rosenfeld  
*Radio Accounts*—Southern Biscuit Co., Inc.,  
Goldberg Electric Products Co., Inc., South-  
ern Stove Works, Inc., Fork Union Military  
Academy, Fork Union, Virginia, Southland  
Wines, Inc., Velvet Rose Wine, Richmond  
Rubber Co., Inc., Traffic-Tested Automobile  
Tires, FFV Cookies and Crackers, Sonora  
Radio-Phonographs, Kitchen Chief Wood and  
Coal Kitchen Ranges, and Tip Top Circu-  
lators.

**DONAHUE AND COE, INC.**

1270 Ave. of Americas, New York 20, N. Y.  
Phone Columbus 5-4252

ANPA—PPA—ABP—SNPA—  
OAAA—APA—NOAB

Dir. of Motion Picture Radio-Tele Div.  
A. Carl Rigrod  
Time Buyer.....Thomas Lynch

*Branch Offices*

411 Hurt Bldg., Atlanta, Georgia  
Phone Ma 5662  
Manager & Vice-President..H. L. Morrill, Jr.  
931 N. La Cienega, Hollywood, Calif.  
Phone Crestview 6-7737  
Manager.....Walter Blake  
*Radio Accounts*—Loew's, Inc. (M-G-M), Samuel Goldwyn Productions, Enterprise Pictures, Republic Pictures, Angostura-Wupperman Co., Whitehall Pharmacal Co., Pearson Pharmacal Co., N. Y. Herald Tribune, River Brand Rice Mills, Inc., De Laval Separator Co., Radio City Music Hall, Brandt Theaters, Atlantic Ale & Beer.

*Television Account*—Lektrolite.

**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  
Radio Dept....Handled by Bernice Newton  
*Radio Accounts*—U. S. Army, York Caramel Co., Lanvin Parfums, Inc., A. S. Beck Shoe Corp.

**JOHN C. DOWD, INC.**

212 Park Square Bldg., Boston 16, Mass.  
Phone Hubbard 8050  
ANPA—PPA  
President.....John C. Dowd  
Executive Vice-President.....E. D. Parent  
Vice-President.....W. Davenport  
Treasurer.....Geo. E. Murphy  
*Radio Accounts*—Albany Carpet Cleaning Co., Allied Salt & Chemical Co., Atlantic Coal Co., Clinton Clothing Mfg. Co., First National Stores, Martin L. Hall Co., Homes, Inc., Jenney Mfg. Co., Wm. Leavens Co., Paines of Boston, K. J. Quinn & Co., Inc., Snider Fuel Corp.

**DUANE JONES COMPANY, INC.**

570 Lexington Ave., New York 22, N. Y.  
Phone PLaza 3-4848  
ABP—NOAB—ANPA—PPA—APA  
ABC—BMB—SNPA

President.....Duane Jones  
Exec. V.P. & Gen. Mgr.....Ralph Smith  
Secretary.....Eugene Hulshizer  
Treasurer.....Lawrence Leaman  
Copy Chief.....Robert Hughes  
Space Buyer.....David Hogmer  
Vice-Presidents.....C. Frederic Bell,  
Robert Hayes, Joseph Scheideler.  
Television Director.....Walter Ware  
Production Manager.....Gerald O. DaCosta  
Art Directors.....Thomas McManus,  
Francis Horr, Dick Beyer.  
Business Manager.....Richard A. Stevens  
Research Director.....Lawrence Hubbard  
Merchandising Director.....Donald Gill  
Premium Manager.....Ernest Zielin  
Radio Director.....Reggie Schuebel  
Production.....Chester Gierlach  
Head Time Buyer.....Vera Brennan  
Time Buyer.....Jeanne Sullivan  
Time Buyer.....Sally Reynolds  
Time Buyer.....Anne Small

*Branch Office*

Radio-Research & Accounting Depts.  
11 E. 52nd St., N. Y., N. Y.  
Phone PLaza 9-4516  
*Radio Accounts*—B. T. Babbitt, Inc., Cur-  
tice Brothers Co., The Grove Laboratories,  
Inc., Hudson Pulp & Paper Corp., Larus &  
Brother Co., Inc., Manhattan Soap Co., Me-  
gowen-Educator Food Co., The Mennen Co.,  
C. F. Mueller Co, E Myers Lye Corp., Pierce's  
Proprietaries, Inc., The Sweets Company of  
America, Inc., Wesson Oil & Snowdrift Sales  
Co., Whitehall Pharmacal Company (Koly-  
nos).

*Television Accounts*—C. F. Mueller Co.,  
The Manhattan Soap Co., B. T. Babbitt, Inc.

**L. J. DuMAHAUT ADV. AGENCY**

Book Tower, Detroit 26, Mich.  
Phone RANdolph 8246  
APA  
Owner.....L. Jerome DuMahaut  
Production Manager.....J. H. Van Wart

**ROY S. DURSTINE, INC.**

730 Fifth Ave., New York 19, N. Y.  
Phone, Circle 6-1400  
PPA—NOAB—ANPA—SNPA  
ABC—OAAA  
President.....Roy S. Durstine  
Vice-Pres..Secretary Dir of Media,  
Arch T. Gardiner  
Vice-Presidents.....William E. Dempster,  
Ralph D. Allum.  
Treasurer.....T. Arnold Rau  
Prod. Mgr.....David R. Margaretten  
Head Art Director.....Harvey A. Spooner  
Art Directors.....J. Burton Stevens,  
John A. Hafstrom.  
Executive Staff.....William E. Dempster,  
Ralph D. Allum, John C. Rome, Chandler  
S. Woolley, John Malone, Jr., William  
C. Pank, David L. Rosen, Robert L.

Whitehead, James Hermans, Jr., C. Henry Heppenstall.

Assoc. Radio Directors. Richard L. Eastland, Maurice Condon, John T. Martin.

Radio Time Buyer.....Bergliette Boe

Radio Directors.....Richard L. Eastland,

Maurice Condon, John T. Martin.

*Branch Offices*

20 No. Wacker Drive, Chicago 6, Ill.

Phone Andover 3466

V.P.-Manager.....Ellis Travers

719 Enquirer Bldg., Cincinnati 2, O.

Phone Cherry 0032

V.P.-Manager.....Frederic Kammann

**ADAM F. EBY & ASSOC.**

336 Andrews Bldg., Buffalo 2, N. Y.

Phone Madison 2922

Owner.....Adam F. Eby

Account Executives.....Catharine Walsh, Samuel E. Eby.

*Radio Accounts*—Schreiber Brewing Co.,

Acme Radio & Electronics, Buffalo Hockey

Club, Buffalo Football Club, 4th Annual

Sports Show, Home Family Laundry, David

J. Scott Co., Denton Cottlier & Daniels.

**EDWARD EDELSTEIN ADVERTISING AGENCY**

27 E. Monroe St., Chicago 3, Ill.

Phone Andover 3867-Dea 5976

ABP

President.....Edward Edelstein

Art Director.....Sylvia Roberts

Radio Dir. & Time Buyer.....Lloyd Nelson

*Radio Accounts* — Nusitron Co., Simon

Products, Optron Co.

**ELLINGTON & CO., INC**

535 Fifth Ave., New York 17, N. Y.

Phone MURray Hill 2-2562

NOAB—ANPA—PPA—APA

President.....Jesse T. Ellington

Vice Presidents.....Theodore S. Strong,

Hyland L. Hodgson, Charles R. Marshall,

Chauncey L. Landon.

Dir. of Radio.....Hal James

*Radio Account*—Petroleum Advisers, Inc.

**ELLIOT-HORNSBY, INC.**

10 Milk St., Boston 8, Mass.

Phone Lib 0085

Pres. Radio & Tele Dir.....Len Hornsby

Treas. & Publicity Dir....S. Elliott Feinstein

Copy Chief & Radio Time Buyer

Polly Brown

*Radio Accounts*—Boston Stove, Deerfoot

Farms, Firestone, Kingston Inn, Koolvent Metal Awning, Magee Distributors Corp., Mansfield Beauty Academy, New England Modernizing, Rembrandt Studios, Stenotype Institute.

**ELLIS ADVERTISING CO., INC.**

2500 Rand Bldg., Buffalo 3, N. Y.

ABP—ANPA—NOAB—APA—PPA

President.....Michael F. Ellis, Jr.

Radio Director.....Caesarina Cardarelli

Radio Director.....Nancy Wilbur

Vice-President.....Kurt J. Mann

Treasurer.....Jerome R. Ellis

Secretary.....A. Irving Milch

*Radio Accounts*—Basil Theaters, Buffalo

Optical Co., Glicksteins Jewelers, John

Henrich Co., Sidney Mursten Furs, House-

hold Outfitting Co., Italian & French Wine

Co., Old Barn, Pfeiffers' Restaurant, Riviera

Restaurant, McGary Venetian Blinds, Pos-

mantur's Mens Clothing, Levy's Jewelers,

Simon Greenbaum Clothing, Western Sav-

ings Bank, Kensington Savings & Loan Assn.,

City Service Taxi, DiBello Pontiac Motors,

Buffalo Fisk Tire, Beau Sejour Restaurant,

Leonid de Leseinskis, Butler's Inc., Eclair

Inc. Bakery.

**ROBERT J. ENDERS ADVERTISING**

1415 K St., N. W., Washington 5, D. C.

Phone Executive 5834

President.....Robert J. Enders

Radio Director.....Shelia Ryan

Account Executives.....Raine Bennett,

William F. Fitzgerald, Robert J. Enders.

Television Dir.....John Barnes

*Radio Accounts*—Veterans of Foreign Wars

of the United States, Snow Crop Frozen

Foods, Good Bros. Distributors, Home Ap-

pliance Company, National Electronic Labs,

Kopy Kat Women's-wear chain, Acousticon-

Orrison Hearing Aids, President's Cup Regat-

ta, D. Zoslow & Son Enterprises, Maryland

Air Lines Blechman's Dept Stores, Equitable

Credit Corp., City Finance Company, Hub-

bard House Restaurants, Scott Jewelers, Irby

Jewelers, Occidental Restaurant, New Jersey

Cleaner, Star Bright, Star Rapid, Globe,

House of Fabrics, Al's Motors, Chevy Chase

Realty, Alexandria Cleaners Ney Distributing

Co., Zantzinger Real Estate Virginia Appli-

cance Gold Label Distributing Company

(Goebels Beer) La Salle du Bois.

*Television Accounts*—Georges Radio &

Television with RCA, Bendix Corp., Philco

Corp.

## ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.  
Phone State 1366-7

ANPA—PPA—APA—NOAB

President & Treasurer... Frank L. Engel, Jr.  
Vice-Pres. & Sec..... M. L. Engel  
Art Dir. & Copy Dir..... A. A. Lausmann  
Radio Time & Space Buyer... Ann Lindgren

*Radio Accounts*—House of David, Staehlin's Nursery, Superior Match Pants Co., Westhauser Nurseries.

## ENNIS-ANDERSON ADV. AGENCY

Holland Bldg., Fresno, Calif.  
Phone 32613

CNPA

Pres. & Prod. Mgr..... E. E. Anderson  
Vice-Pres. & Space Buyer..... Frank Ennis  
Art Director..... Milton M. Young  
Radio Director..... Lon McAdams

*Radio Accounts*—Midget Auto Race Assoc., National Dollar Stores, Roth Furniture Co.

## EQUITY ADVERTISING AGENCY

113 W. 42nd St., New York 18, N. Y.

Partners... David H. Boxer, Irving Weinberg  
Production Manager..... John Hedman  
Radio Time Buyer..... Roy Spector

## BENJAMIN ESHLEMAN CO.

1522 Locust St., Philadelphia 2, Pa.  
Phone KI 5-2590

ANPA—PPA

President..... Benjamin Eshelman  
Exec. Vice-Pres..... J. J. D. Spillan  
Sec. & Prod. Mgr..... W. J. Collopy  
Radio Time Buyer & Radio Dir.

L. H. Greenhouse

*Radio Accounts* — Commonwealth of Pa. Dept. of Commerce, Commonwealth of Pa. Dept. of Revenue, Lee Tire & Rubber Co., Smith Kline & French Laboratories.

## WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.  
Phone Caledonia 5-1900

President and Treasurer..... William Esty  
Exec. V.P..... James J. Houlahan  
Secretary..... E. H. Cummings  
V.P. & Dir. of Radio.... Thos. D. Luckenbill  
Time Buyers..... John C. Esty,  
Richard Grahl.

Radio Producers..... Kendall Foster,  
Helen Phillips, Charles White, Wendell  
Adams, William Lloyd, W. G. Martin.  
Television Department..... Kendall Foster  
1537 Vine St., Hollywood 28, Calif.  
Phone Hillside 2183

*Radio Accounts*—Camel Cigarettes, Prince Albert Smoking Tobacco, Super Suds and Palmolive Soap, Piel's Beer Spots, Vel Spots and local program.

## EVANS ADVERTISING AGENCY

322½ South Sixth St., Springfield, Ill.  
Phone 2-2090

Owner & Manager..... Clarence R. Evans  
Treasurer..... Velma Evans  
Art Director..... John Robert Work  
Continuity Director..... Jo Otwell  
Radio Producer..... Velma Evans

*Radio Accounts* — Associated Grocers of Central, Ray's Brand Products, The Bootery, Rolands (Lane Bryant), G. S. Suppiger Co. (Brook's Foods), Frank A. Bridge, Licek Crane Potato Chips, Herndon's, Peterson's Rose Butter, Lloyds Cleaners, Edwards Jewelers, Hennessey Florists, Ideal Baking Co., Springfield Refinoid Co., St. Nicholas Hotel, Security Federal Savings & Loan, Capital City Motors, Home Appliances Inc., Senate Theater, Strong's Cafeteria, Arch Wilson, Inc., Burchett's Studios, Quality Dairy, Brunk & Sapp Co., Illinois Transit Co.

## ALBERT EVANS ADVERTISING

909 Dan Waggoner Bldg., Ft. Worth 2, Tex.  
Phone 2-3371

ABP—NOAB—ANPA—APA—SAAA  
BMB—SNPA—NAAN

General Manager..... Albert Evans, Jr.  
Account Executives..... Gordon Teague,  
Dorothy Cantrell.

Radio Director..... George W. Linn  
Radio Copywriter..... Racheal Barber

*Radio Accounts*—Ellison's Furniture Co., Foremost Dairies (Southwestern Division), Premier Oil Refining Co. of Texas, Terminal Grain Co., Texas Motors, Williamson Dickie Mfg. Co.

## LAWRENCE I. EVERLING, INC.

1700 Walnut St., Philadelphia 3, Pa.  
Phone Pennypacker 7927

ABP—ANPA—APA—AAAA  
NOAB—ABC

President..... Lawrence I. Everling  
VP Radio Dir. & Buyer Radio Time  
Frank J. Crockery

Sec. & Dir. of Art..... Reynold Abbruzzi

*Radio Accounts*—Petroleum Heat & Power Co., Mrs. Smith Pie Co.

## H. W. FAIRFAX ADV. AGENCY, INC.

551 Fifth Ave., New York 17, N. Y.  
Phone Murray Hill 2-8680

ANPA—APA—PPA

President & Treasurer..... Natt S. Ensler  
Art Director..... Bernard Katz  
Radio Dir. & Space Buyer

Mrs. Janice Hamilton

Account Executives..... R. Block,  
M. E. Ensler, Seth D. Tobias.

*Radio Accounts*—Mayfair Ice Cream Co., New Oyster Bay Restaurant.

**FEDERAL ADVERTISING AGENCY, INC.**

385 Madison Ave., New York 17, N. Y.  
 Phone MUrray Hill 8-4200  
 AAAA—ABP—NOAB—ANPA—PPA  
 APA—ABC—BMB  
 Vice-Pres. & Dir. of Radio  
     Francis C. Barton, Jr.  
 Asst. to Radio Dir. . . . . Benjamin R. Potts  
 Radio Copy Writer . . . . . Robert J. Kuhn  
 Time Buyer . . . . . Penelope Simmons  
 Radio Production . . . . . Thomas Hicks  
 Assistant to Time Buyer . . . . . Jacqueline Ruta  
*Radio Accounts* — Lever Brothers Co.,  
 American Safety Razor Corp. (Gem & Avaderma),  
 Dixon Ticonderoga Pencils, John F. Trommer, Inc.,  
 Durkee Famous Foods, General Cigar Company,  
 Harriet Hubbard Ayer, Inc., Gerber's, Barbizon,  
 Stromberg-Carlson.  
*Television Accounts* — American Safety  
 Razor Corp. (Lighter).

**HARRY FEIGENBAUM ADVERTISING AGENCY**

1420 Walnut St., Philadelphia 2, Pa.  
 Phone Pennypacker 3622  
 ANPA—PPA—NOAB  
 Partner . . . . . Harry Feigenbaum  
 Radio Dept. Manager . . . . . David Wermen  
 Radio Director & Talent . . . . . Erwin Rosner

**ROBERT FELDMAN, INC.**

878 Seventh Ave., New York 19, N. Y.  
 Phone COlumbus 5-3642  
 PANY  
 Pres. & Radio Time Buyer . . . Robert Feldman  
 Vice-President . . . . . Mrs. Bell Michaels  
 Sec.-Treas. & Space Buyer . . . Maxwell Dane  
 Copy Chief & Radio Dir.  
     Mrs. Lorraine Barton  
 Account Executives . . . . . Maxwell Dane,  
     Robert Feldman, Mrs. Lorraine Barton

**FELLOWS-BOGARDUS ADVERTISING**

410 Larned Bldg., Syracuse 2, N. Y.  
 Phone 2-2197-8  
 ABP—APA  
 Pres. Space & Radio Time Buyer  
     Byron F. Fellows, Jr.  
 Vice-President . . . . . E. Elmer Bogardus  
 Secretary . . . . . Alice Sheals  
 Treasurer . . . . . Marjorie Hughes  
*Radio Accounts*—Kelley Baking Co., Merchants  
 National Bank & Trust Co., Moore & Quinn  
 Brewery, Pepper Fishing Rod & Tackle Corp.,  
 WNDR, Radio Station.

**COURTLAND D. FERGUSON, INC.**

National Press Bldg., Washington 4, D. C.  
 Phone National 7713  
 President . . . . . Courtland D. Ferguson  
 Sec.-Treas. . . . . Lucille Pierce Ferguson  
 Radio Time Buyer . . . . . Theodora Cowie  
 Account Executives . . . Marshall R. Worcester,  
     J. E. Bates, Philip Martin.

**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 Bretzfield  
*Radio Accounts* — Farrell Publishing Co.,  
 Indian Motorcycle, Dictograph Prod. Inc.,  
 Acousticon, Ideal Lawnmower.

**ROBERT G. FIELDS & CO.**

1100 Warner Bldg., Nashville 3, Tenn.  
 Phone 6-1977  
 PPA—SNPA—ABP  
 President-Treasurer . . . . . Robert G. Fields  
 Secretary . . . . . A. Ferguson

**FIRESTONE-GOODMAN ADV. AGENCY**

445 Loeb Arcade, Minneapolis 2, Minn.  
 Phone Main 4393  
 ANPA—APA  
 Owner & Radio Dir. . . . . Allan L. Firestone  
 Art. Dir. & Prod. Mgr. . . . . Archie Goodman  
 Publicity Dir. & Space Buyer  
     Jack Bankman  
*Radio Accounts* — American Television &  
 Radio Co., Callender Sporting Goods Co.,  
 DeGuile Academy, Jax Mfg. Co.

**M. M. FISHER, ASSOCIATES-ADV.**

134 N. La Salle St., Chicago 2, Ill.  
 Phone Central 1610  
 Owner . . . . . Jack L. Fisher, Sr.  
 Co-Owner, Space Buyer & Television Dir.  
     Jack L. Fisher, Jr.  
*Branch Office*  
 18 E. 48th St., New York 17, N. Y.  
 Phone PLaza 5-2841

Manager . . . . . Fred Uttal  
*Radio Accounts*—Balaban & Katz Corp.,  
 Sol Lesser Productions, Selznick International  
 Pictures, Trav-Ler Radio Corp., Twentieth  
 Century-Fox Film Corp., United Artists  
 Corp., Universal Pictures, Warner Brothers  
 Pictures.

### FITZGERALD ADV. AGENCY

833 Howard Ave., New Orleans 13, La.

Phone Ca. 9871

AAAA — ANPA — PPA — SNPA

APA — ABP — NOAB

Partners.....Joe L. Killeen,  
Joseph H. Epstein.

Partner, In Chg. Copy.....Roy M. Schwarz  
Partner, In Chg. Media & Markets,  
Leonard Gessner

Partner & Art Dir....E. W. Rector Wootten  
Partner & Production Mgr...Warren G. Posey  
Media Dir.....Harley B. Howcott  
Acct. Exec.....Donald H. Halsey

*Radio Account*—Wesson Oil & Snowdrift  
Sales Co., Blue Plate Foods, Inc., Dixie Brew-  
ing Co., H. G. Hill Stores.

### FLACK ADV. AGENCY, INC.

1110 Hills Bldg., Syracuse 2, N. Y.

Phone 2-3129

ABP—ANPA—PPA—APA—AAAA—NAAN

President.....John B. Flack

Secretary.....Florence O. Miller

Account Executives.....J. K. Bowman

Claire Evans, James B. Lennie, Arnold  
T. Bowden, William P. Conklin.

Account Executive & Copy Writer,  
Claire Evans

### FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio

Phone Cherry 1490

President & Radio Director...Robert B. Foley

Secretary-Treas.....Helen M. Little

*Radio Accounts*—I. J. Fox, Inc., The Stearn  
Co.

### RICHARD A. FOLEY, ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.

Phone Kingsley 5-1560

ABP—ANPA—APA—PPA—AAAA

ABC—NOAB

President.....C. H. Eyles

1st V.P., Sec.-Treas.....Lee E. Hood

### FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.

Phone Wickersham 2-6600

AAAA—ANPA—ABP—PPA—APA—ABC

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

Exec. Vice-Pres.....William E. Berchtold

Vice-Pres. and Gen. Mgr.....M. P. Franceschi

Vice-Pres. Media and Research,  
Harold H. Webber

Assistant Treasurer.....A. E. Rood

Director of Publicity.....George Wolf

Vice-Pres. in Chg. of Radio...Douglas Coulter

Radio Time Buyer.....Lillian Selb

Vice-Pres. in Chg Tele....Ralph B. Austrian

Asst. Dir.....Roger Pryor

Time Buyer.....Lillian Selb

*Chicago Office*

919 N. Michigan Ave., Chicago 11, Ill.

Phone Superior 4800

Chairman Exec. Comm....Fairfax M. Cone

Executive Vice President.....J. H. E. Davis

Secretary and Treasurer...William R. Sachse

Radio Business Manager.....Harry Dieter

Radio Production Mgr.....James Fonda

Radio Time Buyer.....Genevieve Lemper

*Los Angeles Office*

601 W. Fifth St., Los Angeles 13, Calif.

Phone Michigan 7651

Chairman of the Board.....Don Belding

Executive Vice-Pres.....William J. Pringle

Business Manager.....Eugene Duckwall

Radio Time Buyer.....J. H. Scruggs

*San Francisco Office*

235 Montgomery St., San Francisco 4, Calif.

Phone Sutter 2355

Vice-Pres and Mgr.....Leslie G. Moseley

Radio Time Buyer.....Virginia Cain

*Hollywood Office*

6117 Sunset Blvd., Hollywood 28, Calif.

Phone Hollywood 6265

Vice-President.....Robert Ballin

General Manager.....C. Burt Oliver

*Radio Accounts*—The American Tobacco  
Co., American Cigarette and Cigar Company,  
RKO Radio Pictures, Inc., RKO Theaters,  
Walt Disney Productions, General Foods Cor-  
poration, New York Central System, Armour  
and Company, Armour Soap Works, Armour  
and Company (Procurement Division),  
Frigidaire Division of General Motors Cor-  
poration, Hall Brothers, Inc., Pepsodent Divi-  
sion of Lever Bros. Company, The Toni  
Company, Beatrice Foods Company, Ben-Hur  
Products, Inc., Security-First National Bank,  
Union Oil Company.

*Television Accounts*—The American Tobac-  
co Co., Bowman Gum, Inc.

### FORD & DAMM ADV. AGENCY

918 11th St., Sacramento 14, Calif.

Phone 2-3645

APA

President.....M. J. Ford

Secretary-Treasurer.....E. Ogren

Art Director.....Alex Andres

Radio Time Buyer & Radio Dir.  
Wm. Cummings

*Branch Office*

25 Taylor St., San Francisco 2, Calif.

Director.....Adam K. Johnson

*Radio Accounts*—Continental Nut Co., El  
Dorado Brewing Co., Old Home Bakers,  
Paramount Seed Co., Sacramento Frosted  
Foods Co., 7 Up Bottling Co.

• • • **ADVERTISING AGENCIES** • • •

**FORT & COMPANY**

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

President.....John L. Fort  
Secretary.....Mrs. Ruby Black  
Art Director.....William Bain  
*Radio Account*—Citizens Bank (Local),  
Coble Dairy Products (Regional).

**ALBERT FRANK-GUENTHER LAW,  
INC.**

131 Cedar St., New York, N. Y.  
Phone COrtlandt 7-5060

ANPA—PPA—ABP—NOAB—APA  
Chairman of the Board....Emmett Corrigan  
President.....Frank J. Reynolds  
First Vice-President & Treasurer  
Victor J. Cevasco

Vice-Chairman-General Mgr.  
Harold E. Maples  
Radio Department.....John V. McAdams

*Branch Offices*

Post Office Square, Boston, Mass.  
Phone Hancock 5900

Packard Bldg., Philadelphia, Pa.  
Phone Rittenhouse 3915

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

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

Acct. Exec.....Lucrezia Kemper  
*Radio Accounts*—Merrill, Lynch, Pierce,  
Fenner & Beane, Noma Electric.

**FRANK & HOLLINSHEAD, INC.**

Fox Theater Bldg., Detroit 1, Mich.  
Phone Randolph 7220

ABP—ANPA—APA—PPA—NOAB

Pres., Treas. & Copy Chief.....E. G. Frank  
V.P., Radio Dir. & Radio Time Buyer

M. A. Hollinshead  
Secretary.....M. Dreifuss  
Art Dir. & Prod. Mgr.....J. S. Chandlee  
Space Buyer.....M. Wright  
Account Executives.....E. G. Frank,  
M. A. Hollinshead, J. S. Chandler.

**FRANKE-WILKINSON-SCHIWETZ &  
TIPS, INC.**

455 Carolina St., Houston 2, Tex.  
Phone Capitol 0618

ANPA—APA—SAAA—NOAB

President.....J. B. Wilkinson  
Exec. Vice-Pres.....K. Tips  
Vice-Presidents.....P. C. Franke, Jr.  
E. M. Schiwetz, D. K. Williams, W. H.  
Tipton, Jr

Vice-Pres. Sec.....T. Schiwetz  
Radio Time Buyer.....Gene Heard  
*Radio Accounts*—First National Bank,  
KXYZ Radio Station, Rettig's Ice Cream  
Co.

**FRANKEL, JONES, CO.**

180 N. Wabash Ave., Chicago 1, Ill.  
Phone Dearborn 5745

NOAB—ABP—ANPA—APA—PPA

President.....Jones B. Frankel  
Art Director.....J. V. Schuller  
Production Manager.....G. R. Arnold  
Media Dir. & Radio Time Buyer

Alice C. Jolivet

*Radio Accounts*—Foot-Pleasure Shoe Co.,  
Ironited Vitamin Co., Revere Camera Co.,  
Trav-Ler Radio Corp.

**ROBERT FRANKLIN & ASSOCIATES**

Fulton-Fresno Bldg., Fresno 1, Calif.  
Phone 4-6566

Gen. Partner.....Robert Franklin  
Sec.-Treas.....J. Schmeiser  
General Manager.....H. Braze  
Radio Dir. Radio Time Buyer & Space Buyer  
R. C. Franklin, Jr.

Art Director.....Tom Dyer  
Account Executives.....Tom Dyer,  
Harry Braze, R. Franklin, J. Crawford,  
J. Bort, M. Hyde.

**THE FREDERICK-CLINTON CO., INC.**

545 Fifth Ave., New York 17, N. Y.  
Phone Murray Hill 2-7433

ABP—PPA—ANPA—NOAB

Pres. & Art Dir.....Frederick C. Burger  
Sec. & Copy Chief.....R. S. Buckbinder  
Treas. & Media Director.....H. S. Rieff  
Radio Time Buyer & Radio Dir...J. Mitchell  
*Radio Account*—The Coward Shoe.

**CURT FREIBERGER & CO.**

314 Cooper Building, Denver 2, Colo.  
Phone Alpine 2048

ANPA—ABP—APA—NAAN

President.....C. J. Freiburger  
Production Manager..Robert A. McCutcheon  
Art Director.....A. Cizek  
Account Executive.....V. R. Ewing,  
Margret Richey.

Artist.....Barbara Weiss, Gene Ellis  
Radio Director.....Ruth L. Torgerson  
*Radio Accounts*—Tivoli Union Co., Brecht  
Candy Co., Securities Credit Corp., 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., O. K. Rubber Welding System.

**AD FRIED ADVERTISING AGENCY**

208-209 Easton Bldg., Oakland 12, Calif.  
Phone Higate 4-6580

Owner & Tele-Radio Director....Ad Fried  
Copy & Continuity.....Fred Chapman  
Radio Time Buyer.....Melba Burley  
Research Director.....Scott B. Anderson  
Format Manager.....Leland Morgan  
Publicity Director.....Shirley Williams  
Program Manager.....Elaine Trigger  
Special Programs.....Robert Callan  
Radio Producers.....Ad Fried,

Fred Chapman, Melba Burley, Shirley Williams, Robert Callan  
Television Research Survey & Dir.,  
Ad Fried

*Radio Accounts*—Advance Products Co., Associated Stationers, Inc., W. F. Barton & Son, Darling Shops (Pac. Coast) Bigelow Films, Dr. J. J. Citron Dental Offices, Cochran & Celli Chevrolet Dealers, Commercial Sales Co., Coast Millinery Stores, Cochran & Celli Home Appliance Stores, Coy Hair Curler, Crescent Jewelry Co., Davi Miracle Foam, Dr. DeGloria-Revelli, Opts., Fox West Coast (Oakland only), Guarantee Furniture Co., 30th & San Pablo Warehouse, Bill Wood Motor Co.(Ford) Henry DeLugach Real Estate, Oakland Lodge #324, Moose, Morse Starret Products, Oakland Frame & Axle Co., Panda Room, Rocil Shoe Co., Rhodes & Jamison, Ltd., Swan's Market, Sunset Venetian Blind Co., Sports Unlimited, West Coast Soap Co., Powow, Williams Dairy Co., Jim McCann Radio Center, Radio Station KWBR, Kronke Awning Co., Gould Pacific Co., Crompton Specialties, Royal Art Galleries, Linn Company, Rainbow Hybridizing Gardens Maltby Markets, George H. Holman, Home Supply Company, Office Appliance Co., Rainbow Candies.

**FREITAG ADV. AGENCY**

761 Peachtree N.E. Atlanta 3, Ga.

Phone Hemlock 1345-6

ANPA—APA—PPA—NOAB

Owner & Space Buyer.....J. V. Freitag  
Secretary.....R. W. Wallace  
Prod. Mgr. & Art Dir....Harald J. Torgesen  
Copy Chief, Radio Dir. & Radio Time Buyer  
M. K. McGowan

**OAKLEIGH R. FRENCH & ASSOCIATES**

4235 Lindell Blvd., St. Louis 8, Mo.

Phone Newstead 0037

AAAA—ABP—NOAB—ANPA—PPA  
APA—NAAN

Partner.....Oakleigh R. French  
Partner.....Mazie C. French

Dir. Consumer Merchandising

G. Gordon Hertslet

Account Executive.....C. Sewell Pangman

Account Executives.....Kenneth J. Bayer,  
Al Maescher, Jr.

Dir. Client Service.....Richard C. Lynch

Radio Director.....Al Maescher, Jr.

*Radio Accounts* — Mercantile Commerce Bank & Trust Co., Dixie Mills, Hunter Packing Co., Clinton Industries, Phelan-Faust Paint Co.

**HARRY M. FROST CO., INC.**

260 Tremont St., Boston 16, Mass.

Phone Liberty 0813-45

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

*Radio Accounts* — Durkee Mower, Inc., Supreme Wine Co., Eastern Racing Assn., Campbell Fairbanks Expositions, Genoa Packing Co., Boston Yanks.

**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*

105 W. Adams St., Chicago, Ill.

Vice-President.....Ed Lauesen

*Radio Accounts*—Burkhardt Brewing Co.,

Pennzoil, Dougherty Lumber Co., Climalene,

Commonwealth Shoe & Leather Co., Westing-

house Electric Co., (Lamp & Radio Div-

isions), Central National Bank, Charis

Corp., Commercial Solvents Corp., Jonas

Shops, Stauffer Restaurants, Aluminum Co.

of America.

**FURMAN, FEINER & CO., INC.**

117 W. 46th St., New York 19, N. Y.

Phone, BRyant 9-2927

President.....Norman Furman

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 Vice-President.....Irving Gottlieb  
 Time Buyer.....Joyce Rich  
 Radio Producer.....John O'Rourke

**ANDREW GAHAGAN ASSOC., INC.**

270 Park Ave., New York 17, N. Y.  
 Phone PL 9-2500

AAAA—ABP—ANPA—PANYC

President & Treasurer.....Andrew Gahagan  
 Vice-Pres.....Richard Stanton Rimanozcy  
 Time Buyer.....Margaret Deady  
*Radio Accounts*—America's Furniture, Inc.,  
 Republican State Comm.

**GARDNER ADVERTISING CO.**

915 Olive St., St. Louis 1, Mo.  
 Phone Garfield 2915

ANPA—AAAA

Vice-President.....C. E. Claggett  
 Vice-Pres. & Dir. of Media,  
 E. A. W. Schulenburg  
 Account Exec.....William Moore

*Branch Office*

9 Rockefeller Plaza, New York 20, N. Y.  
 Phone COLUMbus 5-2000

Vice-President.....Roland Martini  
*Radio Accounts*—Ralston Purina Co., Pet  
 Milk Co., Union Electric Co. of Mo., Hyde  
 Park Breweries Assn., Nat'l Guard of U. S.,  
 St. Louis Public Service, H. C. Cole Milling  
 Co., Frisco RR., H. D. Lee Co.

**GARFIELD & GUILD ADV. AGENCY**

660 Market St., San Francisco 4, Calif.  
 Phone EXbrook 3420

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

President.....Sidney Garfield  
 Exec. Vice-Pres.....Walter Guild  
 Copy Chief.....David Bascom  
 Art Director.....Dan Bonfili  
 Space Buyer.....Sally Paul  
 Account Executive.....Fred Crawshaw  
 Account Executive.....Bernard Schnitzer

*Radio Accounts*—Alta Tea & Coffee, Chem-  
 icals, Inc., Consolidated Dairy, L. De Martini,  
 Gravem-Inglis Baking Co., Guittard Choco-  
 late Co., Kay Jewelry Co., Rev. Charles E.  
 Lukens, Louis Milani Foods, Inc., No Doz  
 Awakeners, Remar Baking Co., Rosenfield  
 Packing Co., Good Foods, Inc., Smith's (re-  
 tail).

**W. W. GARRISON & COMPANY**

400 N. Michigan Ave., Chicago 11, Ill.  
 Phone Superior 8388

APA—ANPA—PPA—NOAB

President.....W. W. Garrison  
 Vice-President.....Brooks Middleton  
 Secretary & Space Buyer.....G. P. Schill  
 Vice-Pres. in Charge Radio....Tim Morrow  
 Continuity Dir.....Nancy Goodwin  
 Time Buyer.....Kathryn Stark  
*Radio Accounts*—Florida Citrus Exchange,  
 W. A. Sheaffer Pen Co. (foreign), Gibson  
 Refrigerator Co., Spartus Camera.

**JOSEPH R. GERBER CO.**

1305 S. W. 12th Ave., Portland 1, Ore.  
 Phone Broadway 0515

AAAA—ABP—NOAB—ANPA  
 PPA—APA

President.....Joseph R. Gerber  
 V.P. & Radio Space Buyer...Chas. H. Devlin  
 Vice-President.....Douglas Powell  
 Controller.....Geo. E. Clinton  
 Production.....Jack Lockie  
 Art Director.....Henry Lee, Jr.  
 Copy Chief.....Dean Pollock  
 Account Representatives....Chas. H. Devlin,  
 Douglas Powell, Vernor M. Schenck, II,  
 William MacGibbon.

**GERTH-PACIFIC ADV. AGENCY**

68 Post St., San Francisco 4, Cal.  
 Phone, GARfield 1081

AAAA—APA—ABP—ANPA—NOAB

Owner.....E. P. Gerth  
 Account Executives.....J. W. Clark,  
 R. Hendrickson

Media Director.....Pat Reid  
 Production Manager.....E. J. Thomas

*Branch Office*

412 W. 6th St., Los Angeles 14, Cal.  
 Phone, TUcker 1455

931 Republic Bldg., Seattle 1, Washington  
 Phone Main 6685

Manager.....Jean Hadley  
 Prod. & Media.....Ray Kopp  
*Radio Accounts*—Plant-Chem, Inc., David  
 D. Bohannon Org.

**GEYER, NEWELL & GANGER, INC.**

745 Fifth Ave., New York 22, N. Y.  
 Phone Wickersham 2-5400

President.....Bertram B. Geyer  
 Exec. Vice-President.....H. W. Newell  
 Exec. Comm. Chairman.....Joe M. Dawson  
 Vice-Presidents.....R. M. Ganger,  
 A. A. Surin, Vernon M. Welsh, C. A.  
 Broeker, F. P. Reynolds, Jr., D. S. Shaw,  
 E. F. Thomas, A. J. Cole, J. McQuigg.

Treasurer.....J. R. Kunz  
 Publicity Dir.....Edward F. Thomas  
 Radio Tele Director.....Donald S. Shaw  
 Production Manager.....Frederick A. Long

**Branch Offices**

Third Nat'l Bldg., Dayton, O.  
 Phone Fulton 4145

Manager.....E. G. Frost  
 14250 Plymouth Rd., Detroit 32, Mich.  
 Phone, Hogarth 5520

Manager.....John McQuigg  
 Exec. Contacts.....Kenneth Westervelt,  
 Randolph Brown.

**Radio Accounts**—Nash-Kelvinator Corp.,  
 Continental Oil Co. (Conoco Motor Oil), P.  
 Lorillard Co. (Embassy Cigarettes), Leonard  
 Div. Nash-Kelvinator Corp., Simmons Elec-  
 tronic Blanket.

**Television Accounts**—Knox-the-Hatter, Kel-  
 vinator.

**J. J. GIBBONS LIMITED**

200 Bay St., Toronto, Ont., Canada  
 Phone Elgin 2111

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 Vice-Pres. & Gen. Mgr.....H. M. Tedman  
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Vice-Presidents.....R. A. Stapells, W. Kiehn  
 Radio Director.....Don Bassett

**Branch Offices**

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 Vice-Pres. & Mgr.....H. M. Reid  
 Radio Director.....L. D. Cox  
 272 Scott Block, Winnipeg, Manitoba

Manager.....A. B. Johnston  
 204 Leader Bldg., Regina, Saskatchewan

Manager.....Stanley Wayte  
 Renfrew Bldg., Calgary, Alberta

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**THE GIEZENDANNER ADV. CO.**

3003 Louisiana, Houston 6, Tex.  
 Phone Keystone 3-7383

Owner.....C. J. Giezendanner, Jr.  
 Public Relations Dir.-Acct. Ex....Bess Atmar  
 Copy Dir.-Acct. Ex.....C. E. Parsons  
 Prod.-Acct. Ex.....A. S. Black  
 Radio Dir.-Acct. Ex.....Maudeen Marks  
 Script Writer.....Lorena Henry  
 Clerical.....June Sims  
 Actor-Writer.....Bill Denny

**Radio Accounts**—Bill Williams, Earle  
 North Buick Company, Earle North Goodyear  
 Store, Pollyanna Shop, Union Bottling  
 Works, Nueces Hardware, Flato's, Sakowitz  
 Bros. Inc., Houston Fat Stock Show, Houston  
 Hockey Club, Checking Counter South Texas  
 Motors, Royal Tire Company, Royal Air-  
 Conditioning, Loew's State Theatre, Sun-Up

Ice Cream, Camellia Ice Cream, C. B. Del-  
 homme, Marine Dis., Donaldson & Bass,  
 Construction, Hou. Interlocking Tile, Fogle-  
 West Funeral Home, Adlof Memorials, Bras-  
 well's Flower Gardens, Arrowhead Park,  
 Mayan Ranch, LH7 Ranch, Yellowjacket  
 Cafe.

**GILLHAM ADVERTISING AGENCY**

Continental Bank Bldg.,  
 Salt Lake City 1, Utah  
 Phone 4-5516

ANPA—APA—ABP

President & Treasurer.....M. C. Nelson  
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 Lon Richardson

Secretary.....Marjorie Farrell  
 Radio Dir.....Victor V. Bell  
 Asst. Radio Dir.....Robert F. Rohlfling  
 Copy Writer.....Mary Lou Clawson  
 Secretary.....Enid Nelson

**Radio Accounts**—American Packing & Pro-  
 vision, Chase, Jesse M. Cloverleaf Milk,  
 Colville Ice Cream, Excelcis Beauty Products  
 Co., Fisher Brewing Co., First Federal Sav-  
 ings & Loan Association, Montana Cereal  
 Company, Mountain Fuel Supply Co., Ogden  
 First Federal Savings & Loan Ass'n, Porter  
 Macaroni Company, Royal Baking Company,  
 Salt Lake City—Chamber of Commerce, Salt  
 Lake Hardware Company, Streator Chevro-  
 let Company, Superior Foods, Inc., Sweet  
 Candy Company, Troy Laundry & Dry Clean-  
 ing, Union Pacific Railroad Co., Utah Cen-  
 tennial Commission Utah Finance Company,  
 Utah Oil Refining Company, Utah Power &  
 Light Company, Walker Bank & Trust Co.,  
 War Assets Administration, Western Colo-  
 rado Power Co.

**GLASSER-GAILEY, INC.**

3275 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone Fitzroy 2141  
 AAAAA—ANPA—PPA

President.....G. F. Glasser  
 Vice-President.....P. E. Gailey  
 Secretary-Treasurer...Howard W. Gambrill  
 Art Director.....C. S. Heizer  
 Traffic Manager.....Louise Ludke

**Branch Offices**

De Young Bldg., San Francisco, Calif.  
 Manager.....Robert O. Davis  
 32 E. 57th St., New York 22, N. Y.  
 Phone PLaza 5-2887

Manager.....Richard Ney  
**Radio Accounts**—Ralphs Grocery Co.,  
 Austin Studios, Tropical Preserving Co., Bu-  
 Tay Products, Ltd., Miller Honey, Chip  
 Steak Company, Bluhill Foods, Inc., Hug-  
 gins-Young Coffee Co.

**GLEW ADVERTISING AGENCY**

517 Murray Bldg., Grand Rapids 2, Mich.  
 Phone 8.1848

Owner & Operator.....Francis K. Glew  
**Radio Account**—Valley City Milling Co.

**ADVERTISING AGENCIES**

**GOLDMAN & WALTER  
ADVERTISING AGENCY**

36 State St., Albany 7, N. Y.  
Phone 5-8864-5  
ABP—APA—PANY

President.....Harry L. Goldman  
Vice-President.....Eleanor Chatham Walter  
Sec. & Radio Dir.....Louise Benay  
*Radio Accounts*—John G. Meyers Dept.  
Store, Seven-Up Bottling Co. of Troy, N. Y.,  
Roxy Cleaners & Dyers, Stone's Liquor Dist.,  
Albany Garage Co., & Appliance Dist., Drive-  
In Auto Theaters, Green's Stationers, Stand-  
ards Furniture Co. (Kingston-Troy).

**GOODKIND, JOICE & MORGAN**

919 North Michigan Ave., Chicago 11, Ill.  
Phone Superior 6746  
AAAA—ANPA—PPA—ABP—APA

President.....Clyde M. Joice  
Vice-President-Gen. Mgr.

Harlow P. Roberts

Acct. Executive.....Charles O. Puffer  
Copy Chief.....Garrick M. Taylor  
Media Director.....Florence A. Neighbors  
Production Manager.....J. A. Joice  
Account Executive.....Jay C. William  
*Radio Accounts* — Service Stores, Inc.,  
Planters Nut & Chocolate Co., Goldenrod  
Ice Cream Co., Planters Edible Oil Co.,  
Hooker Glass & Paint Co., Jewel Tea Co.,  
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* — Hartley's Marmalade,  
Lutheran Hour, Handee Prod., Kruschen  
Salts.

**GRAHAM GLADWIN**

1166 Haight St., San Francisco 11, Calif.  
Phone Klondike 2-1219

Owner & Radio Dir.....Graham Gladwin  
Writer.....Mabel Gladwin  
*Radio Accounts*—Fred Benioff, Phillips Al-  
ready Flour, Mission Carpet & Furn., De-  
pendable Mattress, Pastene's Restaurant, San  
Francisco Glass, Alhambra Candy Co., Allied  
Sales Co., Associated Bedding, Pacific Coast  
Brands, Mar-Bud Food Products, Les Vogel  
Chevrolet.

**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*—Pieter deWitt, Inc., 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-Tele Dir.....Richard Marvin  
Time Video Buyer.....Harriet Belille

*Radio Accounts*—Dif Corp., Lambert Bros.,  
Doughnut Corp., Van Heusen, Simplicity,  
Tussy, Hat Research Foundation, Hollan-  
derizing Corp., A. Hollander & Son, Inc.,  
Kreislser Jewelry, Consolidated Razor Blade  
Co., Grolier Society, Inc., B. V. D. Corpora-  
tion, Mojud Hosiery, Ohrbachs, Macy's, Na-  
tional Silver Co., Foster-Grant, Breitenbach,  
Pilot Radio Corporation, Gruen Watch Com-  
pany, Mennen Company, Bernard Ulmann,  
Schnefel, Shwayder.

*Television*—B. V. D. Corp., Hat Research  
Foundation, Gruen Watch Co., Lambert Bros.  
Jewelry Co.

**GRISWOLD-ESHLEMAN**

2700 Terminal Tower, Cleveland 13, Ohio  
Phone Main 9484

AAAA—ANPA—PPA—APA—APB—NOAB  
ABC

President.....Kenneth W. Akers  
Radio Director.....Earl R. Preble  
*Radio Accounts*—Fleetwing Corp., B. F.  
Goodrich Farm Service Tires.

**JULIAN GROSS ADVERTISING  
AGENCY, INC.**

11 Asylum St., Hartford 3, Conn.  
Phone 7-7179

ABP—NAAN

President-Treasurer.....Julian Gross  
Sec. & Radio Dir.....Erwin B. Needles  
Production Manager.....Noel Bryce  
Copy Chief.....Paul Spencer

## GUILFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.

Phone, Pennsylvania 6-8518

ANPA

Owner.....Frances G. Guilford  
Space Buyer.....Amelia Pronko

## 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.

## M. H. HACKETT CO.

9 Rockefeller Plaza, New York, N. Y.

Phone Circle 6-1950

ABP — ANPA — PPA — NOAB

Montague H. Hackett

Time Buyer.....Aida Stearns

*Radio Accounts*—Chatham Mfg. Co., Allied Plastics, Brewer's Best Assoc. Inc., Corday Parfum.

## JOHN L. HALPIN ADVERTISING

208 State St., Schenectady 5, N. Y.

Phone 2-0492

Partners.....John L. Halpin,  
Marion G. Halpin

*Radio Accounts*—Chas. Freihoffer Baking Co., Jonathan Levi Co., Wallace Co.

## HANLY, HICKS & MONTGOMERY

500 Fifth Ave., New York 18, N. Y.

Phone Longacre 5-5000

AAAA—ABP—ANPA—PPA—APA—NOAB

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President.....H. M. Montgomery  
Secretary-Treasurer.....H. E. Lehman  
Radio Dir.....Edward Carroll  
Vice-President.....Wells Spence

## HART-CONWAY CO., INC.

45 Exchange St., Rochester 4, N. Y.

Phone Main 2073-4

ANPA—APA—PPA—ABP

President & Treasurer.....H. Lyman Hart  
Exec. Vice President...Harold E. Kennedy  
Vice-President.....Joseph P. Brown  
Secretary & Mgr Radio Dept...John P. Street

*Radio Accounts*—Gulf Oil Corp., Sears, Roebuck & Co., Haxton Foods, Inc., Blue Boy Dairy, Bickford Bros. Co., Hallman Central Chevrolet, Boller-Clark, Inc., Levis Music Stores, Genesee Valley Trust Co., Security Trust Co., Eber Bros. Co., Wegmans Supermarkets, Wolk Brothers Co., Inc.,

Crouch & Beahan Co., Hart & Vick Seed Co., Standard Brewing Co., J. H. Rae Oil Co., Inc., F. Cappellino & Sons, B. Forman Co., Crescent-Puritan Laundry, Henry Siebert & Sons, Anderson Beverage Co., Veteran Foods, Inc., Blue Bus Lines, Conti Packing Co., Gioia Macaroni Co., Genesee-Monroe Racing Assoc., Genesee Conservation League.

## GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.

Phone State 0055

ANPA — PPA — APA — ABP — NOAB

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Vice-President.....Edwin Cahn  
Secretary-Treasurer.....Frank R. Hartman  
Radio Director.....Thomas Kivlan

*Radio Accounts*—M. J. Lanahan, Neumode Hosiery Co., Nash-Underwood, Chicago Tribune.

## HAZARD ADVERTISING CO.

295 Madison Ave., New York 17, N. Y.

Phone Murray Hill 7-7880

ABP—ANPA—PPA—APA

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Vice-Presidents.....Joseph L. Boland, Jr.,  
Donald B. Foresman

Space Buyer.....C. Miles Conrad  
Publicity Director.....H. P. Quadland  
Production Manager.....Raymond Lynch  
Art Director.....Mitchell Havemeyer  
Radio Director.....Joseph L. Boland, Jr.

## HENRI, HURST & McDONALD, INC.

520 N. Michigan Ave., Chicago 11, Ill.

Phone Superior 3000

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President.....W. B. Henri  
Secretary.....A. M. Semones  
Treasurer.....R. H. Eaton  
Space Buyer.....Louis C. Paul  
Radio Director.....Wm. E. Jones  
Publicity Dir.....Frazier E. Nounnan

*Radio Accounts*—Ballard & Ballard Co., Inc., Skelly Oil Co., The Perfect Circle Companies, F. A. Amend Co., Carolene Products Co., John Morrell & Co., The Sherwin-Williams Co. (Weed-No-More).

## J. M. HICKERSON, INC.

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

Phone MU 6.3513

ABP—ANPA—PPA—APA

President.....J. M. Hickerson  
V.P., Secty., Chg. Radio..Edward H. Pearson  
Treasurer.....Robert Clark  
Mgr. Radio Dept.....Edward H. Pearson

*Branch Offices*

1510 19th St., N. W., Washington 6, D. C.

• • •     **ADVERTISING AGENCIES**     • • •

Phone Columbia 8459

Manager.....Day Thorpe  
506 Bukley Bldg., Cleveland 15, O.  
Phone Superior 5214

Manager.....A. E. Smith  
*Radio Accounts*—Meritt Chemical Co., U.  
S. Army, Second Area.

**HICKS & GREIST, INC.**

420 Lexington Ave., New York 17, N. Y.  
Phone MURray Hill 3-9135  
ABP—ANPA—PPA—APA

President.....H. L. Hicks  
V.P. & Treas.....E. H. Greist  
Acct. Executives..J. A. Drake, S. R. Huntley  
Radio Dir.....Peter A. Krug  
*Radio Accounts*—Lewyt Corp., Waverly  
Products (Steam-O-Matic irons) Home Dec-  
orators, Inc. (State House Sterling).

**HIKSON-O'DONNELL ADV., INC.**

350 Fifth Ave., New York 1, N. Y.  
BRyant 9-5950

ANPA—PPA—APA—ABP—NOAB

President & Gen. Mgr.....S. M. Morey  
Vice-President.....S. F. Ellsworth  
V.P. & Radio Director...L. B. Van Doren  
Vice-President.....A. W. Humm  
Radio Time Buyer.....Kathryn Shanahan

*Branch Office*

Los Angeles, Calif.

*Radio Accounts*—Richfield Oil Corp. of  
N. Y., Sinclair Refining Co., Garfield Tea 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  
Research.....B. J. Tiemeyer  
Copy Chief.....R. Bader  
Sales Mgr.....W. F. Holland  
Radio Dir.....Robert Kappes

**ROBERT HOLLEY AND COMPANY,  
INC.**

RKO Bldg., Rockefeller Center, New York  
20, N. Y.

Phone CIrcle 7-3822

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

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Secretary.....R. W. Mickam  
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W. K. Dingledine, C. B. Donovan, Jack  
Lucas.

Director of Radio.....W. P. Smith  
Television Dir.....W. P. Smith

*Branch Office*

15 Lewis Street, Hartford, Conn.

Phone 5-6066

Vice-President.....F. A. Whipple  
*Radio Accounts* — B. C. Remedy Co.,  
Charles Gulden, Inc., Burnham & Morrill,  
J. A. Wright & Co. (Silver Polish), Montic-  
ello Drug Co., A. C. Gilbert Co.

**H. B. HUMPHREY CO.**

1235 Statler Bldg., Boston 16, Mass.

Phone Liberty 4714

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V.P. & Acct. Exec.....Herbert T. Hand, Jr.  
V.P., Acct. Exec. & Copy Chief

Julian L. Watkins

V.P. & Acct. Exec.....John H. McCullough  
V.P., Acct. Exec. & Market Director

Frank S. Christian

V.P., Acct. Exec. & Dir. of Pub.

Marjory Hall

Dir. of Radio & V.P. (N. Y.)..Wm. H. Eynon

Asst. Dir of Radio (Boston).....Sally Larkin

Radio Prod. Mgr. (N. Y.)..Walton Butterfield

*Branch Offices*

595 Madison Ave., New York, N. Y.

Phone EL 5 1270

V.P. & Mgr.....Ned Smith

*Radio Accounts* — The First Church of  
Christ, Scientist, The Christian Science Moni-  
tor, National Packing Corporation, R. H.  
Stearns Company, Monument Mills, Conant  
Realty Trust (North Shore Center).

**HUTCHINS ADVERTISING  
COMPANY, INC.**

42 East Ave., Rochester 4, N. Y.

Phone Main 3528

APA—ANPA—PPA—ABP—NOAB

Chairman of Board.....Moshier S. Hutchins

President.....F. A. Hutchins

Vice-Pres. & Gen. Mgr...F. Irving Hutchins

Vice-President.....J. P. McCarthy

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.....Walter Engwer  
8169 Sunset Blvd.  
Hollywood, Calif.  
Phone Cr 6 9946

*Radio Accounts*—Philco Corp., American  
Brewing Co., Schuler Potato Chips Co.,  
Lincoln Rochester Trust Co., McCurdy &  
Co., Scranton's.

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Phone 94184-5

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Vice-Pres. & Gen. Mgr.....Lewis N. Steenwyk  
Secretary-Treasurer.....Ray M. Veenstra  
Asst. Sec.-Treas.....J. F. Foster  
Mgr., Direct Mail Dept...W. L Van Oeveren  
Account Executive.....Harry Symes  
Art Director.....Stuart Terry  
Time Buyer.....Abbie Seastrom

### ROCKLIN IRVING & ASSOC.

155 No. Clark St., Chicago 1, Ill.  
Phone Randolph 2324

Acct. Exec. & Radio Dir.....Irving Rocklin  
In Chg. Prod. Dept.....Annette S. Cook  
Continuity Dir.....Louise Goldman  
Time Buyer.....G. I. Cohen

*Radio Accounts*—Aviation School Supply  
Co., Ace Window Screen Co., Clark Indus-  
tries, Dresden Sales Co., Furriers Inc., Inter-  
state Distributors, Libby' Furniture & Appli-  
ance Co., Martin Jewelers, Modern Merchan-  
disers, Polack & Neelson Superior Table  
Pad Co., Union Life Insurance Co., United  
Enterprises, Walton Motors Inc., Internation-  
al Events, North Town Currency Exchange,  
Balaban Floor Covering Co., Kent Jewelers.

### JACKSON & COMPANY

49 Worth Street, New York 13, N. Y.  
Phone WOrth 4-7005

PPA

General Partner.....Paul E. Jackson  
General Manager.....John Yeargain  
Dir. of Radio & Time Buyer..Julia T. Lucas  
Copy Chief.....Norman L. Hope  
Production Manager.....Louis Musto  
Art Director.....Roy Mendenhall  
Space Buyer.....Elaine Sayia

*Branch Office*

1709 West 8th Street, Los Angeles, Calif.  
Phone FAirfax 7365

Manager.....Jesse Campbell, Jr.

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Tower Bldg., Akron, 8, Ohio  
Phone Franklin 2169

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Vice-President.....Charles A. Jessop  
Radio Director.....R. Gilbert  
Secretary.....R. D. Moss

### THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, Ohio  
Phone Main 3351

APA—NOAB—AAAA—ABP—ANPA  
PPA—BMB—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*—Bavarian Brewing Co.,  
The Carter Coal Co., Cincinnati Street Rail-  
way Co., Kroger Co., Cincy Products Co.,  
Miami Margarine Co., Netherland Plaza  
Hotel, Martin Rosenberg Wall Paper Co.,  
Ten-B-Low Co., Heekin Co., M. Werk Co.

### 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

### H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.  
Phone Central 5331

ABC—NOAB—ANPA—PPA

President.....A. G. Kastor  
V.P. & Gen Mgr.....Marvin Harms  
Vice-Presidents.....Herman Kastor,  
John T. Urice, Ashley Belbin

Manager of Media.....Walter Kniffen  
Radio Director.....James H. West

*Radio Accounts*—Procter & Gamble Co.,  
(American Family Flakes), International  
Milling Co. (Robin Hood Flour), F. Ad.  
Richter Co. (Pain-Expeller).

**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.....C. E. J. Clifford  
Vice Pres.-Treas.....J. M. Van Horson  
Media Director.....J. B. Peters  
Radio Director (New York)....H. K. Kahn

**HENRY J. KAUFMAN & ASSOCIATES**

Homer Bldg., Washington 5, D. C.  
Phone District 7400-13  
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

**THE JOSEPH KATZ COMPANY**

444 Madison Ave., New York 22, N. Y.  
Phone WICKersham 2-2740

AAAA—ANPA—PPA—ABP—AAA—APA

President.....Joseph Katz  
Vice-President In Chg.....Nat C. Wildman  
Treasurer.....Charles M. Harrison  
Dir. of Media Continuity Writers  
Nat C. Wildman, H. E. Hudgins, Alvan  
R. Sommerfield, Louise Moyer, Phil  
Thompson, Roland Brave, Margaret Cur-  
rens.

*Branch Offices*

8 South St., Baltimore 2, Md.  
Phone Lexington 1500

Manager.....C. M. Harrison  
Dir. of Radio & Tele.....Robert G. Swan  
Media Dir.....J. T. McHugh

*Radio Accounts*—American Oil Co., Globe  
Brewing Co., Baltimore Transit Co., Chunk-  
E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc.,  
Laco Products, Inc., Madera Bonded Wine  
& Liquor Co., Maryland Pharmaceutical Co.,  
Pompeian Co., Inc., Voneiff-Drayer Co.

*Television Accounts*—American Oil Co.,  
Globe Brewing Co., The Hub, Maryland  
Pharmaceutical Co.

**KAYTON-SPIERO CO., INC.**

230 West 41st St., New York 18, N. Y.  
Phone LOngacre 5-5090  
ABP—ANPA—PPA

President.....G. B. Spiero  
Secretary-Treasurer.....Alvin J. Kayton  
Prod. Mgr.....Herman Jacobs  
*Radio Accounts*—Twentieth Century-Fox  
Film Corp., Hurok Attractions, Inc., Michael  
Todd Productions.

**RAYMOND KEANE ADVERTISING AGENCY**

1441 Welton St., Denver 2, Colo.  
Phone Main 6201

Partner-Mgr.....Harold E. Niemann  
Vice-President.....Robert M. Koenig  
Copy Chief & Time Buyer..Miss Jerry James

*Branch Office*

Affiliated with:

Raymond Keane Advertising Inc.  
707 S. Broadway, Los Angeles 14, Calif.

President.....Raymond Keane

*Radio Accounts* — American Natl. Bank,  
Kay's Better Jewelers, K & B Packing Co.,  
Chez Marie Gowns, Kortz Jewelry Co., Waco  
Venetian Blind Co., The Pedigree Shops,  
Capitol Tire Company, Kliss Bakeries, El-  
wood Edwards Auto Co., Colo. Highways  
Imp. Ass'n., Bucklen's Restaurant, Balfour  
Jewelry Co., Republic Drug Co., Rainbow  
Ballroom, Ass'n. of Accredited Denver Nurs-  
ing Schools, Purity Creameries, Garden  
Farms Dairy, Silver Wing Inn, Seven-Up  
Colorado Co., Reese Houses.

**KEELING & CO., INC.**

1028 Chamber of Commerce Bldg., Indian-  
apolis 4, Ind.  
Phone Riley 1476

AAAA—ABP—NOAB—ANPA—PPA—APA

President & Treasurer.....Hal R. Keeling  
Exec. Vice-Pres. & Sec. William M. Hutchison  
Vice-Presidents.....Ralph B. Roberts,  
Lowell H. Stormont.

Vice-Pres. & Art Dir.....Ernest R. Roose  
Asst. Sec. & Controller.Mrs. Lenore R. Martin  
Vice-Pres. & Copy Chief.Lawrence T. Sogard  
Media Manager.....Mrs. Mary C. Dill

*Radio Accounts*—Hastings Manufacturing  
Co., The Casite Corp., Wilson Milk Co., Inc.

**KELLY, ZAHRNDT & KELLY, INC.**

3529 Franklin Ave., St. Louis 6, Mo.  
Phone Garfield 0777  
PPA—APA—SNPA

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 Account*—Visit St. Louis Committee.

### KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.  
 Phone PLaza 3-0700

AAAA—ABP—NOAB—ANPA  
 PPA—APA—ABC

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 President.....Thomas D'A Brophy  
 Exec. Vice-Pres.....Dwight Mills  
 Senior Vice-Pres.....Edwin Cox  
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 V.P. in Chg. of Research.Clement W. McKay  
 V.P. & Copy Dir.....Gerald H. Carson  
 V.P. & Art Dir.....Gerald Link  
 V.P. & Copy Supervisor...Mrs. Tina B. Case  
 V.P.'s.....Malcolm F. Smith,  
 Wilder Breckenridge, John Brew, George  
 Chatfield.  
 Talent Buyer.....Donald W. Severn  
 Producers.....Leonard Carlton,  
 Andy Andrews, Paul Phillips.  
 V.P. & Radio Dir.....William B. Lewis  
 Associate Radio Dir.....Robert D. Wolfe  
 Dir. of Time Buying.....Frank Palmer  
 Network Time Buyer.....Mary Dwyer  
 Spot Time Buyer.....Ray Simms  
 Dir. of Radio Research.....Richard Dunne  
 Tele Dir. & Dir. of Continuity  
 Thomas K. Carpenter, Jr.  
 Publicity Dir.....Hal Davis  
 Radio Pub. Dir.....Herb Landon

#### *Branch Offices*

Equitable Bldg., Hollywood, Calif.  
 Phone Hillside 8368

Chg. of Hollywood Office....Clare Olmstead  
 Manager Hollywood.....Jesse Butcher  
 Penobscot Building, Detroit, Mich.  
 Phone Cadillac 3608

Chg. of Detroit.....Ian Smith  
 135 S. LaSalle St., Chicago, Ill.  
 Phone Randolph 6470

304 Bay St., Toronto, Canada  
 Manager.....William J. Frost

*Radio Accounts*—The Borden Co., Ford Motor Co., Chesapeake & Ohio, Richard Hudnut Sales Co., Inc., The Kellogg Co., Reichhold Chemicals, Inc., Wesson Oil and Snowdrift Sales Co., Inc., American Maize Products, Look Magazine, White Rock Corp., Stetson.

*Television Account*—The Borden Co.

### KIESEWETTER, WETTERAU & BAKER, INC.

9 East 40th St., New York 16, N. Y.  
 Phone Lexington 2-0025

ABP—ANPA—APA—PPA

President.....H. M. Kiewewetter  
 Vice-Presidents.....Samm S. Baker,  
 Rudolph Wetterau, Horace Hagedorn.  
 Acct. Execs.....Edward Chase,  
 J. Fred Cross, Wm. Hines.  
 Time Buyer (Radio Dept.)...E. Thompson  
 Executive (Radio Dept.)....Samm S. Baker  
 Radio & Tel Pro. (Radio Dept.)  
 Edward Chase

*Radio Accounts*—Bathasweet Corp., Royal Lace Paper Corp., Flexnit, V. La Rosa & Sons, Stern's Nurseries, Ludwig Baumann, Abraham & Straus, Tudor Chemical Specialties, Glad-Rag Products Corp.

### ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.  
 Phone PLaza 3-9600

AAAA—NOAB—ANPA—PPA

President.....Abbott Kimball  
 Vice-Presidents.....Harry Muller,  
 G. F. Riegel.  
 Contoller.....Monica Riley  
 Time Buyer.....Miriam Traeger

#### *Branch Offices*

333 N. Michigan Ave., Chicago, Ill.  
 Phone Franklin 0673

Manager.....Howard Claypoole  
 1004 Baltimore, Kansas City, Mo.  
 Phone Victor 1950

Manager.....David B. Mindlin  
 649 S. Olive St., Los Angeles 14, Calif.  
 Phone Trinity 7575

Manager.....Blaisdell Gates  
 155 Sansome St., San Francisco 4, Calif.  
 Phone Exbrook 3288

Manager.....Frances Keith  
*Radio Accounts* — Mark Cross, Northam Warren (Peggy Sage), Volupte Inc., Artra Cosmetics Inc. (Artra Cream Shampoo) (Imra), Union Pharmaceutical Co. (Saraka).

### KIRCHER, HELTON & COLLETT, INC.

Mutual Home Bldg., Dayton 2, Ohio  
 Phone Fulton 5161

PPA—ABP—ANPA—AAAA—APA

President.....R. C. Kircher  
 Treasurer.....C. B. Helton  
 Secretary.....Robert Collett  
 Art Director.....Wm. Kinzer  
 Radio-Tele. Dir.....Frank O'Neil

### KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.  
 Phone Circle 6-3660

. . . **ADVERTISING AGENCIES** . . .

President-Radio Account Exec...A. A. Klinger  
 Sec., Treas. & Acct. Exec.....Ethel Zablow  
*Radio Accounts* — Madison Long Island  
 Personal Loan Co., Bill Williams, Embassy  
 Motors, Walter Bart Inc., News Flash Photo  
 Service, Copacabana.

**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.....H. W. Hansen  
 Radio Dir.....Wm. J. Green  
 Account Executives.....Robert H. Knollin,  
 Thomas J. McNamara, John L. Hansen.

*Branch Office*

650 S. Grand Ave., Los Angeles 14, Cal.  
 Phone, VAndike 4057

Manager.....Wm. A. Dunkle

**KOEHL, LANDIS & LANDAN, INC.**

341 Madison Ave., New York 17, N. Y.  
 Phone, MUrray 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 J. Smith  
 Secretary.....Homer Gentry  
 Radio Dept.....Homer Gentry,  
 J. P. Tucker, Edmunds McGehee

*Radio Accounts*—Dixie Margarine (South-  
 ern Div.), Goldcrest Beer, Mid-South Fair,  
 Ozburn-Abston & Co., Inc.

**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*

681 Market St., Room 754  
 San Francisco, Calif.  
 Phone Garfield 5433

Executive in Charge.....Jack Hornell  
 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  
 Taft Bldg., 1680 N. Vine St.  
 Hollywood 28, Calif.  
 Phone Hillside 7209

Manager.....Edmund Cashman

*Radio Accounts*—Network: General Mot-  
 tors; Local: Benson & Hedges; National  
 Spot: U. S. Tobacco, Texaco Co.

**J. R. KUPSICK ADV. AGENCY, INC.**

122 East 42nd St., New York 17, N. Y.  
 Phone MUrray Hill 5-9143

ANPA—ABP—ABC

President & Radio Dir.....J. R. Kupsick  
 Vice-President.....Saul Kampf  
 Space Buyer.....Edna Zimmerman

*Radio Account*—Cascade Laundry.

**KUTTNER & KUTTNER, INC.**

646 N. Michigan Ave., Chicago 11, Ill.  
 Phone SUPerior 7940

President.....H. E. Kuttner  
 Vice-President.....F. S. Kuttner  
 Sec. & Treas.....C. D. Kuttner  
 Account Executives.....S. C. Kuttner,  
 E. A. Grossfeld, Mae McCain, A. S.  
 Hecht, Jr., J. H. Stein, L. C. Rolontz

Radio Director.....Larry Kurtze  
 Media Dir. & Time Buyer...Edward M. Stern  
 Promotional Director....Robert Schoenbrod

*Radio Accounts*—Baer Bros. & Prodie,  
 Crest Specialty Co., Kent Products Co., Royal  
 Metal Mfg. Co., Capitol Dairy Co., Finders  
 Mfg. Co., National Superior Fur Dressing  
 & Dyeing Corp., Shainberg Dry Goods Co.,  
 Chicago Terminal National Bank, Holleb &  
 Co., Pacific Wine Co.

### LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Bldg., Memphis 3, Tenn.  
Phone 5-1571

APA—ANPA—SNPA

President.....Avron Spiro  
Secretary-Treasurer.....M. M. Shurman  
Production Manager.....M. Parker  
Pub. & Public Relations.....Al Copley  
*Radio Accounts*—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.  
Phone CL 7260

ABP—NOAB—APA—PPA—ANPA—ABC  
President.....A. Wm. Landsheft  
Secretary-Treasurer.....Vera H. Landsheft  
Acct. Execs.....Henry L. Barber,  
John J. Foy.

Production Manager.....E. T. Drullard  
Radio Dir.....Henry L. Barber

*Radio Accounts*—Fairmont Creamery Co.,  
Kendall Refining Co., Liberty Bank of Buf-  
falo, Loblaw Groceterias.

### LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio  
Phone Main 6579

AAAA—ANPA—PPA—NOAB—  
APA—ABP

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Vice-President-Secretary.....A. B. Fisher  
Vice-President-Treasurer..Fred P. Stashower  
Vice-Presidents.....Richard P. Dodds,  
Martin J. Cohn

Radio Director.....A. B. Fisher  
Asst. Radio Director.....Peggy L. Masse

*Radio Accounts*—Cleveland Indians, Dowd-  
Feder, Inc., Lane Drug Co., Miller-Becker  
Co., Temperature Equip. Corp., Texas Co.,  
Sears, Roebuck & Co., Yellow Cab Co.

### LA ROCHE & ELLIS, INC.

247 Park Ave., New York 17, N. Y.  
Phone PLaza 5-7711

ANPA—PPA—APA

Pres. & Treas.....C. J. LaRoche  
Gen. Mgr. & V.P. Chg. Research  
D. E. Robinson

Vice-Pres.....E. S. Pratt  
Vice-Pres. Chg. Copy.....Crane Haussamen  
Vice-Pres. Chg. Art.....Gene Davis  
Vice-Pres. Chg. Radio-Tele...W. R. Stuhler  
Research Manager.....Crawford Paton  
Secretary.....Edwin F. Blair  
Production Manager.....A. G. Loomis  
Media Director.....R. B. Healy  
Art Directors.....Caesar Ferri,  
Folke B. Lidbeck.

Copy Supervisor.....John H. Baxter  
Asst. Treas.....Barbara P. Fischer  
Asst. Sec.....Regina E. Hands

*Branch Office*

141 W. Jackson Blvd., Chicago 4, Ill.  
Phone Harrison 8612

V.P. & Mgr.....John F. Price  
*Radio Accounts*—Quaker Oats (Network &  
Spot), New England Confectionery Co.,  
Olympic Radio, Zimba Kola.

### LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.  
Phone SUPERIOR 0738

APA—ANPA—PPA

President.....A. M. Salomon  
Account Executives.....Wendell Walker,  
M. H. Sellhorn  
Production Manager.....D. L. Cuttie  
Art Director.....H. Bolling  
*Radio Accounts*—Foley & Co., Imperial  
Credit Co.

### AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Philadelphia 3, Pa.  
Phone RIttenhouse 6-1500

NOAB—ANPA—PPA—APA

President.....Al Paul Lefton  
Vice-Pres. & Treas.....H. S. Louchheim  
Vice-Presidents.....G. W. Wolfsten,  
P. Brown.

Account Executives.....T. A. Ballantyne,  
J. Jensen.

Space Buyer.....Edith Righter  
Radio-Tele Director.....S. Carl Mark  
Asst. Radio Director.....G. W. Wolfsten, Jr.  
Radio Copy Chief.....N. D. Bruere

*Branch Offices*

521 Fifth Ave., New York 17, N. Y.  
Phone VA 6-4340

Vice-Presidents.....R. J. Herts,  
M. S. Gladstone, R. J. Misch.

435 N. Michigan Ave., Chicago 11, Ill.  
Phone Superior 9511

Vice-Pres. & Mgr.....E. G. Foreman, Jr.  
*Television Account*—A. Goodman & Sons,  
Inc.

### LEIGHTON & NELSON

619 State St., Schenectady 7, N. Y.  
Phone 6-4202

ABP — PPA — ANPA

Partners.....Winslow P. Leighton  
and George R. Nelson

• • • **ADVERTISING AGENCIES** • • •

Radio Director.....George R. Nelson  
 Copy Director.....Bob Cragin  
 Radio Assistant.....Cecil Woodland  
 Time Buyer.....Anne Pratt  
 Radio Producer.....R. S. Cragin  
 Television Producer.....G. R. Nelson

*Radio Accounts*—Saratoga Racing Assn.,  
 William W. Lee & Co., The Stanton Brewery,  
 Inc., Rudolph Bros., D'Jimas Furs, Colonial  
 Ice Cream Co., Industrial Bank of Schne-  
 tady.

**LENNEN & MITCHELL, INC.**

17 E. 45th St., New York 17, N. Y.  
 Phone MURray Hill 2-9170

ANPA—AAAA—PPA—NOAB

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 1st Vice-Pres.....Mann Holiner  
 Exec. Vice-Pres. Chg Creative Prod.

Louis W. Thomas

Treas. & Controller.....Barron R. Proctor  
 Vice-Pres. & Sec.....Reginald T. Townsend  
 Vice-Presidents.....Walter Swertfager,  
 Gordon Gates.

Vice-Pres. Chg. Art.....Hans Sauer  
 Vice-Pres. Chg. Prod.....Michael J. Madar  
 Vice-Pres. Chg. Research...Todd B. Franklin  
 Vice-Pres Chg. Media...Catherine V. Parker

Radio Copy Chief.....Peter Keveson  
 Space Buyer.....Arthur H. Ude  
 Art Consultant.....Clark Agnew

Art Directors.....John De Nero,  
 Sanford Gerard, Robert Ridiman, Lucille  
 Lupke.

Art Dept. Mgr.....Frank Farrell  
 New York Radio Dept. Mgr.

Thomas P. Doughten

Service Dept. Mgr.....Myles E. Baker  
 Radio Time Buyer.....Frank Daniel

*Branch Office*

308 N Rodeo Drive, Beverly Hills, Cal.  
 Phone Crestview 1-7221

1st Vice-Pres Chg. of Radio...Mann Holiner

*Radio Accounts*—American Car and Foundry,  
 William Cagney Prods., Inc., Calvert  
 Distillers Corp., Carstairs Distilling Co., Inc.,  
 Colgate - Palmolive - Peet Co. (Lustre - Creme  
 Shampoo), Dorothy Gray, Ltd., Lehn & Fink  
 Products Corp. (Lysol Disinfectant, Pebeco  
 Tooth Paste & Powder), P. Lorillard Co.  
 (Old Gold Cigarettes, Beech-Nut Cigarettes,  
 Muriel Cigars, Union Leader Tobacco, Briggs  
 Pipe Tobacco, Friends Pipe Tobacco, Bounty  
 Cigarette Tobacco, Beech-Nut Chewing To-  
 bacco), Jacob Ruppert (Beer & Ale), Scripps-  
 Howard Newspapers, Swedish American Line,  
 Tide Water Oil Co. (Tydol Gasoline, Veedol  
 Motor Oil, Veedol Tractor Oil).

**TED LEVY ADVERTISING AGENCY**

206 Temple Court Bldg., Denver 2, Colorado  
 Phone Main 7133

ABP—ANPA—APA—PPA

Partners-Time Buyers.....Ted Levy,  
 Gertrude B. Levy

Dir. Radio Dept.....Barbara Aiton  
 Asst. Dir. Radio Dept.....E. Van Cleave  
 Account Executives.....Dorothy Downs,  
 Ted Levy, G. B. Levy

Production Mgr.....William Robertson  
 Art Director.....Jack Scott  
 Traffic Mgr.....Sophie Johnson

**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 Directors.....Don Waterbury,  
 Leslie Kay.

Asst. Art Director.....Ed Almgren  
 Space Buyer.....H. H. Dyrsen, Jr.  
 Traffic Manager.....S. Levin  
 Auditor.....E. R. Bader  
 Radio-Tele Director.....Joe Lay  
 Account Executives.....Louis Sobolof,  
 Archie Foster, Maurice Marks, Ray Ken-  
 nedy, Jim Elleks.

*New Jersey Branch*

11 Commerce Street, Newark 2, N. J.  
 MITchell 2-7244

Vice-President.....Leonard Newstader  
 Account Executives.....Sheldon Burlow,  
 David Strauss, III.

*Radio Accounts*—National Spot: Harvel  
 Watches, June Dairy Products Co., Doggett  
 Pfeil Co., Clearweave Stores, True Tone Ho-  
 siery, Colonial House, Powers Inc. (Candy).  
 Gregor Chocolate Shops, Cook & Dunn  
 (Paints), Farber Bros., Fed-Flack (Cam-  
 eras).

*Television Accounts*—Powers Retail Stores,  
 Norma Pencils.

**ADDISON LEWIS & ASSOCIATES**

1414 Foshay Tower, Minneapolis 2, Minn.  
 Phont AT 6235

ABP—ANPA—PPA—NOAB—APA—ABC

Owner.....Addison Lewis  
 Time Buyer.....Margie Anderson  
 Account Executives.....Edward Grubb,  
 Harvey Kruse, J. A. Quint, Arthur Grove,  
 Don Johnson

*Radio Account*—Minneapolis-Honeywell.

### LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Georgia  
Phone Cypress 6521

AAAA—ABP—NOAB—ANPA—APA  
ABC—BMB—SNPA

Partners.....W. W. Neal,  
C. K. Liller, J. L. Battle.

Time Buyer.....Sarah Williams

*Radio Accounts*—Allied Drug Products,  
Ashley Stove Works, Castleberry's Foods,  
Brock Candy Co., Colonial Stores, Inc., H.  
W. Lay & Co., Bank of Georgia, National Nu-  
Grape Co.

### LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco 4, Calif.  
Phone Sutter 7340

AAAA—ABP—ANPA—PPA—NOAB—APA  
General Partner.....W. C. Day  
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*—Colgate-Palmolive-Peet  
(Peet's Granulated Soap), Haas Bros., Mor-  
ris 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. & Secty.....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.

Time Buyer.....John J. Hagan  
Radio Director-Producer.....Robert S. Hotz

### LOCKWOOD - SHACKLEFORD AD- VERTISING AGENCY

122 East 7th St., Los Angeles 14, Calif.  
Phone Trinity 9801

ANPA—NOAB—APA—ABP—PPA  
President.....R. N. Shackelford  
Secretary-Treasurer.....R. N. Lockwood  
Vice-President.....Louis Lombardi  
Radio Director.....Lou Holzer  
Television Producer.....Lou Holzer

#### Branch Offices

6233 Hollywood Blvd., Hollywood 28, Calif.  
Phone Gladstone 6131

Radio Director.....Lou Holzer  
75 East Wacker Drive, Chicago 1, Ill.  
Phone Franklin 4883

Manager.....R. B. Newell  
420 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-5412

Manager.....R. T. O'Connell  
*Radio Accounts*—Los Angeles Brewing Co.,  
Breakfast Club Coffee.

### DUDLEY L. LOGAN ADV.

448 S. Hill St., Los Angeles 13, Calif.  
Phone Trinity 8194

ANPA—AAAA—PPA—APA—ABP

Owner.....Dudley L. Logan  
Art Director.....Lloyd Morris  
Space Buyer.....Jack Waterman

### THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.  
Phone Randolph 4606  
ANPA—NOAB—ABP

Chairman of Board.....W. E. Long  
President.....L. R. Wolfe  
Secretary.....Mildred Aldrich  
*Radio Accounts*—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—AAAA  
President & Treasurer.....Earle Ludgin  
Partners.....V. R. Bliss,  
J. H. Caro, Montgomery N. McKinney,  
Edward Erinstein.  
Radio Director.....V. R. Bliss

### LYNN-FIELDHOUSE

15 So. Franklin St., Wilkes-Barre, Pa.  
Phone 2-7182

ABP—NOAB—ANPA

Partners.....S. C. B. Lynn  
L. S. Fieldhouse  
Radio & Media Dir.....W. B. Pritchard  
*Radio Accounts*—Carr-Consolidated Biscuit  
Co., Grange League Federation.

### 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. Rose Berry

• • • **ADVERTISING AGENCIES** • • •

*Branch Office*

10 Rockefeller Plaza, New York 20, N. Y.  
Circle 6-2890

Exec. V.P. .... A. E. Aveyard  
Gen. Mgr. .... George MacGovern

*Radio Accounts*—Network: Nat'l Board of Fire Underwriters; National Spot: Zenith Radio Corp.

**MacLAREN ADVERTISING CO. LTD.**

372 Bay St., Toronto, Ont., Canada  
Phone Elgin 0321  
ANPA—ABC

President. .... J. A. MacLaren  
Vice-Presidents. .... E. V. Rechnitzer,  
James Ferres

Vice-President-Treasurer. .... I. E. Reynolds  
Director. .... W. G. Abel  
Radio Dept. .... C. M. Pasmore,  
M. Rosenfeld, F. H. Horler, V. D. L.  
Dyer, Gail Ferriss, Faye Morrison, Kay Dale.

*Branch Offices*

410 Dominion Square Bldg.  
Montreal, Que., Canada  
Phone Plateau 9556

Manager. .... E. P. Gill  
911 Electric Ry. Chambers,  
Winnipeg, Man., Canada  
Phone 9-6321

Manager. .... E. P. Thompson  
301 Province Bldg., Vancouver, B. C., Can.  
Phone Marine 6268

Manager. .... W. D. M. Patterson  
18 Rideau St., Ottawa, Ont., Can.  
Phone 5-4301

Manager. .... W. F. Harrison  
*Radio Accounts*—Adam Hats (Canada) Ltd., Bulova Watch Co., Canadian General Electric, Christie-Brown Ltd., Dalglish Chemicals Ltd., Dalglish (Quebec) Ltd., Dept. of National Defence (Army, Navy, Air Force), Imperial Varnish & Color Co., Imperial Oil Ltd., (Hockey and Baseball) S. F. Lawrason & Co., O'Cedar Co., of Canada, Peoples Credit Jewelers, Peoples Credit Clothiers, Sutcliffe & Bingham of Canada, Tuckett Tobacco Co., Henry K. Wampole & Co., Ltd., Shefford-Ingersoll Cheese, Dow Brewery Ltd., Dominion Fur Auction Sales, Intercontinental Packers Ltd., Lake of Woods Milling Co., Stephen's Paints, Capilano Baseball (Sicks' Capilano Brewery Ltd.), Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Ltd., Palmer's Ltd.

**McCANN-ERICKSON, INC.**

50 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 5-7000  
AAAA—ANPA—PPA—ABP—NOAB  
APA—BMB—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, W. E.  
McKeachie, H. A. Mitchell, C. A. Posey,  
John H. Tinker, Jr., R. E. Thompson, E.  
F. Wilson, W. H. Conine, G. B. Dearnley,  
Earl C. Donegan, Arthur J. Kemp  
Vice-Pres & 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  
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  
Director of Tele. .... Lee Cooley

*Branch Offices*

*Chicago Office*

318 South Michigan Ave., Chicago 4, Ill.  
Phone Webster 3701

Vice-President-Manager. .... Homer Havermale  
Vice-Presidents. .... Walter C. Krause,  
A. W. Sherer, H. G. Smith, Sidney A.  
Wels.

*Cleveland Office*

1300 Guardian Building, Cleveland 14, Ohio  
Phone Cherry 3490  
Vice-President-Manager. .... A. A. Sommer

*Detroit Office*

3456 Penobscot Building, Detroit 26, Mich.  
Phone Randolph 9792  
Vice-Pres. & Mgr. .... Frank Townsend

*Hollywood Office*

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone Hillside 8268  
Manager. .... August Bruhn  
Production Dir. .... Neil Reagan

*Los Angeles Office*

448 South Hill Street, Los Angeles 13, Calif.  
Phone Mutual 1181

Vice-President-Manager. .... Burt Cochran  
Minneapolis Office  
1100 Builders Exchange,  
Minneapolis 2, Minn.  
Phone Bridgeport 6801

Vice-President-Manager. .... Jackson Taylor  
Vice-Presidents. .... Victor Lowrie,  
John Pidgeon, George Sparling.

San Francisco Office  
114 Sansome St., San Francisco 4, Calif.  
Phone Douglas 5560

Vice-President-Manager.....H. Q. Hawes  
Vice-Presidents.....M. S. Achenbach,  
Roswell Cochran, Clarence Hestorff, F.  
H. McCrea, Robbins Milbank, C. F.  
Ohliger, C. E. Persons.

Portland Office  
1103 Public Service Bldg., Portland 4, Ore.  
Phone Atwater 4305

Manager.....Harry Burton

Boston Office  
31 St. James Ave., Boston 16, Mass.  
Phone Liberty 5468

Vice-President-Manager Watson M. Gordon

*Radio Accounts* — New York: Bosco Co.,  
Chesebrough Mfg. Co., Columbia Records,  
Inc., Consolidated Edison Co., Daggett &  
Ramsdell, National Biscuit Co., Pacific Coast  
Borax Co., Stanco Inc., Westinghouse Electric  
Corp.; Boston: John Hancock Mutual Life  
Insurance Co.; Chicago: International Har-  
vester Co., Maytag Co., Milk Foundation, Inc.,  
Standard Oil Co. of Indiana, Swift & Co.  
(Brookfield Division); Cleveland: Interstate  
Creamery Co., Leisy Brewing Co., National  
City Bank of Cleveland, Ohio Bell Tele-  
phone, Perfection Stove Co., Richman Bros.  
Co., Standard Oil Co. of Ohio; Detroit:  
Tivoli Brewing Co.; Los Angeles: Broadway  
Dept. Stores, Seaboard Mills, Inc., Soil-Off  
Manufacturing Co., Southern California Gas  
Co., Southern Counties Gas Co.; Minne-  
apolis: Gluek Brewing Co., Pillsbury Mills,  
Inc., Twin City Federal Savings & Loan Asso-  
ciation; Portland: Northwestern Electric Co.,  
Pacific Power & Light Co., Portland Gas &  
Coke Co.. San Francisco: Associated Dental  
Supply Co., Avoset Co., California Packing  
Corp., California Walnut Growers Assn.,  
Coldstream Products Co., Dwight Edwards  
Co., W. P. Fuller & Co., General Brewing  
Corp., Hale Bros. Stores, Inc., Macey's, San  
Francisco Baseball Club, Inc., Seaboard Mills,  
The S.O.S. Co., Rice Growers Assn. of Cali-  
fornia.

### R. E. McCARTHY ADV. AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.  
Phone M-2323

ANPA—SNPA—PPA

President & Space Buyer....R. E. McCarthy  
Secretary.....M. C. Benito  
Treas & Prod. Mgr.....Louis Benito  
Art Director.....E. C. Sandbeck

*Radio Accounts*—Babcock Furniture, Bor-  
den's Dairy, Foley Lumber Company, Las  
Novedades Restaurant, Peninsular Telephone  
Co., Pioneer Tire Co., Southern Brewing Co.

### McCORMICK COMPANY

217 E. 7th Ave., Amarillo, Tex.  
NOAB—ANPA—APA—SNPA  
Phone 5333

Owner-Manager.....Jas. L. McCormick  
Account Exec.....John R. Forkner  
Account Exec.....Alfred C. Kipp  
Art Director.....Alfred M. Gibbons  
Production Mgr.....Harry S. Klein  
Media Dir., Space Buyer, Radio Dir.

John R. Forkner  
Research Dir., Talent & Time Buyer  
Alfred C. Kipp

*Radio Accounts*—Shamrock Oil & Gas  
Corp., The Cosmopolitan, Inc., Amarillo Gas  
Co.

### McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.  
Phone Locust 7-4737  
ANPA—PPA—APA

President.....Roy J. McKee  
Vice-President-Treasurer..David R. Albright  
Vice President-Radio Director,

James A. McFadden  
Time Buyer.....Evelyn Walmsley  
Vice-President-Merchandising,

Howard H. Yaw  
Secretary.....T. E. Libby

#### Branch Office

30 Rockefeller Plaza, New York 20, N. Y.  
Phone COLUMBUS 5-2058

715 Equitable Bldg., Hollywood 28, Calif.  
Phone Hollywood 8363

*Radio Accounts*—Southern Dairies, Breyer  
Ice Cream Company, Quaker City Choc. &  
Conf. Co., Inc., Philadelphia & Reading Coal  
and Iron Co., Pratt Food Co.

### McKIM ADVERTISING LIMITED

1010 St. Catherine St. W., Montreal, Que., Can.  
Phone Lancaster 5192

ANPA—CDNA—CWNA—CNN & PA—ABC  
President.....James M. Baxter  
Radio Director.....E. W. Brodie  
Secretary-Treasurer.....J. W. Thain

#### Branch Offices

320 Bay St., Toronto, Ont., Canada  
Phone Elgin 5351

Manager.....James M. Baxter  
Paris Bldg., Winnipeg, Man., Canada  
Phone 93-491

Manager.....A. A. Brown  
514 Province Bldg.,  
Vancouver, B. C., Canada  
Phone Marine 3248

Manager.....H. S. Watson  
376 Strand, W. C. 2, London, England  
Manager.....Ian Wallace

### MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.  
Phone 7197-8

ANPA—ABP—APA—NAAN—PPA—NOAB

President.....J. F. Fellay  
Trea. & Radio Time Buyer.....Jay J. Keith  
Secretary.....Olga Rummel  
*Radio Accounts*—Keystone Steel & Wire Co., Schultz, Baujan & Co.

**MAKELIM ASSOCIATES**

32 West Randolph St., Chicago 1, Ill.  
Phone RAndolph 7081  
ANPA—APA—ABP—PPA

Pres. & Treas.....Hal R. Makelim  
V.P. & Chm. Plans Board....Edwin B. Self  
Asst. Treas.....Lillian Nelson  
Sec., Asst. Time & Space Buyer  
M. C. Newman  
General Manager.....Robert E. Moore  
V.P., Art Dir. & Prod Mgr....Edwin M. Duzan  
Asst. Space Buyer.....Dorothy Armentout  
Acct. Execs.....Hal R. Makelim,  
Robert E. Moore, Edwin B. Self, John Paul Andrews, B. Harold Miller.

*Branch Offices*

20 Cortlandt St., New York 7, N. Y.  
Phone COrtlandt 7-3813

Pres. & Treas.....Hal R. Makelim  
Vice-President.....B. Harold Miller  
9176 Sunset Blvd., Hollywood 46, Calif.  
Phone CRestview 6-3103

Pres. & Treas.....Hal R. Makelim  
Vice—President.....Edwin B. Self  
Vice-President.....John Paul Andrews  
Art Dir. & Prod. Mgr.....Bernard Brody  
*Radio Accounts*—Andersen's Ready to Serve Frozen Foods, Bev Company of America, The, Butcher Shop Foods, Conlon-Moore Corp., Communi Sound, Inc., DeLuxe Record Co., Fox De Luxe Brewing Co., Florsheim Shoe Company, French Kitchen Foods Co., Gum Laboratories, Inc., Kannengiesser & Co., Knott's Berry Place, Memo Products, Inc., Sutho Suds, Inc., Towsley Soap Corp., Walsh Laboratories, Inc.

**MALCOLM - HOWARD**

203 N. Wabash Ave., Chicago 1, Ill.  
Phone Randolph 7942  
ABP—ANPA—PPA—APA

Owner-Chief Account Executive  
Arthur M. Holland  
Account Executives....H. A. Barkun,  
M. G. Holland, Paul Allen, Allan R. Sweetow, Ruth Hudson  
Copy Chief (Tele).....Ruth Hudson  
Chief Exec (Tele).....Arthur Holland

*Branch Office*

525 Walnut, Louisville, Ky.

*Radio Accounts*—Dad's Root Beer, Mrs. Klein's Potato Chips, Cimino Wines, Clinton Watches, Legion Ice Cream, Chicago Sun-Times, Newart Clothiers, Hollands Jewelers, Rubin's Apparel, Chicago Horse Show,

Checker Cleaners, Alert Laundries, Joy Candies, Roller Derby, Chicago Coliseum, Arcadia Gardens, Armory.  
*Television Accounts*—Keeley Half & Half, Kass Scoreboard, Dad's Root Beer.

**DAVID MALKIEL ADV. AGENCY**

260 Tremont St., Boston 16, Mass.  
Phone Liberty 1421-2-3

ANPA—ABP—PPA—APA—NOAB  
Prod. Chief & Owner.....David Malkiel  
Secretary.....Martha Brest  
Acct Executives.....Martin Kadis,  
Harry Weinbaum  
Radio Dir.....Julian Malkiel  
*Radio Accounts*—Serta-White Cross Mattress, Royal Crown Cola for Mass., Canadian Ace Ale for N. E., Richard Clothing, Kasanof Bakeries, Belmont Furniture, Old Monastery Wines, I. J. Fox Furs for N. E., Part-T-Pak Beverages, Glendale Coal Co., Lithuanian Ass'n, Freilicher Kabtzen, Joe Venuti, Steubens Restaurant, Food Fair.

**MANSON-GOLD ADVERTISING AGENCY**

1004 Marquette Ave., Minneapolis 2, Minn.  
Phone GEneva 9619  
APA

Account Executives.....D. P. Nathanson,  
Meyer Gold, Jean Hadley, Bruce Sielaff.  
Radio Director.....D. P. Nathanson  
Time Buyer.....Jean Hadley  
Producers.....D. P. Nathanson,  
Jean Hadley  
Tele Director.....D. P. Nathanson  
*Radio Accounts* — 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.....E. J. Whitehead  
*Radio Accounts*—Standard Oil Co. of N. J., The Esmond Mills, Inc., Metal Textile Corp.

**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 & Directors.....Lester Loh,  
 Wilfred S. King, W. T. Okie.  
 Director of Radio.....John Bates  
 Time Buyer.....Edna Cathcart  
*Radio Accounts*—Ludens, Inc., Canada Dry  
 Ginger Ale & Spur, International Salt Co.,  
 Pure Foods (Herbox), American Express  
 Co., Lorraine Compounds Inc., American  
 Viscose Corp.

**MATHISSON AND ASSOCIATES,  
 INC.**

(Formerly H. C. Mulberger, Inc.)

411 Mason St., Milwaukee 2, Wis.

Phone Daly 4090

ABP—NOAB—PPA—APA

President.....C. A. Mathisson  
 Vice-Pres. & Treas.....I. M. Harloff  
 Secretary.....Evelyn Heronymus  
 Copy Chief.....Edw. G. Ball

*Branch Office*

201 N. Wells St., Chicago, Ill.

Phone State 4199

*Radio Accounts* — Edwards Motor Co.,  
 Kool-Aid Bottling Co., Inc.

**JOSEPH MAXFIELD COMPANY**

87 Weybosset St., Providence 3, R. I.

Phone Gaspee 4456-7

ABP—ANPA

President.....Joseph M. Finkle  
 Vice-President.....Aaron M. Finkle  
 Treasurer.....Archie M. Finkle  
 Copy Chief.....Mary M. Healy  
 Radio Director.....Dorothy M. Taipe  
*Radio Accounts*—Candy Mart Stores, Inc.,  
 Eclipse Food Products Corp., National Glass  
 Co., Shiloh Bottling Co., Apex Tire, Inc.,  
 Berry Clothing Co., Eastern Scientific Co.,  
 Low Supply Co., Progress Ice Cream Co.,  
 Continental Importing Co., Cranston Loan  
 Co., Charles T. Heilborn Shoe Co.

**MAXON, INC.**

2761 E. Jefferson Ave., Detroit 7, Mich.

Phone Fitzroy 5710

ANPA—APA—PPA—ABC

NOAB—TAB—CCA

President.....Lou R. Maxon  
 Vice-President.....Searle Hendee  
 Treasurer.....W. I. O'Neil  
 Secretary.....G. Reginald McKiel  
 Radio-Television Dept.....Ed Wilhelm,

*Branch Offices*

570 Lexington Ave., New York 22, N. Y.

Phone Eldorado 5-2930

Vice-President.....W. Ray Baker  
 919 N. Michigan Ave., Chicago 11, Ill.

Phone Delaware 3536

Manager.....L. J. Sholty  
*Radio Accounts*—Gillette Safety Razor Co.

**THE MAYERS COMPANY**

1240 S. Main St., Los Angeles 15, Calif.

Phone PProspect 0101

NOAB—ANPA—APA—ABP—PPA

Principals.....Henry Mayers,  
 J. R. Mayers, Arthur Mayers

Radio Director.....J. C. McCormick  
 Writer-Producer.....Dal Williams

*Radio Accounts*—Southern California Tele-  
 phone Co., Rose Peanut Butter, Pennzoil  
 Co., Hoffman Candy Co., Muller Bros., Sears,  
 Roebuck & Co., Firestone Stores, California  
 Bank.

**MELAMED-HOBBS, INC.**

400 Second Ave. So., Minneapolis 1, Minn.

Phone Bridgeport 1225

ANPA—PPA—NOAB—APA

President-Treasurer.....Louis Melamed  
 Vice-President.....S. E. Melamed

Secretary.....M. O. Gooder  
 Acct. Execs.....Ralph W. Hobbs,  
 Lorne R. Moodie

Time Buyer.....Frank Johns

*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*—Chocolate Products Co.,  
 Conrad Fur Company, Griggs Cooper & Co.,  
 Hilex Company, Kuehn-Hall Company, Lan-  
 O-Sheen, Inc., Minnesota Farm Bureau Fed-  
 eration, Minnesota Farm Bureau Service Co.,  
 Milk Foundation of Minnesota, Regan Bros.  
 Company, Sanitary Food Mfg. Co.

**ARTHUR MEYERHOFF & CO.**

410 N. Michigan Ave., Chicago 11, Ill.

Phone Delaware 7860

ANPA—PPA—AAAA—ABP—NOAB

General Manager.....Arthur E. Meyerhoff  
 Financial Manager.....J. H. Hildebrandt

Director of Radio-Tele.....Benj. Green  
 Radio Space Buyer.....Annette Kennelly

Copy Chief.....M. E. Chon  
 Account Executives.....John Lemmon,  
 George Taylor, Louis Bass, R. M. Singer,  
 Jr., Alfred P. Beacom, Jr., Marshall Kis-  
 sell.

Television Producer...Kenneth L. Robinson

*Branch Office*

759 N. Milwaukee St., Milwaukee 2, Wis.

Phone Marquette 3144

Manager.....George Grabin

*Radio Accounts*—Paul F. Beich Co. (Whiz  
 & Pecan Pete Candy Bars), Chicago National  
 League Ball Club (Chicago Cubs), Consoli-  
 dated Royal Chemical Corp. (Krank's Shave  
 Kream), Illinois Meat Company (Broadcast  
 Corned Beef Hash Etc.) De Mert & Dougher-

ty ("Heet") Milwaukee Elec. & Transport Co. (City Transportation), Silberman Fur Corp. (Raw Furs) Wisconsin & Michigan SS Co. (Boat Transportation) Wm. Wrigley Jr. Co. (Chewing Gum).

**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. & Treas.—Radio Dir.....George Carhart

*Branch Office*

333 N. Michigan Ave., Chicago, Ill.  
Phone Central 1640

Manager.....I. M. Tuteur

*Radio Accounts*—Corn Products Refining Co., Curtis Candy Co., Gordon Baking Co., Dr. Swett's Root Beer Co.

**DAN B. MINER CO.**

1151 S. Bway  
Los Angeles 15, Calif.  
Phone Richmond 3101

AAAA — ANPA — ABP — NOAB

APA—PPA—ABC

President.....Dan B. Miner  
Vice-Presidents.....John C. Morse,  
Alfred Rooney, I. M. Greer

Secretary-Treasurer.....M. R. Sweeny  
Account Executive....Daniel W. Layman, Jr.  
Radio Director & Time Buyer.....S. Farnsworth, M. Hungerford.

Time Buyer.....Marie Mazzulla

*Branch Offices*

*Radio Accounts* — Weber's Bread, Dolly Madison Cakes, Log Cabin Breads, Dr. Ross Dog Food, Solar Aircraft Co., Storycrafter's Guild.

**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  
General Manager.....Lester Loeb  
Secretary-Treasurer.....Helene Mogul  
Copy Chief.....Myron Mahler  
Research Director.....Louis M. Heyward  
Production Manager.....Fred Lerro  
Art Director.....Ed Batt  
Media Director.....Helen Munroe  
Research Director.....Motimer Spiller

*Radio Accounts* — Adler Shoes for Men, Alaska Chemical Corp., Barney's Clothes, Inc., Gem Oil Co., Klein Bros., Knomark

Mfg. Co., Inc., Napa Valley Grape Prod., National Shoes Stores, Pauker Bros., Rock-Flint, Ronzoni Marcaroni Co., Stone-Tarlow Co., Stuarts Clothes, Wheatley Fabrics.

**THE CHESTER C. MORELAND CO.**

1104 Times-Star Tower, Cincinnati 2, Ohio  
Parkway 1178

PPA — ABP — ANPA

President.....Chester C. Moreland  
Secretary.....Walter H. Strauss  
Radio Director.....Carl Press

*Radio Accounts* — Rainbo Baking Co., Coney Island Amusement Co., Coca-Cola Bottling Co., Cincinnati Times-Star.

**RAYMOND R. MORGAN CO.**

6233 Hollywood Blvd., Hollywood 27, Calif.  
Phone Hempstead 4194

ANPA—PPA—APA—NOAB

President.....Raymond R. Morgan  
Vice-President.....R. C. Temple  
Secretary-Treasurer.....Craig Davidson  
Radio Director.....James C. Morgan  
Time Buyer.....Mary Ellen Ryan

*Branch Offices*

Raymond R. Morgan Co.  
San Francisco 5, Calif.  
Phone Douglas 2-6073

Account Executive.....Porter F. Anderson  
Affiliate

Goodkind, Joice & Morgan  
Palmolive Bldg., Chicago 11, Ill.  
Phone Superior 6747

President.....Clyde Joice

*Radio Accounts*—Planters Nut & Choc. Co., J. A. Folger Co., Los Angeles Soap Co., Pacific Chemical Co., O'Brien's Candy Co., Chapman Park Hotel, Buzza-Cardozo, Pacific Cracker Company, MacIntosh Studio Clothes.

**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  
Treasurer.....Orin L. Lancaster  
Dir. of Media and Exec. Asst....H. G. Selby  
Mgr. Radio Dept.....C. C. Slaybaugh  
Export Media Mgr.....Aurora Blando  
Dir. of Prod and Exec Asst....M. K. Burckett  
Production Manager.....W. W. Williams  
Sr. Art Director.....Claude Hurd  
Group Art Director.....Elliott P. Ellis  
Group Art Director....Genard J. Andreozzi  
Art Studio Manager.....John V. Ryden

Account Executives.....Emory Ward,  
E. R. Korth, Constance Roland, H. G.  
Selby, M. K. Burckett  
*Radio Accounts*—Vick Chemical Company,  
The Sofskin Company.

**MOSELLE & EISEN  
ADV. AGENCY**

522 Fifth Ave., New York 18, N. Y.  
Phone MUrray Hill 2-4939  
PPA—APA

Partner.....Rose Moselle  
Partner.....Henry Eisen  
Production Manager.....Matt Beckerman  
Art Director.....Frederick H. Cassens  
Space Buyer.....Alice Ross

**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-Pres.-Art Director....A. M. Huntington  
Secretary.....Lyle B. Reigler  
Media Director.....Miss L. B. Mang

*Branch Office*

420 Lexington Ave., New York 17, N. Y.  
Phone MU 3-9140

*Radio Accounts*—C. A. Durr Packing Co.,  
Inc., Hospital Plan, Inc., West End Brewing  
Co.

**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  
Art Director.....James Sullivan

*Radio Accounts*—Ybry Perfumes, Madow's  
Jewelry Stores.

**C. WENDEL MUENCH & CO.**

520 N. Michigan Ave., Chicago 11, Ill.  
Phone Whitehall 7717  
ABP—ANPA—PPA

President.....C. Wendel Muench  
Account Executives.....C. T. Kerrigan,  
M. J. Pluth, C. W. Muench.  
Media Director.....Victor Fabian  
Production Manager.....William G. Fisher  
Copy Chief.....Robert Gingrich

**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.....Jack Donelson

*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-Lac-  
Tic, 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—ABP

President.....Maurice H. Needham  
Vice-Presidents.....John J. Louis,  
Melvyn Brorby, W. Raymond Fowler,  
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. Anwyl  
Radio Director, Chicago Office..Alan Wallace  
Radio Manager-Producer, Hollywood  
Office.....Frank Pittman

*Branch Office*

1680 North Vine St., Hollywood 28, Calif.  
Phone Granite 7186

Manager.....Frank Pittman  
*Radio Accounts* — 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

Pres. & Acct. Exec.....William Rogow  
Personnel Director.....Harriet Barnett

*Radio Accounts*—Melville Shoe Corp.,  
Joseph Martinson & Co., Bond Stores, Inc.

**RAYMOND E. NELSON, INC.**

341 Madison Ave., New York 17, N. Y.  
Phone MUrray Hill 6-5862

ABP—APA

President.....Raymond E. Nelson  
Vice-President.....Robert G. Barna  
Sec.-Treas.....Betty Nelson  
Radio Director.....Raymond E. Nelson  
Asst. Radio Dir.....Betty Nelson  
Television Director.....Raymond E. Nelson  
Assistant Directors.....Elaine Rose,  
Betty Nelson.

Script.....Ruth Oboler  
Account Executive.....Henry E. Meyer

• • • **ADVERTISING AGENCIES** • • •

*Radio Accounts*—Sears, Roebuck & Co., Hanneil Foods, Inc., Dewco Tire, Teterboro School, Center School, Professional Aides Inst.

*Television Accounts*—Hanneil Foods, Inc., Sears, Roebuck & Co., Dewco Tire Co.

**NEWELL-EMMETT COMPANY**

40 East 34th St., New York 16, N. Y.

Phone MURray Hill 3-4900

AAAA — ANPA — PPA — ABP — PRB — NOAB—SAAA—SNPA

Partners.....Clarence D. Newell, William Reydel, John P. Cunningham, Frank Donshea, C. S. Walsh, R. L. Strobbridge, F. H. Walsh, G. S. Fowler, T. J. Maloney

Radio Director.....Blayne Butcher  
Time Buyer.....Newman McEvoy

*Radio Accounts*—Liggett & Myers Tobacco Co. (Chesterfields), Loose-Wiles Biscuit 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-Presidents.....Marx S. Kaufman, Samuel S. Strouse

Secy.-Treas.....R. M. Newhoff

**NEWMAN, LYNDE & ASSOC., INC.**

400 Florida National Bank Bldg.,  
Jacksonville 2, Fla.

Phone 5-3958

ABP—ANPA—SNPA—NOAB—FAAG—  
APA

President.....M. T. Newman  
Executive Vice-President....Hunter Lynde  
Vice-President.....Gordon Stewart  
Secretary.....Ron Sercombe  
Radio Director.....Mary B. Miller  
Acct. Execs.....Henry Chapman, Charles Gressle, Milton Smith

*Radio Accounts*—Foremost Dairies, Inc., JAX Brewing Co., Wood Chemical Co.

**NORTHWEST RADIO ADV. CO.**

708 American Bldg., Seattle 4, Wash

Pres. & Mgr.....Edwin A. Kraft  
Asst. Mgr. ....W. L. Paul  
Business Mgr.....D. R. Johnson  
Auditor.....F. L. Thornhill

*Radio Accounts*—Gardner Nursery Co.,

Henry Lily Farm, Rhodius Perfumes, Unicorn Press Alaska Life, Mothers Home Life, Frederick Herrschner, Music in Color, Pacific Alaska Sales Co., Home Art Studios.

**OLIAN ADVERTISING CO.**

909 Ambassador Bldg., St. Louis 1, Mo.

Phone Central 8380-1-23

ANPA—PPA—NOAB—ABP—APA

Partner.....Irwin A. Olian  
Vice-Presidents.....Harold A. Thomas, J. Walter Goldstein.

Copy Chief.....James Spencer  
Space Buyer & Res. Dir.....James O'Neal  
Art Director.....Harry Lindemann  
Prod. Mgr.....Evelyn Hester  
Radio Director.....Margaret Hart Nelson  
Radio Time Buyer.....Dorothy J. Ayers  
Radio Production.....Clair Callihan

*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 CHickering 4-8712

V.P. & Radio Dir.....Harold Kaye

*Radio Accounts*—Atlas Brewing Company (Atlas-Prager Beer), Ayars, John G., Co. (Helen Ayars Hand Cream), Biscaglia Bros. Corp. (Paradise Wines), Columbia Brewing Company (Alpen Brau Beer, Courtney's Ale), Eagle Stamp Company (Eagle Stamps), F & F Laboratories, Inc. (F & F Cough Drops), General Grocer Company (American Lady-Topmost Foods, Big Fellow Peas, Cob-Cut Corn, Dining Car Coffee, Manhattan Coffee), International Laboratories, (Mylo Pharmaceuticals), Lewis-Howe Co. (Tums & Nature's Remedy), Milton Oil Company (Dixcel Gasoline), Missouri Brewers' Association, National Dairy Products Company, Inc. (Sealtest Products), National Waste Paper Campaign (Fifty Leading Paper-board Mills), Schoenhofen Edelweiss Co. (Edelweiss Beer), Vess Beverage Co. (Vess Cola), Wenzel H., Tent & Duck Co., (Water Bags & Tarps).

**ROBERT W. ORR & ASSOC., INC.**

270 Park Ave., New York 22, N. Y.

Phone PLaza 9-8050

ANPA—NOAB—PPA—ABC

President.....Robert W. Orr  
Vice-Presidents.....Eldon Sullivan, Arkady Leokum, Arthur Livingston, Jacques Zuccaire

Secretary.....Martha Huhta  
Treasurer.....Chauncey C. Seedorf  
Radio Director.....John C. Hoagland

*Branch Office*

86 Sunset Blvd., Los Angeles 46, Calif  
Phone Crestview 5-0104

Manager.....Richard Diggs  
*Radio Accounts*—Woodbury Co., Jergens Co.

**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-Pres. & Dir. of Media.....Marc Seixas  
Time Buyer.....Don Scandlin

*Radio Accounts* — National Brewing Co.  
(Baltimore), Browne Vintners, Inc.  
*Television Account*—National Brewing.

**MERRITT OWENS ADV. AGENCY, INC.**

301 Bennett Bldg., Kansas City 10, Kans.  
Phone Dr. 7250

ABP—ANPA—APA—PPA

Pres. & Acct. Exec.....Merritt Owens  
Vice-President.....John J. Goetz  
Account Executive.....C. Arthur Smith  
Prod. Mgr.....R. Grant Neds  
Art Director.....Irene Irvin

*Radio Accounts*—Diamant's, Feld Chevrolet Company, Inter-State Moving & Stor. Co., Junge Biscuit Company, Kansas Motors, Inc., Long-Haul Laundry and Dry Cleaning Company, Meyer Sanitary Milk Co., Mid-Continent Airlines, Inc., Modern Automotive Finishers, Inc., Nourse Oil Company, Sun-Ra Frozen Foods, Inc.

**OZARK ADV. AGENCY, INC.**

P. O. Box 1624, Springfield, Mo.  
Phone 3-4050

APA

Pres.-Time Buyer..M. Wayland Fullington  
V.P.-Time Buyer.....Ralph A. Nelms  
Art Director.....George Janes

*Radio Accounts*—Assemblies of God, Reverend Floyd Hitchcock, Old Nick's Seed Co., Pioneer Mfg. & Supply, Wilke Laboratories, Wilson Mfg. Co.

**PACIFIC ADV. STAFF**

1624 Franklin St., Oakland 12, Calif.  
Phone TEmplebar 2-2885

ABP—APA

Partners.....Helen Augsborg,  
Carl W. Sickler.  
Account Executive.....Walter Utterback  
Radio Production.....Helen Augsborg  
Copy Writer.....Elizabeth Little

*Radio Accounts* — Jackson Furniture Co., First Federal Savings & Loan Association, Oakland Columbarium, Prudential Realty & Finance Co., Thrift Federal Savings & Loan Association.

**PACIFIC NATIONAL ADVERTISING AGENCY**

605 Union St., Seattle 1, Wash.  
Phone Eliot 1401

ANPA—AAAA—NOAB—PPA—APA

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* — Fisher Flouring Mills Co., Kirsten Pipe Co., Washington Colop Farmers Assoc. (Lynden), Northwest Cherry Bureau, Assoc., Assoc. Apricot Marketers, Seattle-First National Bank, Lang & Co. (Lang's Nuts and Reliance Coffee), Ceder-green 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.....William Barker  
Radio Director.....Hope M. Stewart

*Radio Accounts*—Cooper Razor Blade Co., Manufacturer's Trust 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  
Vice-President.....Sanford L. Hirschberg  
Director of Radio-Television

A. L. Lieberman

*Radio Accounts* — Beverwyck Breweries, Inc., Consolidated Tea Co., Old Dutch Mills, Inc., Pando & Co., Parker Watch Co., Temple-tone Radio Co., Inc., Fruit of the South, I. J. Fox.

*Television Account*—Churchwater & Co.

**PEDLAR & RYAN, INC.**

250 Park Ave., New York 17, N. Y.  
Phone PLaza 5-1500

AAAA—ABP—NOAB—ANPA—PPA  
APA—ABC—SNPA

• • • **ADVERTISING AGENCIES** • • •

President.....Thomas L. L. Ryan  
 Vice Presidents.....E. G. Sisson, Jr.,  
 G. Douglas Morris, T. C. Fisher.  
 Secretary.....H. C. Sutherland  
 Media Director.....T. C. Fisher  
 Time Buyer.....Mary Dunlavey  
 Director of Radio.....E. G. Sisson, Jr.  
 Mgr. of Radio Dept.....Karl W. Schullinger  
 Radio Producers.....Elizabeth C. Shay,  
 William Barrett.

*Branch Office*

6331 Hollywood Blvd., Hollywood 28, Cal.  
 Phone Hollywood 5354

*Radio Accounts*—Centaur Division Co. of  
 Sterling Drug (Ironized Yeast), Procter &  
 Gamble (Camay, Dash).

**R. C. PHARES ADV. AGENCY**

701 Lloyd Bldg., Seattle 1, Wash.  
 Phone Seneca 4880

President.....R. C. Phares  
 Acct. Manager.....J. A. Dusriy

*Radio Accounts*—Playland, Jack Miller, S.  
 Seattle Land, White Center Com. Western  
 Wineries, Walters Studio, Viewlands Fuel,  
 Center Jewelers, Owen-Hampson, Arthur A.  
 Wright, Northwest League Casimir Cleansers.

**THE PHILLIPS COMPANY**

604 First National Bldg., San Diego 1, Calif.  
 Phone Franklin 2122  
 TAAN

Partners.....William L. Phillips,  
 Charles C. Ramsey

Account Executive.....Fred J. Volz  
 Radio Dir.....Bill Mesmer  
 Time Buyer.....Ruth B. Hale

*Radio Accounts*—Arden Farms Company,  
 Tufford Motor Company, Dr. G. W. Raichart,  
 Home Federal Savings & Loan Association,  
 Davidson Furniture Co., Swan Shop, Valle's  
 Restaurant, Aristocrat Venetian Blinds, Mrs.  
 Conklings Bakery, Balboa Laundry & Dry  
 Cleaners, The Grable Company, Mexicali  
 Brewing Co., First National Bank, Good-  
 body's Ivy Chapel, Lowell Wood Company,  
 The Dennstedt Company, Iller's Dept. Store,  
 Willis M. Allen Company.

**PITLUK ADVERTISING CO.**

2200 Alamo National Bank Bldg.  
 San Antonio 5, Texas  
 Phone Garfield 7268

ABP—ANPA—PPA—SAAA  
 SNPA—NOAB—APA—TAAN

Owner.....Jack N. Pitluk  
 Time Buyer.....Stanley Nelson  
 Radio Director.....Rena Lynn

**PORTER & ASSOCIATES**

5918 Melrose Ave., Hollywood 38, Calif.  
 Partner Owner, Time Buyer & Adv.  
 Sales Mgr.....Irwin T. Porter  
 Partner Owner, Radio Dir.  
 Gertrude T. Porter  
 Account Executive.....Wallace Smith  
 Copy Chief.....Jean Norab

**R. J. POTTS—CALKINS & HOLDEN**

215 W. Pershing Road, Kansas City 8, Mo.  
 Phone Victor 4433  
 NOAB—ANPA—PPA—APA

President.....R. J. Potts  
 Vice-Presidents.....J. B. Woodbury,  
 C. C. Tucker, E. A. Warner, C. L. Rob-  
 inson  
 Secretary-Treasurer.....C. C. McMillan  
 Radio Director.....Gene Dennis

**POTTS-TURNBULL ADVERTISING  
 CO., INC.**

912 Baltimore Ave., Kansas City 6, Mo.  
 Phone Victor 9400

ANPA—PPA—APA—ABP—NAOB

President.....W. J. Krebs  
 V-P-Production Mgr.....D. E. Dexter  
 Secretary.....W. B. Stowe  
 Treasurer.....C. J. Effie  
 Radio Director.....N. P. Rowe

**PRATER ADV. AGENCY, INC.**

705 Chestnut St., St. Louis 1, Mo.  
 Phone Garfield 6490

OAAA—ABP—ANPA—PPA—APA—SNPA  
 President.....George L. Prater  
 Vice-President.....Harold R. Buschhorn  
 Radio & Tele. Director.....Ray D. Williams  
 Traffic.....Marcelle Miller

*Radio Accounts*—Claussner Hosiery Co.,  
 Falls City Brewing Co., Inc., Merit Clothing  
 Co., Moniteau Mills.

**PRATT AND BURK**

223 Fourth Ave., Pittsburgh 22, Pa.  
 Phone ATLantic 4139

Partners.....Russell Pratt,  
 G. Norman Burk  
 Comptroller.....Robert Torrence  
 Secretary.....D. E. McCarthy  
 Radio Director.....Russell Pratt  
 Writer.....Marion Schein

*Radio Accounts*—Meadow Gold Dairies  
 (Beatrice Foods Co.), Meadow Gold Foods  
 Co. (Birds-Eye Foods), National Record  
 Marts, Winston Chevrolet, Inc., Hutchinson  
 Company, Roth Rug Cleaners, Inc., American

Cleaning & Dying Co., Dwight Hamlin Co., Midtown Motors, Inc. (Ford), Price's Dress Shops, Standard Floor Company, Tucker and Tucker Hats, Knights Life Insurance Co., Liberty Baking Company, Pittsburgh Home Savings & Loan.

**PROGRESSIVE RADIO  
ADVERTISING CO., INC.**

260 E. 161st St., New York 51, N. Y.  
Phone MELrose 5-5522-3-4

Pres. & Radio Dir.....Lido Belli  
Secretary & Time Buyer..Catherine Termini

*Radio Accounts* — Adam Hats, Bendix Washing Machine, Florsheim Shoes, Buitoni Prods., White Sewing Machine, William Oil-O-Matic Oil Burners, Chrysler Corporation, Carter's Little Liver Pills, Conti Products, Consolidated Edison Co. of N. Y., De Nobili Cigar Co., Ford Motors, Flotill Products, Gambarelli & Davitto, Inc., General Electric, General Motors, Johnson & Johnson, Kelvinator Refrigerators, Manufacturers Trust Co., Pepsi Cola, Philco Refrigerators and Radio, Pinex, Southern Cotton Oil Co., United Security Associated Warehouses Assn., White Labs, Inc., Planters Edible Oil Co., Procter & Gamble, Public National Bank & Trust Co., RCA Victor, Perugina, Inc., Quiet May Oil Burner Co., S. A. Shonbrunn (Medaglia d'Oro Coffee); Warren Norge Co., Wrigley Chewing Gum, Superfilm Distributing Corp., St. Joseph's Aspirin, Atlantic Macaroni, Co., Inc., Florence Gas Range, Frank (Chicory & Spices), Hi-Jump Fruit Co. of California; Maytag Washing Machine, Ossola J. Co.; Pandora Cigar Co., Inc.

**THE L. W. RAMSEY ADV. AGENCY**

111 E. Third St., Davenport, Iowa  
Phone 3-1889

NOAB—ANPA—PPA—APA

Partners.....E. G. Naeckel,  
A. C. Naeckel, W. J. Henderson, G. E. Bischoff, A. M. Walgren.  
Service Director.....A. M. Walgren  
Production Manager.....D. Worden  
Art Director.....P. Norton  
Technical Consultant.....W. A. Giraldo

*Branch Offices*

1509 Cross Roads of the World,  
Hollywood 28, Calif.  
Phone Hollywood 3523

Manager.....Ruth Lambert  
230 N. Michigan Av., Chicago, Ill.  
Phone Franklin 8155

Vice-Pres., Sec., & Gen. Mgr.....F. L. Eason  
Vice-President.....L. H. Copeland  
Art Director.....E. J. McCabe  
Radio Director.....D. L. Parsons  
Production Manager.....Vito M. Volino

*Radio Accounts*—The F. W. Fitch Co., Blackhawk Brewing Co., Western Grocer Co.,

The Herman Nelson Corp., Illinois Commercial Men's Assn., Berghoff Brewing Corp., Lite Soap Co., Michigan Mushroom Co.

**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. Chasnoff  
Prod. Mgr. & Acct. Exec.....Paul Apello  
Radio Director.....Albert A. Fiore  
Acct. Exec.....B. Wilman

*Radio Accounts* — China Clipper, Inc., N. Y., 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.

**THE RANDALL COMPANY**

75 Pearl St., Hartford 5, Conn.  
Phone 7-1179

ABP

Radio Director.....Alice Hickox

**THE FRED M. RANDALL CO.**

Book Tower, Detroit 26, Mich.  
Phone Cadillac 4662

ABP—ANPA—APA—PPA—ABC—NOAB

Pres. & Treas.....H. Ross Mack  
Vice-Presidents..Hal. G. Trump, Ralph W. Sharp

Secy. & Copy Chief.....George B. Dow  
Radio Dir.....R. D. Hughes  
Space & Radio Time Buyer.....Charles E. Foerster

Art Director.....L. F. Decheim  
Production Mgr.....George L. Husted  
Account Executives..H. Ross Mack, Hal G. Trump, Ralph W. Sharp, R. D. Hughes, Charles Foerster, J. W. Sweet, Lee E. Crooks

*Radio Accounts*—Board of State Fair Managers, Booth Newspapers, Bronte Champagne & Wines Co., Inc., Salutaris Mineral Springs.

**RAYMOND ADV. AGENCY**

11 Commerce St., Newark 2, N. J.  
Phone MA 2-6811

ANPA—PPA—ABP—APA

Owner.....Milton C. Tauder  
Art Dir.....William Wilbur  
Production Mgr.....Nathan Chayette  
Tele & Radio Dir.....P. Rossano

Publicity Dir.....Lillian Timoney  
 Research Dir.....Eleanore Lambeck  
 Account Executives.....Milton C. Tauder,  
 Maury Pollins, Robert Freund  
*Radio Accounts*—K. Kaufman & Co., Inc.,  
 Monroe Savings & Loan Assn., Teldisco, Inc.,  
 Union National Bank.

**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  
 Radio Director.....Charles A. King, Jr.  
 Secretary.....Edward Sahrbeck  
*Branch Office*  
 406 W. 55th St., New York 19, N. Y.  
 Phone CI 5-4176  
 Vice-President.....H. E. Sands  
*Radio Accounts*—Koppers Co., Minnesota  
 Division, Admiracion Laboratories, L. E.  
 Waterman Co., Dugan Bros. of New Jersey,  
 Inc., New Jersey Bell Telephone Co.

**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  
 Vice-President.....Walter Van Leyen  
 Time Buyer.....Helen Black  
 Production.....L. L. Redfield  
*Radio Accounts* — Allenru Remedy Co.,  
 Ayala Champagne, Colcombet Wines, Hall  
 and Ruckel, Inc., Howard Clothes Co., Krashe  
 Cosmetics, Omega Chemical Co., Pierce's  
 Proprietaries, Inc., Resinol Chemical Co.,  
 Stera-Kleen, Inc.

**REDMOND COMPANY**

38 Newbury St., Boston 16, Mass.  
 Phone KENmore 4545  
 ABP—ANPA—APA—PPA—NOAB  
 Pres., Treas., Radio Dir.....C. A. Dana  
 Redmond  
 V. P., Art Dir., Space Buyer..D. L. Bassett  
 Secretary.....E. E. Kolb  
*Radio Accounts*—Charles B. Perkins Co.,  
 Salem Chemical & Supply Co., Savogran Co.

**THE BERT REESE SYNDICATE**

1776 Broadway, New York 19, N. Y.  
 Phone PLaza 9-6837  
 Exec. Dir.....Berthold J. Reese  
 Art Dir.....Oscar Liebman

Production Mgr.....B. C. Streib  
 Space Buyer.....James L. Northrup  
 Buyer of Radio Time....P. E. Cunningham

**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, E. K. Pottle.  
 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 Marketing.....Dr. A. C. Welch  
 Time Buyer.....C. H. Rossland

*Branch Office*  
 415 Chanin Bldg., New York 17, N. Y.  
 Phone MUrray Hill 4-3982  
 625 Market St., San Francisco 5, Calif.  
 Phone SUtter 6744  
*Radio Accounts* — General Mills, Inc.,  
 Pacific Gamble Robinson Co., Midland Na-  
 tional Bank

**REINCKE MEYER & FINN**

520 N. Michigan Ave., Chicago 31, Ill.  
 Phone Whi, 7440  
 ABP—NOAB—ANPA—APA  
 ABC—BMB  
 President.....Wallace Meyer  
 Treasurer.....C. A. Reincke  
 Vice-Presidents.....Gordon Taylor,  
 C. C. Stevens.  
 Radio Director.....Frank M. Baker  
*Radio Accounts*—Blue Moon Foods, Reed  
 Candy Co., Chicago, Burlington & Quincy  
 R.R., The Ball Co.

**THE REINGOLD CO., INC.**

10 State St., Boston 9, Mass.  
 Phone Capital 7611  
 ANPA—PPA—ABP  
 Pres. & Treas.....Harold I. Reingold  
 Art Dir.....Harry Goodman  
 Assoc. Art Dir.....Laurence W. Hobbs  
 Production Mgr.....Francis R. O'Reilly  
 Asst. Prod. Mgr.....Fiore Rapa  
 Copy Chief.....Herbert C. Bullard  
 Media Dir. & Radio Time Buyer....Thomas  
 J. Bowen

*Radio Accounts*—Mrs. Alcott Food Products Co., First National Stores, A. Pritzker & Sons, Inc.



### EMIL REINHARDT ADVERTISING AGENCY

1736 Franklin St., Oakland 12, Calif.  
Phone Templebar 2408  
ABP — ANPA — APA

President.....Emil Reinhardt  
Copywriter.....Dave Lane  
Space Buyer.....Ann Hageman  
Artist Dir.....Robert Shelton  
Artist.....Edna Shelton  
Manager.....Joseph Connor

*Radio Accounts* — Kilpatrick's Bakeries,  
Mary Ellen's, Inc., Standard Beverages, 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  
Radio Accounts.....Rand Rubber

### E. W. REYNOLDS & CO., LTD.

Yardley House, Toronto 1, Ont., Canada  
Phone WAverly 6157

ABC

President.....Edward W. Reynolds  
Secy. & Treas.....Bertha R. Sellen  
Art Dept.....Garth Harber  
Production Mgr.....John L. R. Russell  
Copy Chief.....N. Stuart Walton  
Radio Time Buyer.....H. Caine  
Traffic Mgr.....Thomas C. Briggs  
Space Buyer.....Helen Anderson  
Account Executives....C. Warren Reynolds,  
H. D. R. Newby, C. W. Macabe, H. A. Davis

### EVANS M. RICHMOND ADV. AGENCY

1411 Walnut St., Philadelphia 2, Pa.  
Phone LOcust 7-3479

ABP—PANY

Pres. & Radio Time Buyer.....M. Evans  
Richmond  
Art. Dir.....Mathew Lynch  
Production Mgr.....Claude Lathrop  
Account Executives.....William Day,  
Robert S. Richmond

### R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.  
Phone WAbash 6039-30

Owner.....R. C. Riebel  
Production Mgr.....Walter W. Werle  
Radio Dir.....A. D. Kuepper  
Radio Accounts.....Bank of Louisville,  
Burdorf Budget Shop, Broadway Chevrolet  
Co., Cooke Chevrolet Co., Cooke Pontiac  
Co., Commonwealth Life Insurance Co.,  
Howel Furniture Co., Liberty Insurance  
Co., Liberty National Bank & Trust Co.,  
Monarch Auto Co.

### LEE RINGER ADVERTISING

3923 West 6th St., Los Angeles 5, Calif.  
Phone DRexel 8131

ABP—ANPA—APA—NAAN

Owner.....Lee Ringer  
Art Dir.....Richard Pennington  
Space Buyer.....C. C. Wickstrom  
Radio Dir.....Lorraine Packard

### JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.  
Phone Michigan 8296

Owner.....John H. Riordan  
Art Dir.....Elsie Beck  
Space & Time Buyer.....Nancy Meyers  
Account Executives....A. Culver Boyd, Jr.,  
Clyde Hendricks, James R. Bullock  
*Radio Accounts*—Calif. Flyers, Inc., Calif.  
Growers Wineries, Doyle Packing Co.

### PHILIP RITTER CO., INC.

577 Fifth Ave., New York 17, N. Y.  
Phone MUrray Hill 7-6574

ANPA—APA—PPA—AAAA—NOAB

Chairman & Treas.....Philip Ritter  
Pres., Gen. Mgr., Radio Dir..Philip Ritter, Jr.  
Vice Pres.....Walter J. McIndoe  
Secy.....Henry P. Bender  
*Radio Accounts*—Bel Paese Sales Co., W.  
C. Horn Bros. & Co., Ryan Sales Co.

### RITTS ADVERTISING AGENCY

2404 May St., Cincinnati 6, Ohio  
Phone PLaza 0818

Owner, Space Buyer, Radio Dir.,  
& Buyer Radio Time..Charles Rittenhouse  
Art Dir. & Prod. Mgr.....Henry Eddy  
*Radio Accounts*—Delta Chemical Co., Gla-  
cier Springs Bottling Co.

### DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.  
Phone PE 5-5766

Owner & Chief Executive.....Dan Rivkin  
*Radio Accounts*—Frank's Juvenile Furni-  
ture, Spiro's Apparel, Moskin Clothes,

Huskey's, Inc. Furniture, Richards Clothes, John Kohler Clothes, Dunoff Shoes, Berg Bros. Clothes, Sam The Tailor, Stanley's Corrective Shoes, Foot Step Shoes, Shapiro's Children Shoes, Kaplan's Jewelers, Joe Krass Clothes, Cantor's Shoes, Royal Shoes, Ismak Rug Mills.

**ELWOOD J. ROBINSON ADV. AGENCY**

541 So. Spring St., Los Angeles 13, Calif.  
Phone MUTual 1142  
ABP—ANPA—PPA

President.....Elwood J. Robinson  
Vice-President.....Melvin A. Jensen  
Secretary.....Eola E. Gass  
Copy Chief.....B. E. Howard  
Production Mgr.....T.H. Tomlin  
Art Director.....Joseph Ames  
Media Dir.-Time Buyer.....R. C. Neuman  
*Radio Accounts*—Loma Linda Food Co., California Fig Institute, Western Federal Savings & Loan Association, Federal Savings & Loan Institute, Lorenz Broom & Mop Co., Pioneer Savings & Loan, Lewis Food Co., Home Building & Loan Assn. Metropolitan Federal Savings and Loan Assn. Trailer Coach Assn. of California.

**ROCHE, WILLIAMS & CLEARY, INC.**

135 S. La Salle St., Chicago 3, Ill.  
Phone Randolph 9760

ANPA—APA—PPA—NOAB—ABC

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, J. V. Gilmour.  
Director of Radio.....Phil Stewart

*Branch Offices*

225 S. 15th St., Philadelphia, Pa.

Phone PENNypacker 5-2766

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* — Network: Lewis-Howe Co., Sun Oil Co.; National Spot: Chicago, Milwaukee, Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmacal Co., Inc., National Toilet Co., John Publ Products Co., Portland Cement Assn., The Studebaker Corp., Revere Camera Co.

**ROCK ADV. AGENCY**

1165 Broadway, New York 1, N. Y.  
Phone MURray Hill 4-7377

ABP

Partner & Copy Chief.....Allan Rock  
Partner & Prod. Mgr.....Robert Rock  
Art Dir.....Jo Bologna  
Radio Time Buyer.....Irwin Winehouse  
Acct. Exec.....Sally Winston

**THE ROCKMORE CO.**

37 West 57th St., New York 19, N. Y.  
Phone PLaza 8-1779

ABP—APA

Partners.....Milton M. Rockmore,  
J. Leonard Shaub  
Vice-Pres.....Erwin S. Franken  
Secty.....A. T. Parker  
Art Dir.....Mary Dooley  
Prod. Mgr.....Richard Lippman  
Radio Dir.....William Mogle

*Radio Accounts*—Cafe St. Denis, Darling Shops, Fisher Bros. Specialty Store, Lane Bryant, Paradise Bootery.

**RODGERS & BROWN ADV.**

131 West 52nd St., New York 19, N. Y.  
Phone CIRCLE 5-4173

NOAB—ABP—ANPA—APA

President.....Kerry Rodgers  
Vice-Presidents.....William Bell,  
Sanford Levin, G. Gold, J. Epstein  
Secy. & Treas.....N. J. Rodgers  
Art Dir.....Harry E. Swenson  
Production Mgr.....A. Van Strander  
Copy Chief.....B. Klaf  
Media Dir.....Anne Seltzer  
Consultant Art Dir.....Stanley Brown  
Radio & Tele Dir.....Irving M. Moss  
Account Executives.....Jerry Rodgers,  
N. J. Rodgers, Frank Bromberg, William Bell, Sanford Levin, Jan Epstein, Irene Winston, Irving Moss

*Radio Accounts*—Babette Shop, Childhood Nursery Products, Guy Lombardo, Twin City Shellac Co.

**ROGERS & SMITH ADV. AGENCY**

20 North Wacker Dr., Chicago 6, Ill.  
Phone DEARborn 0020

ABP—ANPA—APA—PPA—SNPA

President.....Walter E. Smith  
Exec. V. P.....Ray H. Reynolds  
Vice-Presidents.....Howard N. Smith,  
Francis C. Kerr  
Treasurer.....George C. Huppertz  
Secretary.....Olive A. Kinloch

Art Dir. . . . . W. J. Grover  
 Radio Dir. . . . . Roland R. Blair  
 Account Executives. . . . . Walter E. Smith,  
 Howard N. Smith, Ray H. Reynolds,  
 George C. Huppertz, Roland R. Blair, A.  
 P. Jennings

*Branch Offices*

Irwin-Keasler Bldg., Dallas 1, Tex.  
 Phone RIVERSIDE 6044

President. . . . . Walter E. Smith  
 Exec. V. P. & Mgr. . . . . Howard N. Smith  
 Public Relations Dir. . . . . Edwin Karlson  
 Art Dir. (Dallas). . . . . Marvin Krieger  
 Radio Dir. . . . . Marie Callahan  
 Copy Chief. . . . . M. Stewart  
 Account Executives. . . . . Howard N. Smith,  
 Mack McKee, Louis Wood, Allen, Marie J.  
 Callahan, Dave McConnell, Wanda Kar-  
 rott

41 East 42nd St., New York 17, N. Y.  
 Phone MURRAY Hill 2-2907

President. . . . . Walter E. Smith  
 Vice President. . . . . Howard N. Smith  
 V. P. & Eastern Mgr. . . . . Francis C. Kerr  
 Copy Chief. . . . . Robert L. Headen

**ROIZEN ADV. AGENCY, INC.**

291 Delaware Ave., Buffalo 2, N. Y.  
 Phone CLEVELAND 5975

ABP—APA

Pres., Treas., Space Buyer. . . . . Manus Roizen  
 Vice-Pres. . . . . Samuel Sapowitch  
 Secty. . . . . Edith Roizen  
 Art Dir. . . . . A. Martin Present  
 Prod. Mgr. . . . . Harry Mankoff  
 Space Buyer. . . . . Howard L. Parish  
 Radio Time Buyer. . . . . David I. Levy  
 Radio Dir. . . . . J. Gerald Gross  
 Personnel Dir. & Librarian. . . . . Mary Riley  
 Account Executives. . . . . Manus Roizen, Howard  
 L. Paris, David I. Levy

*Radio Accounts*—E. W. Edwards & Son,  
 Edwin R. Erickson & Assoc., Market Electric  
 Products, Inc., Mastercraft Tire Corp., Park-  
 side Furniture Co., Sattler's, South Side  
 Furniture Co.

**RONALDS ADV. AGENCY, LTD.**

1440 St. Catherine St., W., Montreal, Que.  
 Phone PLATEAU 4803

ANPA—AAAA—PPA—CAN—ABC—  
 BMB—NAAN

President. . . . . Russell C. Ronalds  
 Vice-President. . . . . F. deB. Walker  
 Vice-President (Toronto). . . . . R. J. Avery  
 Treas. . . . . Angus Ahern  
 Radio Dir. . . . . Frank Starr  
 Asst. to Radio Dir. . . . . S. B. Hayward,  
 Cecelia Long, Norman K. Vale

*Branch Office*

133 Wellington St., W., Toronto, Ontario  
 Radio Dir. . . . . R. J. Avery  
 Asst. to Radio Dir. . . . . D. R. Loney  
 Phone ADELAIDE 0237

*Radio Accounts*—Montreal: Bristol-Myers  
 Co. Of Canada, McColl-Frontenac Oil Co.,  
 Ltd., Canadian Industries Ltd. (Paint &  
 Varnish Div.), Canadian Industries Ltd.,  
 (Agricultural Chemicals Div.), Canada Pack-  
 ers Ltd., Heaters Ltd., Canadian Arena Co.,  
 Pal Blade Corp., Montreal Shoe Stores.  
 Toronto: Rexall Drug Company Ltd., Niagara  
 Finance Company Ltd., L. K. Liggett Com-  
 pany Ltd., Trans-Canada Credit Corp. Ltd.,  
 Elizabeth Arden of Canada Ltd.

**CHARLES EDSON ROSE CO.**

100 East Chicago Ave., Chicago 11, Ill.  
 Phone SUPERIOR 3486

ANPA—PPA—ABP—APA

Owner. . . . . Charles E. Rose  
 Art Dir. . . . . George G. Kantor  
 Production Mgr. . . . . H. H. Samet  
 Space & Radio Time Buyers. . . . . William Perry,  
 N. A. Berk

*Radio Accounts*—Auto Accessory Co., John  
 S. Budd, Charms & Cain, Chicago Interna-  
 tional Co., H. C. Evans & Co., Lombardo  
 Wine Co., Nu-Dell Mfg. Co., Winkenweder  
 & Ladd, Inc.

**WILLIAM GANSON ROSE, INC.**

Williamson Bldg., Cleveland 14, Ohio  
 Phone PROSPECT 6171

Pres., Treas., Radio Dir. . . . . William Ganson  
 Rose  
 Vice-Presidents. . . . . Frank Pelton,  
 L. C. Brown  
 Secty., Prod. Mgr. . . . . Laura J. Ondrey

*Branch Office*

3719 Reading Rd., Cincinnati 29, Ohio  
 Phone UNIVERSITY 1997

Manager. . . . . L. C. Brown  
*Radio Accounts*—Bailey Co., W. B. Burke  
 & Co., Cleveland Foundation, Cleveland Ses-  
 quicentennial Comm., Essex Trust Co., Hig-  
 bee Co., Mass. Mutual Life Insurance Co.,  
 Public Square Relations.

**ROSE-MARTIN, INC.**

21 W. 46th St., New York 19, N. Y.  
 Phone BRYANT 9-4621

ABP—ANPA—PPA—APA

President. . . . . Irl W. Rose  
 Secretary-Treasurer. . . . . John B. Martin  
 Vice-President. . . . . Vaughn G. Hannington  
 Media Director. . . . . G. M. Rundbaken  
 Production Manager. . . . . John A. Boule  
 Art Director. . . . . Andrew K. Nelsen  
 Comptroller. . . . . H. J. Carmichael  
 Account Executive. . . . . Irl W. Rose, 2nd

*Radio Accounts*—Public National Bank &  
 Trust Co. of New York.

• • •     **ADVERTISING AGENCIES**     • • •

**IRVING ROSEN ADVERTISING**

160 Fifth Ave., New York 10, N. Y.  
Phone CHelsea 2-7930

Owner, Space & Radio Time Buyer...Irving Rosen  
Production Mgr.....E. Rose  
*Radio Accounts*—Style-Rite Footwear Corp.

**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.....H. B. Sadler,  
Joseph Ellner  
Radio Dept.....Arthur Rosenberg,  
Samuel Rubenstein, Charles S. Silver  
*Radio Accounts*—Longine-Witnauer Watch Co., Glean Shampoo, Myer 1890 Beverages, Rigaud Perfumes, Miner's Inc. *Television Accounts*—Longine-Witnauer Watch Co.

**ROSE, GARDNER & WHITE**

2859 West 7th St., Los Angeles 5, Calif.  
Phone DRexel 7211  
APA

Art Dir.....Robert Walling  
Prod. Mgr.....William Schweit  
Radio Time Buyer,  
Pub. Dir., Copy Chief...Edward B. Ross  
Media, Research Dir.,  
Space Buyer.....Harold M. Gardner  
Account Executives.....Edward B. Ross,  
Harold M. Gardner, William B. Schweit  
*Radio Accounts*—Lanz of Calif., S & S Products.

**A. JAMES ROUSE CO.**

521 N. La Cienega Blvd., Los Angeles 36,  
Calif.  
Phone BRAdshaw 2-1772  
ABP—APA—PANY

Owner, Copy Chief,  
Radio Dir.....A. James Rouse  
Art Dir.....F. E. Deckard  
Production Mgr.....Bertram Feinberg  
Space Buyer.....Lynn Besser  
Account Executives.....A. James Rouse,  
Sanford Woolf  
*Radio Accounts*—Elaine Barbara of Hollywood, Brian Mfg. Co., Culver of Calif., Har-

mony Wear, Lodge Monument Co., Peerless Platers, Perma-Nail Co., Jim Stuart Model Agency.

**JULIUS J. ROWEN CO.**

1991 Broadway, New York 23, N. Y.  
Phone SChuyler 4-7800  
ABP—PANY

Owner & Radio Time Buyer.....Julius J. Rowen  
Art Dir.....Raymond Paul Rose  
Prod. Mgr. &  
Media Dir.....Maurice Mandell  
Account Executives.....Julius J. Rowen,  
Sol Klapper, H. B. Furber  
*Radio Accounts*—C. H. Iden Co., Art Fireplace Co., English Silver Mfg. Co., House of Rothschild, Inc., Malone Products Corp., Millers for Men, Sylvia Shoes, Zuccas Restaurant.

**CHARLES L. RUMRILL & CO.**

311 Alexander St., Rochester 7, N. Y.  
Phone Stone 592  
AAAA—ABP—PPA—ANPA

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*—Genesee Brewing Co., Gold Tone Studios, The Pleasant Valley Wine Co.

**LOWE RUNKLE COMPANY**

1366 First National Bldg., Oklahoma City 2,  
1366 First National Bldg.,  
Oklahoma City 2, Okla.  
Phone 3.5439  
SAAA—ABP—PPA—APA

President.....Lowe Runkle  
Vice-President.....Roger Pishny  
Secretary.....Irene Gammel  
Acct. Exec.....Harold Kranz  
Art Director.....Einar Lundquist  
Dir. of Radio.....Jack Leach  
*Radio Accounts*—Borden Milk Co. (Oklahoma City plant), Cain's Coffe Co., Arkansas City Flour Mills, Local Federal Savings & Loan, Liberty National Bank, Dairy Council of Oklahoma City, Oklahoma Operating Co., Merit Mills, Inc.

**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.....Thomas G. Slater  
 Casting Director.....Kathleen McMahon  
 Co-Directors.....Merritt W. Barnum,  
 Wilson Tuttle  
 Publicity Director.....Grant Y. Flynn  
 Radio Commercial Supervisor,  
 Reggie Morgan  
 Radio Producers.....Grant Y. Flynn,  
 Robert Steel, John Wellington, John  
 Cole, Thomas G. Slater, L. Brooks Elms,  
 Knowle Entrikin, Bernard P. Zwirn.

*Branch Offices*

360 No. Michigan Ave., Chicago 1, Ill.  
 Phone Franklin 0485

Exec. Vice-Pres. & Western Mgr.  
 Paul E. Watson  
 Chicago Manager.....William P. Littell  
 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 Shivley  
 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.....Marvin Young  
 VP & Radio Director.....Sam Pierce  
 Radio Producers.....Sam Pierce,  
 William Burch, Glenn Y. Middleton,  
 Stew Garner.

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* — Chrysler Corporation,  
 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 Com-  
 pany, Allen Edmonds Shoe Corp., Allied  
 Florist Association, American Recording  
 Artists, American Fluresit Co., Binyon Op-  
 tical Co., Clopay Corp., Clyde Porcelain Steel  
 Corp., Inter-Coastal Co., Kick-away Gar-  
 ments, Inc., Krey Packing Co., Sears Roebuck  
 & Co., Seattle Luggage Co., Lone Star Cream-  
 ery, Martha Maid Mfg. Co., Roundy, Peck-  
 ham & Dexter Co., Thomas J. Lipton, Ltd.,  
 Mutual Insurance of Omaha.

**LEWIS EDWIN RYAN**

726 Jackson Place, Washington 6, D. C.  
 Phone Republic 7606

ABP—ANPA—APA—PPA—AAAA—SNPA  
 Owner.....Lewis Edwin Ryan  
 Art Dir.....J. Robert Corry  
 Prod. Mgr.....David F. DeYoung  
 Asst. Prod. Mgr.....M. G. Daugherty  
 Radio Dir.....Laura D. Baker  
 Account Executives.....John F. Hardie,  
 W. R. Doores, W. J. Mauter

*Radio Accounts*—Carlton Hotel, Penn-Cen-  
 tral Airlines, Wardman Park Hotel, Wilkins  
 Coffee.

**BEN SACKHEIM, INC.**

29 West 57th St., New York 19, N. Y.  
 Phone ELdorado 5-6025

ANPA—PPA—APA—ABP—NOAB  
 President.....Ben Sackheim  
 Vice-Pres.....Lloyd G. Whitebrook  
 Secty.....M. A. Aldridge  
 Treas.....Lawrence K. Skora  
 Prod. Mgr.....Nathan Lebbed  
 Space & Radio

Time Buyer.....Leonard H. Spring  
 Publicity & Pub. Rel.....Margaret Halmy  
 Research Dir.....Sylvia Sackheim  
 Account Executives.....Robert Bard Bruck,  
 Ezra Millstein, Ben Sackheim, Lloyd G.  
 Whitebrook.

**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.....James J. Freeman

*Radio Dept.*

Radio Director.....Stanley J. Keyes  
*Radio Accounts Placed*—Benjamin Moore  
 & Co., Copper & Brass, Inc.

**SALESVERTISING ASSOCIATES, INC.**

Board of Trade Bldg., Chicago 4, Ill.  
Phone Wabash 6245

Pres. & Treas.....Douglass Doolittle  
Vice Pres.....M. E. Holdredge  
Secty.....G. S. Doolittle  
Art Dir.....Robert B. Sharp  
Mgr. Tele Dept.....N. H. Wardey  
*Radio Accounts*—Lyson, Inc., Percy Wilson  
Mortgage & Insurance Co.

**RICHARD SALINGER**

294 Washington St., Boston 8, Mass.  
Phone Liberty 5332

President.....Richard B. Salinger  
Art Dir.....Richard Marshall  
Prod. Mgr.....Joseph W. Bourke  
Copy Chief, Radio-Tele Dir.,  
Radio Time Buyer.....Phyllis Stohn  
Media Dir.-Space Buyer.....Leonard Meyers  
*Radio Accounts*—Balch-Price Specialty  
Shop, Conrad & Co., Dinty-Moore (Boston),  
Kane Furniture Co., Lamson Hubbard, Select  
Fashions.

**SALOW & RIEDL**

82 Lexington Ave., Passaic, N. J.  
Phone Passaic 2-6951  
ABP—PANY

Art Dir.....Tom Cuffari  
Copy Chief, Radio &  
Pub. Dir.....Edward Mandell  
Media Dir. &  
Radio Time Buyer.....H. Harvey Salow  
Research Dir.....Belle Smith  
Account Executives.....H. Harvey Salow,  
George Riedl, R. E. Walsh  
*Radio Accounts*—Franklin Trust Co., Mac  
Lane Mfg. Co.

**SAWDON ADV. COMPANY**

420 Lexington Ave., New York 17, N. Y.  
Phone PLaza 5-2516

Owner.....Frank B. Sawdon  
Prod. Mgr.....Gus Havemeyer  
Copy Chief.....M. Gold  
Space Buyer.....Tom Tracy  
Radio Time Buyer.....Shirley Carroll  
Account Executives.....Frank B. Sawdon,  
V. J. Sawdon  
*Radio Accounts*—Case Clothes, Inc., Rob-  
ert Hall Clothes, Lewis Apparel Stores.

**SCHECK ADV. AGENCY, INC.**

9 Clinton St., Newark 2, N. J.  
Phone Market 2-0480  
ANPA—APA—PPA

President.....Julius Scheck  
V. P. & Treas.....Morris Scheck  
Art Dir.....Ernest D. Barnham  
Prod. Mgr.....John Zboyan  
Copy Chief.....Carlton Smith  
Space Buyer.....Frank M. Craumer  
Radio Dir.....E. Grant Scheck  
Account Executives....William H. Andrews,  
E. Grant Scheck, Morris Scheck, Julius  
Scheck  
*Radio Accounts*—Allenhurst National  
Bank, Bender Corp., Chardavoynne Co., Ep-  
pens Smith Co. (Holland House Coffee),  
Federal Trust Co., Franklin-Washington  
Trust Co.

**SCHEIBNER, HUGO, INC.**

111 West 7th St., Los Angeles 14, Calif.  
Phone Michigan 6636

Pres., Radio & Tele Dir.-  
Radio Time Buyer.....Hugo Schreiber  
V. P., Art Dir.,  
Prod. Mgr.....Melville M. Strann  
Secty. & Treas.....M. C. Scheibner  
Copy Chief.....Lynn Smith  
Media Dir.-Space Buyer  
& Pub. Dir.....Roseblanche Lowry  
Account Executives.....Irwin Salzman,  
Lynn Smith, Rose Lowy, Hugo Scheibner,  
Robert Deutsch

*Branch Office*

26 O'Farrell St., San Francisco 8, Calif.  
Phone SUtter 5226

*Radio Accounts*—Bardon of Hollywood,  
Calif. Fashion Trends, Ciro's of Hollywood,  
Hy-Art, Inc., Little Champ of Hollywood,  
S. R. L. Mfg. Co., Taylor-Berke.

**SCHENKER COMPANY**

2301 Wabansia Ave., W., Chicago 47, Ill.  
Phone ARmitage 1600

Pres., Media Dir,  
Space Buyer.....Sydney R. Raike  
Vice Pres.....J. E. Schenker  
Art Dir.....M. Rickabaugh  
Radio Time Buyer.....C. D. Domin  
Account Executives.....S. R. Raike,  
J. E. Schenker, C. D. Dominguez

**SCHOLTS ADVERTISING SERVICE**

1201 West 4th St., Los Angeles, Calif.  
Phone Michigan 2396

ABP

Owner.....William G. Scholts  
Production Mgr.....L. G. Mhyro  
Radio Dir.....T. D. Scholts

**GORDON SCHONFARBER &  
ASSOCIATES, INC.**

58 Weybosset St., Providence 3, R. I.  
Phone Gaspee 4813-45

ABP—ANPA—APA—PPA—NOAB—AAAN  
Pres. & Treas.....Gordon Schonfarber  
Vice-Presidents.....Jordan D. Wood,  
Russell C. Edwards  
Secy. & Space Buyer....Amanda C. Olsson  
Art Dir.....Horace Notte  
Buyer Radio Time.....Claire R. Grenier  
Research Librarian.....Ruth S. Kimball

*Radio Accounts*—Automobile Mutual Insurance Co. of America, Beechwood Inn, The Book Shop, Gladding's, Inc., Louttit Laundry, New England Bakery, The Short Line, Stone Bridge Inn, United Electric Railways.

**MARCEL SCHULOFF & CO.**

17 W. 45th St., New York 18, N. Y.  
Phone MUrray Hill 7-7317

Partners.....Marcel Schuloff,  
Miriam C. Schuloff

**SCHWAB & BEATTY, INC.**

.230 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, 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  
Copy Chief.....L. Krakover  
Media Dir.....E. Vanderploeg  
Prod. Mgr.....A. Fishburn  
Art Dir.....A. Thaler  
Comptroller.....H. Heilig  
Acct. Execs.....E. Guy, C. H. Lillienfeld  
C. Lillienfeld

Radio Dir.....Cecil Widdifield

*Radio Accounts* — Chicago Stadium, Congress Cigar Co., 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.

**SCOTT'S AGENCY, INC.**

11 Pemberton Sq., Boston 8, Mass.  
Phone CAPitol 2425

Pres., Treas., Space Buyer,  
Radio Dir. & Buyer  
Radio Time.....George L. Stingel  
Secy.....Persis H. Kirwin

**J. B. SEBRELL ADV. AGENCY**

300 So. Los Angeles St., Los Angeles 13, Calif.  
Phone Va 4616

ABP—APA

Owner & Research Dir.....J. B. Sebrell  
Art Dir.....Allen Todd  
Prod. Mgr.....Harry Page  
Copy Chief.....Dorothea Hill  
Space-Time Buyer,

Radio Dir. ....Peggy Thomas  
Publicity Dir.....Harry Page  
Account Executives.....J. B. Sebrell,  
Harry Page, George Armstrong

*Radio Accounts*—Frantz Industries, Palley Supply, Stock Market Inst.

**RUSSEL M. SEEDS CO.**

919 N. Michigan Ave., Chicago 11, Ill.  
Phone, Delaware 1045

ABP—ANPA—PPA—APA

President.....Freeman Keyes  
Executive Vice-President....George Bayard  
Vice-Presidents.....A. D. Keyes,  
Paul Richey, Harry H. Maus, Harry B. Goldsmith, Jr.

Treasurer.....Jack Harding  
Secretary.....H. J. Jackson  
Radio Director.....Jack Simpson  
Time Buyer.....June Jackson

*Branch Offices*

Lemecke Bldg., Indianapolis 4, Ind.  
Market 1395

Vice-President.....Paul Richey  
1469 N. Vine St., Hollywood, Calif.  
Phone, Hempstead 7824

Resident Manager.....Lou Place

*Radio Accounts*: Bowers Lighter Co., Bowers Mfg. Co., Brown & Williamson Tobacco Corp., Fitzpatrick Bros., Oxford Products Co., Rhodes Pharmacal Co., The Pinex Co. W. A. Sheaffer Pen Co.

**ROSCOE W. SEGAR, ADV. AGENCY**

2125 N. E. 48th Ave., Portland 13, Ore.  
Phone Tr 3445

Owner-Manager.....Roscoe W. Segar  
Sec.-Treas., Radio Dir.....D. D. Segar  
*Radio Accounts*—Spot: Geo. B. Wallace Co. (Studebaker), Niklas & Son, Florists.

• • • **ADVERTISING AGENCIES** • • •

**FREDERICK SEID ADV.**

127 Montgomery St., San Francisco 4, Calif.  
Phone Ga 0360

ANPA

Owner ..... Frederick Seid  
Prod. Mgr. .... Nada Halse Banks  
Radio Dir. .... Sam P. Moore  
Account Executives. .... Norman L. Cotton,  
Frederick Seid

*Radio Accounts*—The August E. Drucker  
Co., Gene Comptons Corp.

**SEIDEL ADV. AGENCY, INC.**

Times Bldg., New York 18, N. Y.

Phone PEnnsylvania 6-0491

ABP—APA—PANY

Pres., Treas., Space Buyer.... Robert Seidel  
Vice Pres. .... Arthur A. Judson  
Secy. .... Irma Lee Seidel  
Art Dir. .... Oscar Harris  
Prod. Mgr. Media &

Research Dir. .... Charles Garven  
Copy Chief. .... Jackie Rose  
Space Buyer. .... Ann Stell  
Radio Dir. & Time Buyer.... Reid Lighton  
Account Executives. .... Jeanne McEwen,  
Robert Seidel, I. Brown, Russell Fradkin,  
Bradshaw Thurston, Jean L. Malchin, Sidney  
Berman

*Radio Accounts*—Ringling Bros. Barnum  
& Bailey Circus.

**SEWELL ADV. AGENCY**

730 Gravier St., New Orleans 12, La.

Phone Raymond 7114

President ..... Granville Sewell  
Radio Dir. .... K. B. Thompson  
Art Dir. .... C. Earl  
Publicity Dir. .... Sam Montague  
Account Executives. .... Sam Montague,  
K. B. Thompson, Robert Claire

*Radio Accounts*—Central Savings & Loan  
Assn., The Howell Co., Station WNOE,  
Union Savings & Loan Assn.

**SHAFFER, BRENNAN, MARGULIS  
ADV. CO.**

4 No. Eighth St., St. Louis 1, Mo.

Phone MAin 2579

ANPA—APA—PPA

Partner-Space Buyer. .... T. D. Shaffer  
Partner-Space Buyer-

Radio Dir. .... Sam B. Margulis  
Partner-Space Buyer. .... S. I. Rosenfeld

**ED SHAPIRO—ADVERTISING**

1612 Market St., Philadelphia 3, Pa.

Phone Rittenhouse 6-3656

ABC—ANPA

President ..... Edward Shapiro  
V. P.-Prod. Mgr. .... Leon Cohann  
Secy. .... Martin Sacks  
Radio Dir. .... Matilda Jacoby  
Account Executives. .... Edward Shapiro,  
George Mallis

*Radio Accounts*—Benn Tailors, Corlies,  
Mort Farr, Louis-Harold Furniture Co., Phila.  
Toilet & Laundry Co., John P. Schmidt.

**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. .... Rose Madie Vitanza  
Production Mgr. .... O. Weiner

**JOHN W. SHAW ADV., INC.**

228 N. LaSalle St., Chicago 1, Ill.

Phone Dearborn 5082

President. .... John W. Shaw  
V. P. Chg. Radio. .... Edmund B. Abbott  
Secy. .... Augusta Young  
Treas. .... Rush W. Brisbane  
Prod. Mgr. .... Patricia B. Hall  
Copy Chief. .... Jo Ann Munson  
Media Dir.-Space Buyer.... Florence Cruzen  
Personnel Dir. .... Robert Jacoby  
Librarian ..... Lorene Huppert  
Account Executives. .... Edmund B. Abbott,  
E. J. Conlon, Betsy Tyroler, W. J. Wilmont

*Radio Accounts*—College Inn Tomato  
Juice Cocktail, Dormeyer Corp., Groves Shoe  
Co., Lumbermen's Mutual Casualty Co.,  
Standard Milling Co.

**J. WM. SHEETS**

Central Bldg., Seattle 4, Wash.

Phone Main 2442

ANPA—PPA—APA—NOAB

Owner. .... J. Wm. Sheets

*Radio Accounts*—Skinner & Eddy Corp.

**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., Commercial Credit.

### SHERMAN & MARQUETTE, INC.

919 N. Michigan Ave., Chicago 11, Ill.  
Phone Delaware 8000

ABP—ANPA—PPA—NOAB—APA

President.....Stuart Sherman  
Treasurer.....Arthur Marquette  
Vice Presidents.....Carl S. Brown,  
Larry Wherry, Louis E. Tilden  
Radio Director.....Louis E. Tilden

#### *Branch Office*

10 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 6-1550

Vice-Pres. & Eastern Mgr...Carl S. Brown  
Vice-President.....Basil W. Matthews  
Supervisor of Radio.....Robert Weenolsen

*Radio Accounts*—The Quaker Oats Company (Quaker Puffed Wheat & Puffed Rice Sparkies), Pack-O-Ten, Pettijohns, Ful-O-Pep Feeds), W. F. McLaughlin & Co. (Manor House Coffee, Manor House Tea), Sterling Drug Inc., (Dr. W. B. Caldwell Co. Division, Dr. Caldwell's Laxative Campho-Phenique), Colgate-Palmolive Peet Company (Colgate Tooth Powder, Halo Shampoo, Cashmere Bouquet Soap, Colgate Rapid Shave Cream, Colgate Brushless Shave Cream, Cashmere Bouquet Tale, Cashmere Bouquet Face Powder, Cashmere Bouquet Beau Cake, Ajax Cleanser).

### HAROLD J. SIESEL CO.

424 Madison Ave., New York 17, N. Y.  
Phone Eldorado 5-0138

ABP—PPA—ANPA—APA

Partners.....Harold J. Siesel,  
Frieda W. Siesel

Art Dir.....Jerome S. Niblette  
Prod. Mgr.....M. Sweetman  
Space Buyer &

Buyer Radio Time.....Harold Schindler  
Account Executives.....Harold J. Siesel,  
Harold Schindler

### THE SIGNET CORP.

188 W. Randolph St., Chicago 1, Ill.  
Phone State 2254

Pres., Treas., Space Buyer,  
Pub. Dir.....Karl A. Kopetzky  
V. P., Prod. Mgr.,

Space Buyer.....Jacqueline J. Silver  
Secty.....Samuel G. Rautbord  
Dir. Radio &

Tele-Time Buyer.....Al Milton

*Radio Accounts*—K & K Studios, Lukko  
Sales Corp., Powell Products.

### BILL SILBERT ADV.

435 Book Bldg., Detroit 26, Mich.  
Phone Cherry 3353-6567

President.....William H. Silbert  
Media Dir. & Secty.....Jeanne H. Lorenz  
Radio Dir.....Harry Howe  
*Radio Account*—Copacabana Restaurant  
(Breakfast at the Copa).

### SIMMONDS & SIMMONDS, INC.

210 No. Wells St., Chicago 6, Ill.  
Phone CENTRAL 1166

ABP—ANPA—APA—PPA—NOAB

President.....Phil W. Tobias, Sr.  
Asst. to Pres.....Albert M. Wolf  
Vice Pres.....F. M. Simmonds, Jr.  
Secty. & Treas.....Carmen Guyot  
Art Dir.....Edward Zubbrick  
Prod. Mr.....Graves Urquhart  
Radio & Pub. Dir.....Clifford Stodghill  
Buyer Radio Time.....Marion Azzarello  
Research Dir.....Phil W. Tobias, Jr.  
Account Executives....Phil W. Tobias, Jr.,  
F. M. Simmonds, James A. Greig, Russell  
Mullins, Albert M. Wolf, Clifford Stodghill

#### *Branch Office*

611 Olive St., St. Louis 1, Mo.  
Phone GARfield 6357

V. P. & Mgr.....Merle Fuller  
Asst. to V. P.....Dorothy Van Horn

### 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—NOAB—ABP

Partners.....Milton Simon, H. N. Gwynn  
Copy.....Don Anderson, F. C. Cogburn

*Radio Accounts* — American Snuff Co.,  
Barton Chemical Co., Donald Furniture  
Co., Eagle Manufacturing Co., Farrell-Cal-  
houn, Inc., Graham Furniture Co., The  
HumKo Co., Robilio & Cuneo (Ronco  
Foods).

### SIMONS-MICHELSON CO.

1126 LaFayette Bldg., Detroit 26, Mich.  
Phone Cherry 3000

AAAA—PPA—APA—ANPA

Partners.....Leonard N. Simons, Lawrence  
J. Michelson.

General Manager.....Ivan Frankel  
Radio Director.....A. Glenn Kyker

• • • **ADVERTISING AGENCIES** • • •

Radio Producers.....Mae Mikjian,  
Carole Bresson, Rudy Simons.

*Radio Accounts*—Benrus Watch Co., Carbonated Beverages, Cunningham's Drug Stores, Detroit Free Press, Dossin's Food Products, Ehrlich's Jewelers, Forest Cleaners, Grinnell Bro., Harry Suffrin, House of Modern Chairs, Koepflinger Bakery, Lafayette Motors, Mac-O-Lac, Mich. Bottle Exchange, Rogers Paint Products, Sallan Jewelry, Scotland Wollen Co., The Schmidt Brewing Co., Simmons & Clark, Velvet Peanut Products, Taylor's, Inc., United Shirt Distributors, Wrigley's Super Markets. *Television Accounts*—General Electric Supply Corp., Grinnell Bro., Harry Suffrin.

**SMALL & SEIFFER, INC.**

24 West 40th St., New York, N. Y.  
Phone Wisconsin 7-8765  
ANPA—PPA—APA

President.....Albert Seiffer  
Secretary & Treasurer.....Marvin Small  
Secretary & Treasurer...Milton M. Heymann  
*Radio Accounts*—Media, Samuel Leddy.

**W. J. SMITH CO.**

Martin Brown Bldg., Louisville 2, Ky.  
Phone Jackson 2163  
APA—SNPA—ANPA

Pres. & Treas.....W. J. Smith  
V. P. & Secty.....G. B. Smith  
Art Dir.....F. J. Thomas  
Prod. Mgr.....L. M. Fallon  
Copy Chief.....Robert E. Jackson  
Media Dir. &  
Radio Dir.....E. R. Appel  
Space Buyer.....H. D. Peltier  
Account Executives.....Robert D. Jackson,  
H. D. Peltier  
*Radio Accounts*—Peerless Mfg. Co., Stratton & Terstegge Co.

**R. C. SMITH & SON, LTD.**

80 King St., West, Toronto 1, Ont.  
Phone Elgin 9396  
ABC

President.....Robert C. Smith  
V. P. & Prod. Mgr.....Adam F. Smith  
Secty-Treas.....M. A. Stoakley  
Space Buyer.....P. Bawcutt  
Radio Dir.....G. A. Phare  
Account Executives.....Wilfred McCracken,  
James Matthews, Earl Aiken

**SMITH-BULL & McCREERY, INC.**

6642 Sunset Blvd., Hollywood, Calif.  
Phone HEMpstead 5671  
ANPA—PPA

President.....Walter McCreery  
Vice-President.....Dick Smith  
Secty-Treas.....Frank Bull  
Producer.....Dick Garton  
Mgr. Radio Dept.....Mayfield Kaylor  
Time Buyer.....Georgina Small  
Acct. Execs.....Charles Ganz  
Dick Berggren  
Publicity.....Henry Konesky

*Branch Offices*

7312 Empire State Bldg., New York, N. Y.  
Phone LONgacre 3-4107

Manager.....Earl Dumont  
611 Loews-Warfield Bldg., San Francisco, Cal.  
611 Loews-Warfield Bldg.,  
San Francisco, Calif.  
Phone ORdwan 3-7967

Manager.....Robert Selby  
*Radio Accounts*—Milani Food Products, Shalimart, Inc., J. E. Coberly, Inc., Ice Folies, Ice Capades, Seaboard Finance Co., Pan Pacific Inc., Western Harness Racing, Crowley Camera Co.

*Television Account*—Pan Pacific Auditorium.

**SMITH-MANSFIELD ADV.**

315 Royal Hawaiian Ave., Honolulu 20,  
Hawaii

Partners.....Norbourne E. Smith,  
George C. Mansfield, Jr., Meyer Cummins  
Art Dir.....Donn C. Allison  
Prod. Mgr.....Sanford A. Weintraub  
Dir. of Radio.....Hal C. Lewis  
Dir. Media & Research.....Mary C. Wilson  
*Radio Accounts*—Dr. Pepper Bottling Co. (Dr. Pepper), Elks Committee Against Un-Americanism, Hawaiian Athletic Corp., Honolulu Rapid Transit Co., La Hula Rhumba, Nesbitt's Bottling Co., Pacific Sales Co., Travel Air, Inc.

**SMITH, TAYLOR & JENKINS, INC.**

223 Fourth Ave., Pittsburgh 22, Penna.  
Phone, AT 9312

ABP—ANPA—FAAG—APA  
Vice-Pres.....Ronald P. Taylor  
Radio Television Director

Thomas J. MacWilliams  
Copy & Production.....Les Sterne  
Copy.....Virginia Volkay  
Account Executives.....L. ambert S. Smith,  
Vaughn R. King, R. P. Taylor, T. J. MacWilliams, Virginia Volkay, Cook Thompson.

*Radio Accounts*—Pittsburgh Brewing Co., Spear & Company, Pittsburgh Provision & Packing, Fashion Hosiery, Dad's Old Fashioned Root Beer, Sealy Mattress Co., Dr. Ellis Sales Co., Franklin Furniture Mfg. Co., Polar Water Co.

## SON DE REGGER ADV. AGENCY

Iowa Shop Bldg., Des Moines 9, Ia.  
ANPA—APA

Pres. & Space Buyer, Radio  
Time & Acct. Exec. .... Les Son De Regger  
Secty. .... E. Grote  
Art Dir. .... Robert Rahilley  
Prod. Mgr. Acct. Exec. .... Robert W. Laird  
Radio Dir. & Acct. Exec. .... Gus Strauss  
Acct. Exec. .... Les Gates  
*Radio Account*—Look, Inc. (Des Moines).

## 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*—Bowey's, Inc., Sunway  
Vitamin Co., J. P. Harding Restaurants, Old  
Heidelberg Corp.

## W. A. SOUDERS & ASSOCIATES

735 Bryden Rd., Columbus, Ohio  
Phone E. V. 5548

President ..... W. A. Souders  
V. P., Treas., Space Buyer,  
Radio Dir. .... Senora Souders  
Secty. .... Carolyn Hicks

## C. JERRY SPAULDING, INC.

201 Commercial St., Worcester 8, Mass.  
Phone: 3-4789

Pres. Treas. & Radio Time Buyer  
C. Jerry Spaulding  
Asst. Treasurer ..... Florence Winslow  
Secretary ..... H. H. Hartwell  
Art Director. .... Harvey Ball  
Prod. Mgr. .... Seth Martin  
Acct. Exec. .... A. S. Peterson  
*Radio Accounts*—Radio Station WTAG.

## SPITZ & WEBB ADV. AGENCY

206 E. Genesee St., Syracuse 2, N. Y.  
Phone 4-6868  
ARP—APA—ANPA

Acct. Executives. .... William Spitz  
Stephen M. Webb  
Art Dir. .... Joseph Rineldi  
Prod. Mgr. .... C. Stuart Sheffield  
Space Buyer. .... Rosemary Marioni  
*Radio Accounts*—Best Ice Cream Co., C.  
E. Chappell & Sons, Inc., Chase Clothes, Inc.,  
Grange Silo Co., Inc., Peoples Ice Co., Net-  
tleton Shops, Inc., Greenway Brewery Co.,  
Inc., Crosby Clothes, Inc.

## SPITZER & MILLS, LTD.

19 Richmond St., West Toronto, Ont.  
Phone WA 1151  
CAN

President. .... G. F. Mills  
Exec. Vice-President. .... J. W. Spitzer  
General Manager. .... W. H. Reid  
Director. .... J. R. Charles

Vice-President. .... J. Cambridge  
Account Executives. .... E. Phillips,  
F. Collins, G. Wallace, D. McCrimmon,  
T. Hudson  
Manager (Radio) .... W. D. Byles  
Assistants (Radio) .... R. Hart,  
R. McCreath

### Branch Offices

1010 St. Catharine St., W, Montreal, Que.  
Phone Plateau 7924  
Vice-President. .... C. W. Duncan  
675 W. Hastings St., Vancouver, B. C.  
Phone Pacific 2102  
Vice-President. .... Ken Davidson  
*Radio Accounts*—Colgate-Palmolive-Peat  
Company Limited, The Quaker Oats Company  
of Canada Limited, R. C. A. Victor Company,  
The Toni Company, Canadian Breweries  
(Quebec) Limited, Bell Telephone, Fruitat-  
ives Limited, Monarch Overall, Family Fair  
Limited, Canadian Cancer Society.

## CHARLES N. STAHL ADV. AGENCY

507-09-11 Broadway Arcade Bldg.,  
Los Angeles 13, Calif.  
Phone MAdison 7844  
ABP

Owner-Manager. .... Charles N. Stahl  
Account Executive. .... Henry Heller  
Radio Dir. .... Tom Cafferty  
Time Buyer. .... Kay Huldermann

### Branch Office

208 Sheldon Bldg., San Francisco, Calif.  
Phone EX 24713  
Manager. .... John J. Casey  
*Radio Accounts*—Southern California, Den-  
tal offices of Dr. Beauchamp, Model Furni-  
ture Mfg. Co., Victor Chemical Co., Murphy  
Motors, Broadway-Spring Arcade, Yorktown  
Shirt Shops, Union Roofing Contractors,  
Lighthouse Cafe.

## BARTON A. STEBBINS AGENCY

811 West Seventh St., Los Angeles 14, Calif.  
Phone Trinity 8821

AAAA—ANPA—NOAB—ABP—APA  
Head of Agency. .... Barton A. Stebbins  
Account Executives. .... Nat Jeffras,  
Clinton Campbell.  
Radio Dir. .... Ed. Bloodworth  
*Radio Accounts*—Signal Oil Company,  
Shontex Co., E. F. Hutton & Co.,

## STEELE ADV. AGENCY, INC.

1032 M & M Bldg., Houston, Tex.  
Phone Charter 4-6408  
SAAA

President. .... John Paul Goodwin  
Secty.-Treas. .... Wallace W. Brown  
Vice-President. .... Samuel H. Peak  
Radio Dir. .... Jim Sanders  
Continuity Editor. .... Betty Cantrell  
*Radio Accounts*—Admiration Coffee, Bama  
Food Products, Camellia Creameries, Crus-  
tene Shortening, Interstate Theatres, O.J.'s  
Beauty Lotion, Stewart & Stevenson Serv.,  
Nathan's Clothiers.

. . . **ADVERTISING AGENCIES** . . .

**HOWARD D. STEERE, ADVERTISING**

2812 Book Tower, Detroit 26, Mich.  
Phone CHerry 5688

Owner.....Howard D. Steere  
Account Exec.....Charles R. Stout  
Office Manager.....Gene Macauley  
Art Director.....Rudolph K. Naus

**STERLING ADVERTISING AGENCY, INC.**

70 West 40th St., New York 18, N. Y.  
Phone LOnacre 5-4610  
PPA

Chairman of Board .....S. M. Broun  
President .....Jos. S. Edelman  
Secretary .....William Forray  
Treasurer .....Herbert Goldsmith  
Radio Director .....Alfred S. Moss

**STERNFIELD-GODLEY, INC.**

280 Broadway, New York 7, N. Y.  
Phone BArlay 7-3030  
APA—ANPA—NOAB—SNPA

President .....Samuel J. Godley  
Vice-President .....Philip Scheft  
Secretary .....Frances C. Costello  
Treasurer .....Samuel S. Sternfield  
Production Mgr. ....John C. Buffum

Subsidiary:.....Telrad Adv. Inc.  
President.....Samuel S. Sternfield  
Vice-President.....Ralph Sternfield  
Treasurer.....Samuel J. Godley  
*Radio Accounts*—Winston Electric, Dermog, General Art Co., Philco (N. Y.).  
*Television Accounts*—Winston Electric.

**FRED D. STEVENS CO.**

14 Devereux St., Utica 2, N. Y.  
Phone 4-9339  
NOAB—NAAN

Partners.....Fred D. Stevens,  
Gerald S. Stevens  
*Radio Accounts*—Wicks & Greenman, Cornhill Bldg. & Loan Ass'n.

**STOCKTON, WEST, BURKHART, INC.**

First National Bank Bldg., Cincinnati 2, O.  
Phone CHerry 8325-6-7

AAAA—ANPA—PPA—NOAB—APA  
President & Treas.....Wm. Z. Burkhart  
Vice-Pres.-Secy.....Ranald S. West  
Vice-President.....Eric W. Stockton  
Acct. Execs. ....H. S. Lenz,  
J. D. Nelson, Jr., J. C. Gerding, E. P. Broome.

Radio Director .....R. S. West  
*Radio Accounts*—Ohio Oil Co., Cincinnati Gas & Elec. Co., Central Trust Banking Institution, Cincinnati Enquirer, Sperti, Inc., Gibson Wine Co.

**ARTHUR W. STOWE ADV.**

672 S. Lafayette Park Place,  
Los Angeles 5, Calif.  
Phone Drexel 8138  
ANPA

Owner.....Arthur W. Stowe  
General Mgr.....Alan Cameron  
Copy, Idea Man.....Lionel Bell  
Copy.....Barbara Hathaway  
Idea man, contacts.....Bill Deming  
General, Production.....Gloria Velarde  
General, Production.....Ellen Jensen  
*Radio Accounts*—Taylor Automobile Co., Western Auto Supply Co., Wilder's, Inc. (Furniture), Stout Motors Trailer Division, So. Figueroa Automotive Business Association.

**STRAUCHEN & MCKIM ADVT.**

6 East Fourth St., Cincinnati 2, Ohio  
Phone MA 1618-9  
AAAA—ABP—NOAB—PPA

Sr. Partner.....Edmund R. Strauchen  
Jr. Partner.....G. F. McKim, Jr.  
Radio Time Buyer....Edmund R. Strauchen  
Radio Director.....John G. Maupin  
Asst. Radio Director.....Mary H. Taylor  
*Radio Accounts* — The Geo. Wiedmann Brewing Co., Inc., Geo. H. Newstedt Co., Argus Industries.

**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*—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).

**DANIEL F. SULLIVAN CO.**

413 Statler Off. Bldg., Boston 16, Mass.  
Phone HANcock 6-7643-4-5  
ANPA—PPA—APA

President.....Daniel F. Sullivan  
Treasurer.....William H. Sullivan  
Copy Chief.....Walter K. Munroe  
Production Manager.....James J. McCabe  
Sales Director.....Robert N. Sullivan  
Radio Director.....Eugene F. Stafford  
Time Buyer.....Frederick W. Cole

*Branch Office*

22 Monument Sq., Portland, Me.  
Phone 3-1255

*Radio Accounts*—Revere Racing Assn., Wilmot H. Simonson Co., Shields Electric Co., F. H. Snow Canning Co., Hamid-Morton Circus, Eastern Mass. St. Ry., Kaiser-Fraser Service of Mass., U-Dryvit Auto Rental, Alves Photo Service, Bay State Midget Auto Racing Assn., Middlesex County Natl. Bank, Hugh Clay Paulk Co.

**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, A. K. Ekenics.

Radio Production Mgr.....P. H. Cohen  
Copy Chief.....C. J. Dillon  
Art Director.....Robert West  
Media Director.....F. Minehan  
Merchandise Dir.....D. J. O'Meara  
Treasurer.....T. N. Weatherby  
Research Director.....L. H. Wood  
Radio Producers.....Tom Viotor (N. Y.);  
Richard Uhl (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.

*Radio Accounts*—Carter Products, Inc., Noxzema Chemical Co., Smith Bros., Inc., Whitehall Pharmacal Co., Levin Bros., Silverdust & Lifebuoy, J. H. Silbert Co., McCormick & Co., Inc.

**SWEENEY & JAMES CO.**

1501 Euclid Ave., Cleveland 15, Ohio  
Phone Main 7142

ANPA—PPA—NOAB—ABP—APA

Partners...John F. Sweeney, Frank G. James  
Account Executive.....T. M. Gregory  
*Radio Account*—Network: Firestone Tire & Rubber Co.

**SYLVESTER-MEEDER  
ADVERTISING CORP.**

90 S. Oak Knoll Ave., Pasadena 5, Calif.  
Phone Sycamore 6-7791, Ryan 1-6121  
ABP

Pres.-Prod. Mgr. & Copy Chief..E. Sylvester  
Vice-President.....A. A. Sylvester  
Sec'y-Treas.-Media Dir. & Sp. Byr..M. Meeder

**SAMUEL TAUBMAN & CO.**

Lewis Tower, Philadelphia 2, Pa.  
Phone PE 5-7113

(Owner) Space Buyer.....S. Taubman  
Radio Director.....M. Taylor  
Copy Chief.....Raymond H. Love  
Art Director.....E. Chudhoff  
*Radio Accounts*—Adelphia Industries, Brooks Shoe Mfg. Co., General Auto Rental Co., Lester Lee Laboratory.

**J. WALTER THOMPSON CO.**

420 Lexington Ave., New York 17, N. Y.  
Phone MURray Hill 3-2000

AAAA—ANPA—ABP—PPA

President.....Stanley Resor  
Vice-Pres. in Charge of Radio & Tele

John U. Reber

Radio Tele Time Buyer.....Linnea Nelson  
Radio Tele Talent Buyer....Virginia Spragle

*Branch Offices*

1549 North Vine St., Hollywood 28, Calif.  
Phone Hillside 7241

V.P.-Manager .....Cornwell Jackson  
Vice-Presidents.....Hal Kuhl,  
Norman Blackburn.

410 N. Michigan Ave., Chicago 11, Ill.  
Phone Superior 0303

Vice-President and General Manager,

Henry T. Stanton

Radio Director.....Harold R. Rorke  
Radio Tele Time Buyer.....Margaret Wylie  
320 Calif. St., San Francisco, Calif.  
Phone Garfield 3510

V.P.-Manager .....Arthur Farlow  
Radio Director.....Henry M. Jackson  
Radio Time Buyer.....Frances Young  
645 South Flower St., Los Angeles 36, Calif.  
Phone Madison 2661

General Manager.....Robert B. Shirey  
Radio Time Buyer.....Jane Hubert

*Radio Accounts*—Atlantis Sales Corp., P. Ballantine & Sons, Bowman Dairy Co., Bate-man, Eichler & Co., Eastman Kodak Co., El-gin National Watch Co., Fanny Farmer Candy Shops, Ford Dealer Advertising Groups, General Cigar Co., Glass Container Manufacturers' Institute, J. T. Hardman Hat Company, Johns-Manville Corp., Kraft Foods Co., Langendorf United Bakeries, Inc., Lever Brothers Co., Libby, McNeill & Libby, Lin-wood Poultry Co., Northern Trust Co., Pan American World Airways, Penick & Ford, Ltd., Inc., Planters Nut & Chocolate Co., RCA Victor-Division of Radio Corporation of America, Safeway Stores, Inc., Shell Oil Company, Inc., Southern California Citrus Foods, Standard Brands Inc., Swift & Co., Ward Baking Co., Washington State Apple Commission, Weco Products, The J. B. Wil-liams Co.

. . . **ADVERTISING AGENCIES** . . .

**J. D. TARCHER & CO., INC.**

630 Fifth Ave., New York 20, N. Y.  
Phone C1rcle 6-2626

ANPA—AAAA—PPA—APA—NOAB—ABP

President..... Jack D. Tarcher  
Vice-President..... George R. Marek  
Vice-President..... E. C. Ridley  
Space Buyer..... W. W. Kirchert  
Production Manager..... Jay R. Wieder  
Art Director..... Dave Block  
Copy Chief..... Ben E. Laitin  
Research Director..... Leonard Tarcher  
Acct. Execs..... Jack D. Tarcher, George R. Marek, E. C. Ridley, K. N. Whatmore.  
*Radio Accounts*—Benrus Watch Co., Frank H. Fleer Corp., McKesson & Robbins, Inc., Personna Blade Co., Seeman Bros., Inc., Julius Wile Sons & Co.

**TIMELY ASSOCIATES, INC.**

70 East 45th St., New York 17, N. Y.  
Phone MU 4-0286

ABP—ANPA

President..... Daniel R. Prosnit  
Secy.-Treas..... Hubert K. Simon  
*Radio Accounts*—Progressive Life Ins. Co., Coro, Inc., Jacques Kreisler Mfg. Corp., Shiman Bros. & Co., Inc., Solon Palmer, New Rexbilt Leather Goods Corp., Axel Bros., L. & H. Stern, Inc.

**ALFRED F. TOKAR ADV.**

850 Broad St., Newark 2, N. J.  
Phone Mitchell 2-2561

ANPA—PPA

Owner; Space Buyer..... A. F. Tokar  
Radio Dir. & Buyer Radio Time... N. Tokar  
Acct Execs..... Allan Pattiner, M. E. Bach

**ARTHUR TOWELL, INC.**

505 Insurance Bldg., Madison 3, Wis.  
Phone Fairchild 870

ANPA—PPA—APA

President..... Arthur Towell  
Radio Director..... Edward R. Kirley

**TRACY, KENT & CO., INC.**

515 Madison Ave., New York 22, N. Y.  
Phone ELdorado 5-4404

ABP—NOAB—ANPA—PPA—APA

Chairman..... Wm. Irwin Tracy  
President..... Frank S. Kent  
V.P. & Art Dir..... Hugh Donnell  
Sec. & Treas..... George M. Pease  
Asst. Sec. & Treas..... Philip A. Baecker  
*Radio Accounts*—B. Fischer & Co. (Astor Coffee), John Opitz, Inc. (J-O Paste), Salad Products Corp. (Lettuce Leaf Salad Oil), The Taylor-Reed Corp. (Q-T Pie Crust), Vita Candy & Baking Co. (Charge Dog Candy), Parsons Ammonia Co., Inc. (Household Ammonia), Chas. Schaefer Corp. (Beer).

**TRACY-LOCKE CO., INC.**

1307 Pacific Ave., Dallas 1, Tex.  
Phone R-8655

AAAA—ABP—NOAB—ANPA—PPA—  
APA—ABC—SAAA—BMB—SNPA

President..... Raymond P. Locke  
Vice-Presidents..... Morris Hite,  
Monty Mann, G. G. Addington, Dan Gillean, J. W. Moffett  
Treasurer..... J. H. Wellenkamp  
Secy..... R. H. Robins  
Head Time Buyer..... Monty Mann  
Time Buyer..... E. Parker  
Auditioner..... Bob Glassman  
Account Managers..... Raymond P. Locke,  
Morris Hite, Dan Gillean, Scott Leonard,  
Ernest Lovan, J. W. Moffett, G. D. Addington

*Radio Accounts*—Dr. Pepper Co., Burrus Mill & Elev. Co., Imperial Sugar Co., Byer-Rolnick Co., Republic Nat'l Bank, Dallas, Mrs. Baird's Bread Co., Dallas, Borden Co., Southern Div.

**TUDOR ADVERTISING AGENCY**

299 Madison Ave., New York 17, N. Y.  
Phone MUrray Hill 2-6653

President & Prod. Mgr..... W. Scott  
Secretary..... H. J. Miller  
Treas. & Art Director..... H. Silverman  
Radio Director..... L. Maris

**UNITED STATES ADVT. CORP.**

612 N. Michigan Ave., Chicago 11, Ill.  
Phone Delaware 4466

ANPA—PPA—APA—NOAB

President..... J. C. Ewell  
Radio Director..... A. J. Englehardt  
*Branch Office*  
520 Madison Ave., Toledo 4, Ohio  
Phone Main 8205

**VALLEY ADVERTISING CO.**

113 W. 4th St., Weslaco, Tex.  
Phone Weslaco 175

PPA

Pres., Treas., Radio Dir., Radio Time  
Buyer & Space Buyer..... J. D. Grafton  
Vice-President..... E. S. Grafton  
Secretary..... R. B. Blancett  
Art Director..... L. Blancett  
Production Manager..... F. Schultz  
*Radio Accounts* — Borderland Citrus Groves, Valley Grande Academy.

**VICTOR VAN DER LINDE, INC.**

683 Fifth Ave., New York 22, N. Y.  
Phone ELdorado 5-7085

President..... Victor van der Linde  
Vice-President..... Charlotte Rains  
*Radio Accounts*—Dolcin Corporation, Mott. lageFoods, Inc., James McCreery, L. Bamberger & Co., Dolcin Limited, Dolcin (Great Britain) Ltd., Street & Smith, Suburban Propane Gas Corp.

## JOHN B. VAN DOMELEN, AGENCY

322-326 Federal Square Bldg.,  
Grand Rapids 2, Mich.  
Phone 9-3453-4  
PPA

Owner & Space Buyer....J. B. Van Domelen  
Prod. Mgr. & Radio Dir.....E. J. Logie  
Acct. Exec.....R. F. Doornink, J. Newberry

## VAN HECKER, INC.

664 No. Michigan Ave., Chicago 11, Ill.  
Phone Delaware 3122  
NOAB—PPA—APA

President.....C. E. Van Hecker  
Account Exec.....W. F. Barkow  
Account Exec. & Space Buyer....F. J. Guzik  
*Radio Accounts*—Local Loan Co., Pyroil Co.

## VAN SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.  
Phone, LExington 5400  
AAAA—ABP—ANPA—PPA—NOAB  
APA—ABC

President & Treasurer....Wilbur Van Sant  
V.P. & Plans Dir.....J. P. Daiger  
V.P. & Acct. Exec....R. E. Daiger, H. G. Erck,  
F T. C. Quinn, C. M. Buchanan.  
Space Buyer.....G. M. Talbot  
*Radio Accounts* — National Spot: Sherwood Brothers, Inc., The Crosse & Blackwell Co., H. J. McGrath Co., Rice's Bakery, The Wm. Schluderberg.

## 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

## VENABLE-BROWN CO., INC.

211 E. Fourth St., Cincinnati 2, Ohio  
Phone Parkway 6078  
ABP—ANPA—APA

President & Space Buyer.....B. W. Brown  
Vice-Pres. & Space Buyer.....B. Venable  
Vice-President.....C. L. Service  
Sec'y-Art Dir. & Prod. Mgr....P. R. Harrover  
Treas. & Buyer Radio Time...D. B. Mescher  
Acct. Execs.....B. Venable, C. L. Service,  
B. W. Brown.

## WADE ADVERTISING AGENCY

20 N. Wacker Dr., 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.....Kenneth Banes  
Account Executives.....Booth Luck,  
P. C. Lund.  
*Radio Accounts*—Miles Laboratories, Inc.,

Murphy Products Co., Morris B. Sachs, Wear Proof Mat Co., Hoover Liniment Co., Haske-lite Mfg. Corp., Wait-Cahill Co.

## HUGO WAGENSEIL & ASSOCIATES

Talbott Bldg., Dayton 2, Ohio  
Phone Hemlock 1151

ABP—APA—AAAA—PPA—ANPA

President.....H. Wagenseil  
Secretary-Treasurer.....G. Wagenseil  
Production Manager.....W. J. Staggs  
Art Director.....E. Hageman  
Copy Chief.....S. H. Jack  
Radio Director.....F. R. Harwood  
Public Relations.....G. W. Young  
Account Executive.....W. H. Ford

## WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.  
Phone Grant 1900

ANPA—ABP—PPA—APA—CAN

President.....William S. Walker  
Vice-Presidents.....Benjamin I. Davis, Jr.,  
C. P. Richardson.  
V.P. & Director.....R. C. Woodruff  
Radio Contact.....William G. Beal  
Producers.....Victor Maitland,  
T. Blair Wallace, Fred L. Newmeyer

### Branch Office

Suite 833, Hotel St. Regis, New York, N. Y.  
Eastern Radio Supervisor.....Victor Seydel  
*Radio Accounts*—Duquesne Brewing Company, Chartiers Valley Brewing Co., Henry Lohrey Packing Co., Vimco Macaroni Company, Clearfield Fur Company, Mail Pouch Tobacco Co., Colonial Biscuit Company, Sterling Oil Company.

## WALLACE-FERRY-HANLY CO., INC.

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

Manager.....C. L. Collette

## WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.  
Phone Rittenhouse 6-7500  
ANPA—PPA—APA—NOAB—ABC

President.....Ward Wheelock  
Vice-Pres.—General Mgr....Arthur A. Bailey  
Vice-Presidents.....Robert Y. Brown,  
Walter L. Stocklin, Ralph K. Strassman,  
William R. Farrell.

Secretary-Treasurer.....William A. Dunn  
Dir. Radio Dept.....Diana Bourbon

### 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*—Campbell Soup Co.

## WILLIAM WARREN AGENCY

122 E. 42nd St., New York 17, N. Y.  
Phone LExington 2-1795  
PANY

Owner.....H. Solow, Sr.

. . . **ADVERTISING AGENCIES** . . .

Art Director.....A. D'Amato  
 Copy Chief.....N. Kronfeld  
 Media Dir. & Radio Time Buyer

H. Solow, Jr.  
 Radio Director.....R. N. Thomson  
 Television Director.....S. P. Jackson  
 Personnel Director.....Wm. Warren Solow

*Radio Accounts* — Alexander Stores, Inc.,  
 Amalgamated Bank of N. Y., Brooklyn Professional Football Club, Flag Pet Food Corp.,  
 Herberts Blue White Diamonds, Pic Magazine, Strauss Stores, Inc.

**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 Leggler,  
 S. O. Youngheart, J. R. Warwick, Lester  
 M. Malitz, Arthur Deerson, C. E. Staudinger.

Radio Director.....Tevis Huhn  
*Branch Office*  
 6331 Hollywood Blvd., Hollywood 28, Cal.  
 Phone Hempstead 8163

Radio Director.....Cecil Underwood  
*Radio Accounts*—Pabst Sales Co., Equitable  
 Life Assurance Society of the U. S., Farnsworth  
 Television & Radio Corp.

**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

Chairman of the Board.....Louis R. Wasey  
 President.....Howard D. Williams  
 Treasurer.....James F. O'Connor  
 V.P. & Radio Tele Dir.....C. H. Cottington  
 Asst. Radio Director.....Joe Brattain  
 Time Buyer.....Keith Shaffer  
 Radio Producers.....Charles F. Lowe,  
 John Halpern

*Branch Offices*

Erwin Wasey & Co., Ltd.  
 230 N. Michigan Ave., Chicago, Ill.  
 Phone Randolph 4952

Vice-President.....L. R. Northrup  
 5225 Wilshire Blvd. Los Angeles, Calif.  
 Phone Webster 3-5125

Vice-Presidents.....C. H. Cottington,  
 Bennett Bates  
 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  
 749 Yonge St., Toronto, Canada  
 Randolph 5187

Vice-President.....Ralph Lawson

*Radio Accounts*—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., Anderson-Pritchard Oil Corp., Kreml  
 Hair Tonic & Shampoo, K-R-O Co., Pertussin,  
 Jacob Riess Bottling Works, Inc.

**NORMAN D. WATERS &  
 ASSOCIATES, INC.**

6 E. 39th St., New York 16, N. Y.  
 Phone MU 5-8950  
 ABP—PPA—NOAB—ANPA

President.....Norman D. Waters  
 Vice-President.....Charles H. Whitebrook  
 Secretary.....E. L. Waters  
 Treasurer.....H. L. Waters  
 Radio Director.....Louis Landesman

**WATTS, PAYNE ADV., INC.**

205 S. Cheyenne Ave., Tulsa 3, Okla.  
 Phone 3-8108  
 ABP—APA—SAAA—SNPA

President.....Don Watts  
 Vice-President.....Leslie S. Hauger  
 Secretary-Treasurer.....Oscar Payne  
 Account Executive.....Don Dyer  
 Production Manager.....S. B. Snyder  
 Art Director.....Harold Carlross  
 Time Buyers.....Don Watts, Leslie S. Hauger  
 Continuity.....M. J. Smith

*Branch Offices*

1801 San Jacinto, Dallas, Texas  
 Phone Riverside 5625

Manager.....Burke Gilliam  
 Account Executive.....R. S. Hauger  
 319 Central Building, Wichita, Kansas  
 Phone 3-5200

Manager.....Howard Whitehead  
*Radio Accounts*—Oklahoma Tire & Supply  
 Co., Kidds Cola, Tulsa Federal Savings &  
 Loan Association, United Federal Savings &  
 Loan Association, Tennessee Dairy, Jif-O-  
 Wax, Bell Oil & Gas Company, Mid-West  
 Chevrolet Corp., Good Luck Oil Company,  
 Arnholz Coffee.

**TUCKER WAYNE & CO.**

Ten Pryor St. Bldg., Atlanta 3, Ga.  
 Phone Walnut 6701-2  
 ANPA—PPA—APA—ABP—SNPA  
 NOAB—AAAA

President.....Tucker Wayne  
 Vice-Pres. & Radio Talent.....C. W. Burgess  
 Vice-Pres. & Time Buyer.....C. C. Fuller  
 Radio Director.....D. D. Connah  
*Radio Accounts*—Southern Bell Telephone  
 & Telegraph Co. (Regional), Southern Spring  
 Bed Co. (Regional), American Bakeries Co.  
 (Regional), J. Allen Smith & Co., The  
 Schwab Co., Sripto Mfg. Co.

## LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul 1, Minn.

Phone Cedar 3777

AAAA—APA

Owner & Chief Radio Buyer..Luther Weaver  
Director of Radio.....Luther Weaver

*Radio Accounts*—Minnesota Federal Savings & Loan Association, Twin City Wholesale Grocer Co., T. Ruben, Inc.

## R. W. WEBSTER ADVERTISING

816 West 5th St., Los Angeles 13, Calif.

Phone Trinity 2153

APA

President.....R. W. Webster  
Treasurer.....Irene Boyle  
Space & Time Buyer.....Jeanne Messner  
Production Mgr.....Richard L. Hixon  
Art Directors.....Robert Magee,  
James N. Hastings  
Account Executives....Joy Garrison Berghell,  
Vaughn Shedd

## JOHN P. WEIDENHAMER & ASSOCIATES

26 N. 18th St., Harrisburg, Pa. (Box 1024)

Phone 4-1808

AAAN

Pres. & Space Buyer.....J. P. Weidenhamer  
Sec'y-Radio Dir. & Buyer Radio Time  
N. H. Weidenhamer

Treas. & Prod. Mgr.....F. F. Bratten  
Art Director.....D. H. Bates

*Radio Accounts*—Hershey Chocolate Corp., Hershey Estates, Madrid Ballroom, Megs Macaroni Co., Ryder's Dairy, E. B. Skarie Co., Wyand Baking Co., York Fair Assn.

## ARMAND S. WEILL CO.

170 Franklin St., Buffalo 2, N. Y.

Phone Washington 6250

ABP—ANPA

President.....Armand S. Weill  
Exec. V. P.-Treas.....Harold C. Desbecker  
V.P. & Radio Dir.....Robert K. Weill

*Radio Accounts*—Chalmers Gelatine Corp., John Wiley Jones Co., Maloney Bros. Nursery Co., Inc., Templetons, Inc., S. C. Wells & Co.

## MILTON WEINBERG ADVT. CO.

325 W. Eighth St., Los Angeles 14, Calif.

Phone Tucker 4111

ANPA—PPA—ABC—APA

President & Time Buyer..Bernard Weinberg  
Media Director.....E. Cousino  
Radio Director.....W. H. Krauch

*Radio Accounts*—Capitol Milling Co., Hollywood Film Studios, Hollywood Pantages Theater 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. Radio .....Harry Trenner  
V.P. & Copy Chief .....Kennon Jewett  
Treasurer .....William Gallow  
Research Dir. ....Dr. Leon Arons  
Radio Director.....Theo. Gannon  
Media Director .....William Gallow  
Production Manager .....Norman Bertels  
*Radio Accounts*—Anchor Hocking Glass Corp., Helbros Watch Co., Frank H. Lee Co., Seaman Bros., Inc. (Air-Wick), Trimount Clothing Co, Inc., Wings Skirt Co., Nutri Cola, International Corp. (spot).

## WALTER WEIR, INC.

250 W. 57th St., New York 19, N. Y.

Phone COLUMBUS 5-0744

President.....W. Weir  
Vice-President.....G. Baird  
V.P. & Acct. Exec.....W. B. Downes  
V.P. & Art Director.....A. E. Macon  
Sec'y. & Treas.....M. B. Solomon  
Prod. Mgr.....R. E. McKean  
Account Executive.....Meyer Sacks  
*Radio Accounts*—Federation for Railway Progress, Wyler Watch Agency.

## WEISS & GELLER, INC.

400 Madison Ave., New York 17, N. Y.

Phone PLaza 3-4070

ANPA—PPA—NOAB

President .....Max A. Geller  
Media Director & Radio...Lester J. Malletts  
Copy Director.....Peter Artzt  
Production Manager.....Sally Green  
Account Executive.....Joseph H. Curtis  
Space Buyer & Office Mgr....Max Tendrich  
*Radio Accounts*—Columbia Pictures Corp., Albert Ahlers, Inc., Nedick's Inc., Rensie Watch Co., Inc., United Artists Corp., Truval Mfrs., Flagstaff Foods.

## JOSEPH R. WEISSER, CO.

101 Tremont St., Boston 8, Mass.

Phone Hancock 1214-5-6

President & Treasurer.....J. R. Weisser  
Secretary.....H. F. Smith  
Art Director.....H. Rowe  
Production Manager.....P. Iandolo  
Copy Chief & Radio Time Buyer.S. L. Owens  
Space Buyer.....M. Golden

## WERTHEIM ADV. ASSOCIATES

11 W. 42nd St., New York 18, N. Y.

Phone, WISconsin 7-5978

ANPA—PPA

Owner .....Ed L. Wertheim  
Manager .....Ed T. Wertheim  
Account Executives .....M. George,  
E. Taylor Wertheim.

• • • **ADVERTISING AGENCIES** • • •

**WESTHEIMER & CO.**

315 North Seventh St., St. Louis 1, Mo.  
Phone Garfield 4080  
ABP—NOAB—ANPA—PPA—APA

President.....Louis E. Westheimer  
Vice-Pres. & Copy Chief.Samuel Westheimer  
Vice-President.....Wm. H. Mullgardt,  
Wm. M. Wider, Emma D. Brohr.  
Assistant Executive.....Barbara Block  
Production Manager.....Earl Torloting  
Time & Space Buyer.....Julia Ballweg  
*Radio Accounts*—Schutter Candy Co. (Old  
Nick & Bit-O-Honey candy bars), Centlivre  
Brewing Corp., Sears, Roebuck & Co. (St.  
L.), Schneider Jewelry Co., Bettendorf's  
Super Market, Vatterott Realty Co., Staten  
Island Cleaners, St. Louis County Tile Co.,  
Peter Eckrich & Sons (Packing), Tiptop,  
Inc. (Kiddie Cookies), Snow Crop Frozen  
Foods Co., Big 4 Chevrolet Co., Valley Farm  
Dairy Co.

**WESTON-BARNETT, INC.**

Arts & Crafts Bldg., Waterloo, Iowa  
Phone 4677  
ABP—ANPA—PPA—NOAB—APA

President.....Wells H. Barnett  
Vice-President.....Phillips Taylor  
*Branch Office*  
520 N. Michigan Ave., Chicago, Ill.  
Phone, Whitehall 7725  
Vice-Presidents.....A. C. Barnett,  
M. C. Swartz  
*Radio Accounts*—Iowa Soap Co., American  
Bird Products, Inc., Walker Remedy Co.,  
Vinton Hybrid Corn Co.

**TOM WESTWOOD ADV. AGENCY**

416 West 8th St., Los Angeles 14, Calif.  
Phone TRinity 8496-7

Owner & President.....Tom Westwood  
Time Buyer.....Callie B. Wilkerson  
Traffic Dept.....Agnes Bennett  
*Radio Accounts*—Hebrew-Christian Hour,  
Wings of Healing, Voice of China.

**FRANK E. WHALEN ADV. CO.**

15 W. 10th St., Kansas City 6, Mo.  
Phone, Victor 7200  
ANPA—PPA—APA—ABP—NOAB

President & Time Buyer.....F. E. Whalen  
Sec. & Treas.....J. W. Whalen  
Account Executives.....L. P. Staples, W. F.  
Pralle, S. Williams.

**WAYNE G. WILLIAMS ADV.  
AGENCY, INC.**

605 W. Washington Blvd., Chicago 6, Ill.  
Phone Randolph 6498

President.....Wayne G. Williams

Secretary-Treasurer.....Lew E. Selby  
Publicity Director.....Robt. B. Wright  
Art Director.....J. Russell Williams  
Space Buyer-Radio Dir.-Time Buyer  
Wayne G. Williams

**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

**N. A. WINTER ADV. AGENCY**

11th Fl., Paramount Bldg., Des Moines 9, Ia.  
Phone 4-9154

ABP—NOAB—APA—NAAN

Pres., Service Dir., Acct Ex.....N. A. Winter  
Acct. Execs.....N. A. Winter, Jr.,  
T. Bryce Spruill  
Art Director.....Fred Stewart  
Space Buyer-Time Buyer.....Rex R. Hall

**WOLFE-JICKLING-DOW & CONKEY,  
INC.**

76 West Adams, Detroit 26, Mich.  
Phone CAdillac 1865

AAAA—ABP—NOAB—ANPA—  
PPA—APA

President.....R. L. Wolfe  
Vice-Presidents.....A. D. Conkey,  
John Dow  
Secy.-Treas.....C. M. Jickling  
Acct. Exec.....R. E. Mulvogue  
Art Director.....C. S. Brown  
Radio-Television Director..J. A. Christensen  
Asst. Radio Director.....Cyrilla Anderson  
Women's Features.....Patricia Tobin  
Sports Commentator.....Don Warwick  
Continuity Supervisor.....Ruth Rice  
*Radio Account*—The J. L. Hudson Co.  
*Television Account*—The J. L. Hudson Co.

**LESTER "L" WOLFF, INC.**

14 E. 39th St., New York, N. Y.  
Phone MU 5-7817-8

ABP—PPA

President.....Lester L. Wolff  
General Manager.....Raymond F. Phaneuf  
Art Director.....Louis DeNunzio  
Media Director.....Victor Nottingham  
Production Manager.....Joseph Weiss  
Director of Publicity.....Mark Sufrin  
Radio Director.....Yvette Kass  
Director of Television..Raymond F. Phaneuf  
*Radio Accounts*—Quality Fruit Wine Co.,  
Better Cars, Inc. *Television Accounts*—Bet-  
ter Cars, Inc.

**WOODARD & FRIS, INC.**

24 James St., Albany 7, New York  
Phone 4-5007; 4-7081

President.....Tedford L. Woodard  
Secretary-Treasurer.....R. David Fris  
Radio Director.....Mary Elizabeth Gaynor  
*Radio Accounts*—Old Capital Motors, Gate-  
way Motors, Hall & Co., Inc., McManus &  
Riley, Pen Crafts, The First Trust Co. of  
Albany.

**THE ALBERT WOODLEY CO.**

500 Fifth Avenue, New York 18, N. Y.  
Phone Wisconsin 7-0380  
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1947—1948



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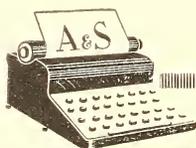
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Covering The Field Of Radio—Television-FM

TRADE—FAN—TECHNICAL—GENERAL

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Without meaning to detract in the least from your effort, I do want to call to your attention the fact that I work for and get paid by Pillsbury Mills and not General Mills.

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WEEKLY. 205 E. 42nd St., New York  
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verty Bldg., Atlanta 3, Ga., H. F. Cogill;  
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J. W. Conrow.

### **Proceedings of the I.R.E.**

MONTHLY. 1 East 79th St., New York,  
N. Y. Phone, REgent 7-9600. Dr. Alfred  
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Soto, Technical Editor; George W.  
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N. Y. Phone REgent 7-9600, William C.  
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MONTHLY. 38 LaSalle Road, West  
Hartford, Conn. Phone, 36268. Kenneth  
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Technical Editor; David H. Houghton,  
Circulation Manager; F. C. Beekley, Ad-  
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YEARLY. 38 LaSalle Road, West  
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Technical Editor; David H. Houghton,  
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### **Radio & Appliance Journal**

MONTHLY. 1270 - 6th Ave., New York  
20, N. Y. Phone, CIrcle 7-5842. Alex H.  
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### **Radio Life**

WEEKLY. 6361 Selma Avenue, Hollywood 28, Calif. Phone, Hillside 9275. Carl M. Bigsby, Publisher; Evelyn A. Bigsby, Editor; B. W. Lewis, General Manager; Gene Jones, Advertising Manager; Joan Buchanan, Feature Editor; Ray Wheeler, Art Editor; Hal Julian, Log Editor. ADVERTISING REPRESENTATIVES: 6381 Hollywood Blvd., Los Angeles, Calif. Phone, Hempstead 8171, John A. Nelson; Robert W. Walker Co., 68 Post St., San Francisco 4, Calif.

Phone, Sutter 1-5568, Rogers Parratt, Mgr.; E. J. Powers Co., 75 E. Wacker Dr., Chicago 1, Ill. Phone, Central 5142, E. J. Powers, Mgr.

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### **Radiomonde**

WEEKLY. 1434 St. Catherine West, Montreal, Can. Phone, Pl. 4186. Marcel Provost, Managing-Editor.

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MONTHLY. 185 No. Wabash Ave., Chicago 1, Ill. Phone, Andover 5200. Published by Ziff-Davis Publishing Co. Ch. of Bd. & Publisher, William B. Ziff; President, B. G. Davis; Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y., Phone, Wisconsin 7-0400, Mgr. Eastern Div., Charles R. Tighe; 9th & Hill St. Bldg., Los Angeles 14, Calif., Phone, Tucker 9213, Wm. L. Pinney, Western Advt. Manager; National Press Bldg., Washington, D. C., Fred Hamlin, Washington Editor.

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MONTHLY. 5841 North 16th St., Phila. 41, Pa. Phone, HA 4-9345-54-56. Leonard Martin Fox, Publisher; Sol Shulman, Editor. BRANCH OFFICES: 412 S. Rampart Blvd., Los Angeles 5, Calif. Phone, Drexel 6097, Gene Lopoten, Rep.

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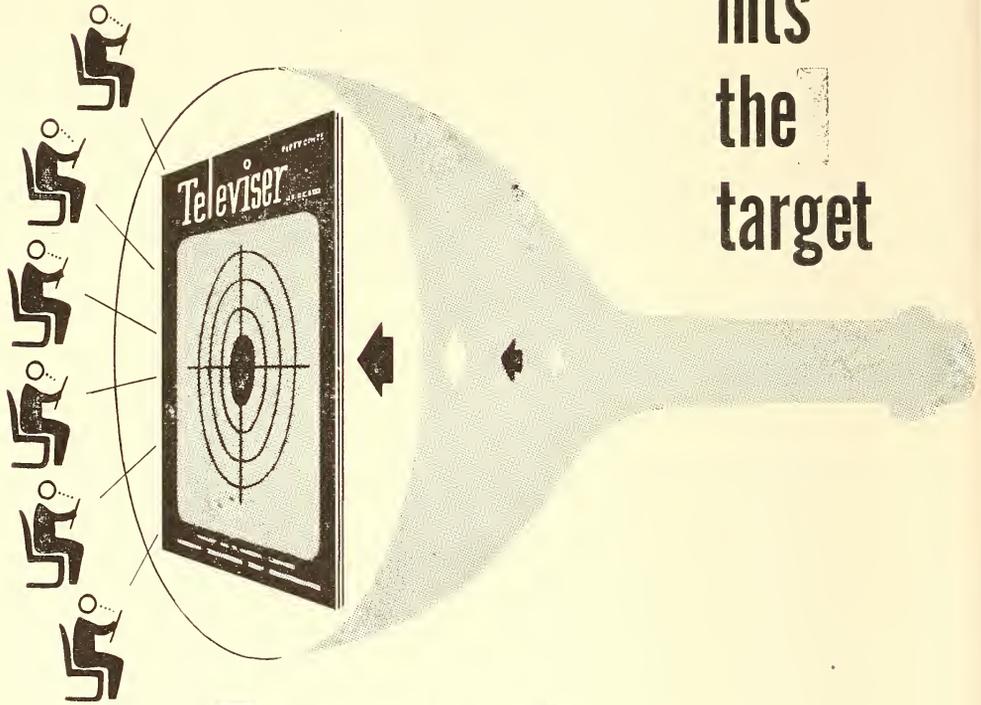
TWENTY-SIX ISSUES YEARLY. Room 670, Sun Life Bldg., Montreal, Canada. Phone, Plateau 6494. W. E. Elliott, President; J. M. Leckie, Vice-President; E. R. Comte, Managing Director.

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**Radio World Magazine**

WEEKLY. Room 209 Wilson Bldg., Toronto, Canada. Phone, Wa 8769. P. J. Clements, President & Publisher; Svend A. Blangsted, Managing Editor.

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**The Televiser**

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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

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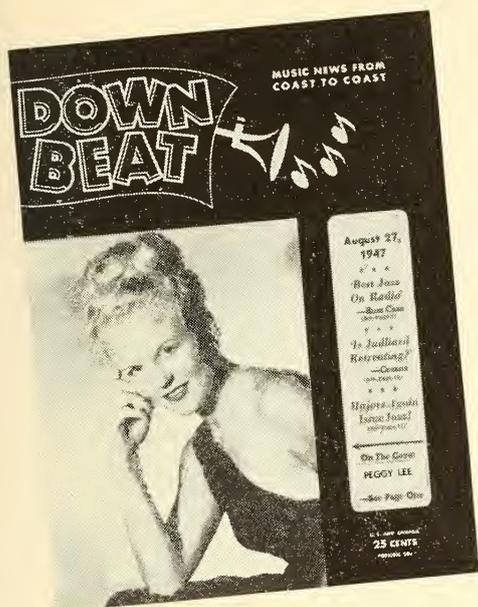
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In 1947—with spot radio the principal advertising medium—the Bulova Watch Company enjoyed its most successful year . . . *the most successful year ever experienced by any watch company in America!* This was due, to a large extent, to the magnificent cooperation of the radio stations and their representatives throughout the country.

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# NETWORKS



NATIONAL



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# G BIG REASONS

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with WMT \*  
in Eastern Iowa

\* "...the station of the stars" is your best bet to cover Eastern Iowa's Twin Markets.



You get:

Get on  
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in '48

Ask your Katz man for details

### A WEALTHIER MARKET



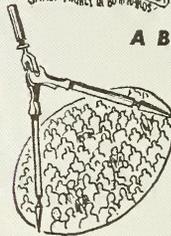
Iowa wealth is the highest per capita in the U.S.A. (\$4,322: almost twice the national average!)

### A RADIO-CONSCIOUS MARKET



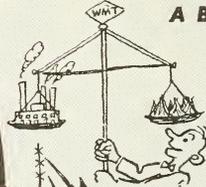
Even Iowa's farms have more radios than do farms in other states. Iowans depend on their radio for news and other public service as well as for entertainment.

### A BLANKETED MARKET



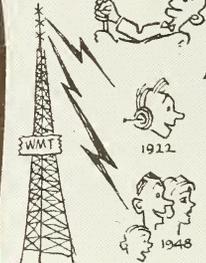
WMT reaches the largest primary area in the state at the lowest rate per radio family . . . 1,131,782 persons within the 2.5 MV line, greater than any other Iowa station.

### A BALANCED MARKET



Smokestacks are going cornstalks better than 50-50 in Iowa. Income is almost evenly divided between city and farm.

### A LOYAL MARKET



Eastern Iowans on city and farm have been listening to WMT for more than a quarter of a century. *Because* WMT brings them programs they like!

### THE UNIQUE MARKET



Only WMT delivers CBS Network shows to Eastern Iowa. And only these shows, plus WMT's fine local programs, deliver the prosperous twin market audience to you.



**WMT**  
**CEDAR RAPIDS**  
5000 Watts    600 K. C.    Day and Night  
BASIC COLUMBIA NETWORK



MARK WOODS  
President

## American Broadcasting Company

TO borrow an expression from the armed services, 1947 for the American Broadcasting Company was a most interesting "testing and proving ground."

During the year our network established and developed its theory of "planned programming"—of the presentation in prime listening time broadcasts intended to appeal to and hold the interest of a large, continuing audience and so to give the advertiser the benefit of a cumulative audience response. Exemplifying this theory was our rearrangement of the Tuesday night listening pattern to offer, in contiguous time periods, such programs as "Youth Asks the Government"; "America's Town Meeting"; the Boston Symphony; and "Labor USA" in which both labor and management can offer their views on current problems affecting the nation.

Similarly, we realigned our Wednesday night schedule to offer in the same way such outstanding programs as "Mayor of the Town"; "Vox Pop"; "Abbott and Costello"; "Groucho Marx"; the Bing Crosby and the Henry Morgan programs to make that night a top listening "must."

We intend, in 1948, to extend and amplify this system of programming; but we certainly do not feel that we or any other network has yet hit upon a formula which will answer all the demands of an ideally balanced program schedule. To my way of thinking, that ultimate will never be reached. From the standpoint of the listener, ideal programming would offer hour after hour of similar broadcasts—music, drama, variety. But we have also the problem of the advertiser, who naturally wants something different to attract an ever greater audience and thus attain a wider market for his product. I feel that there must always be a compromise point between the ideal of the advertiser and that of the listener and I feel that we have made an excellent approach to what might be termed an ideal compromise.

During the past five years, the net-

work has more than doubled its coverage in the leading markets of the nation. At the close of the year, our affiliates numbered 265, carefully selected to further the network policy of giving our advertisers coverage of listeners and not merely of territory. Among the leading developments in the station field during 1947 was the operation of our owned and managed outlet in San Francisco, KGO, as a fifty kilowatt station as of December 1, making it the most powerful outlet on the West Coast between the Canadian and Mexican borders.

During the year we also received television and FM grants in the five cities where we currently own and operate standard band stations—New York, Chicago, Detroit, Hollywood, and San Francisco. Television sites have been acquired in all cities and sometime in 1948 we expect to begin television operations, probably starting on the West Coast. It is probable that in the coming year we will also begin FM operation in connection with one or more of our owned and operated stations. In this connection, I should like to say that when we do begin FM operations, it will be through duplication of programs already being broadcast on our AM stations. We believe that only in this way can FM be developed to its full stature. It is not a separate industry and we think it cannot be developed as such.

To return to 1947 for a moment, the year saw a substantial number of new-to-radio advertisers using the facilities of our network, one result of which was that ABC was completely sold out during the 9 a.m. to 6 p.m. period, Wednesday and Friday nights completely sold and comparatively little prime time available elsewhere.

No sir, I think that the coming year will be a good one for all advertising media and that radio will have its equitable share of the advertising budget of the manufacturer intent on selling products. While operating costs are steadily rising, we at ABC feel that we have no reason to look toward 1948 with anything but an optimistic outlook for the progress of our company.

# AMERICAN BROAD



**NETWORK FACILITIES  
AS OF JAN. 15, 1948**







# AMERICAN Broadcasting Company, Inc.

*R. C. A. Bldg., 30 Rockefeller Plaza New York 20, N. Y.  
(Telephone Number Circle 7-5700)*

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Norman Paige..... Manila  
James Wyatt..... Mexico City  
Vincent dePascal..... Montevideo  
Edmund Stevens..... Moscow  
Blair Fraser..... Ottawa  
Philip Payne..... Panama  
Robert Sturdevant..... Paris

John Mecklin..... Rome  
Harwood Hull..... San Juan  
Charles Griffin..... Santiago  
William Conine..... Shanghai  
William Kadison..... Sydney  
Ned Nordness..... Stockholm  
Stuart Hannon..... Stuttgart  
John Rich..... Tokyo

## Stations Planning and Advisory Committee

Roger W. Clipp, WFIL, Philadelphia, Pa., Chairman, District 1  
Jack Gross, KFMB, San Diego, Calif., Vice Chairman, District 7  
Frank Carman, KUTA, Salt Lake City, Utah, District 6  
Robert R. Feagin, WPDQ, Jacksonville, Fla., District 8

Clarence Doty..... Sales Manager  
John J. Hade..... Program Director

## Station WXYZ (Detroit)

James Riddell..... General Manager

## Treasury

Anthony M. Hennig..... Assistant Treasurer

## Budget

Harold L. Morgan..... Budget Officer

Anthony Koelker..... Manager Program Sales  
Olive D. McCann..... Supervisor of Research  
Roy McLaughlin

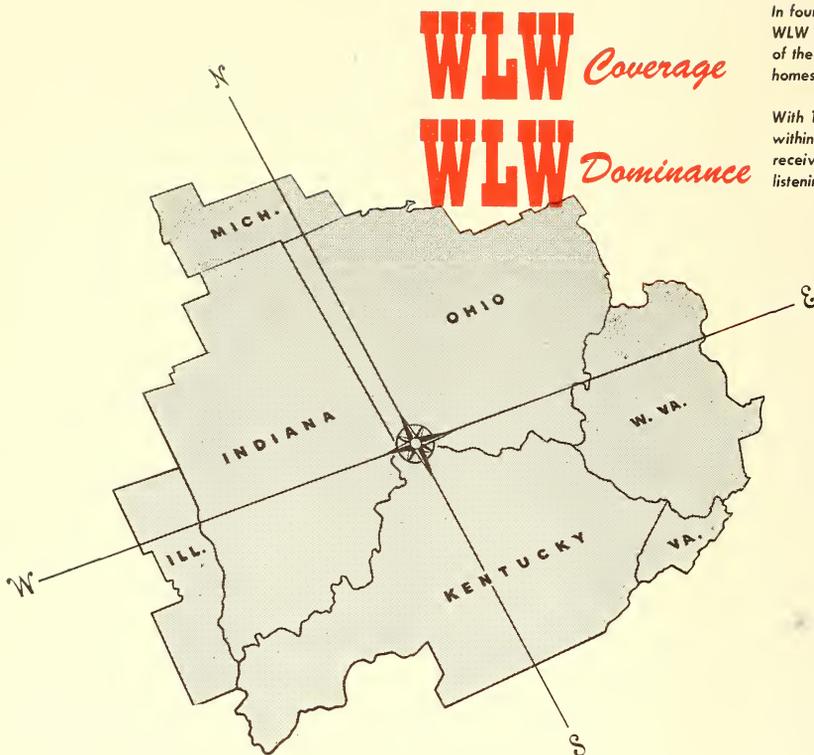
Mgr. Sta. WENR, Nat. Spot & Local Sales Mgr.  
Cornelius O'Dea..... News Supervisor  
James L. Stirton

Assistant to Vice President in Charge  
Harold Stokes..... Program Manager  
Karl R. Sutphin..... Sales Promotion Supervisor  
Floyd G. Van Etten..... Sales Coordinator  
Robert White..... Public Service Supervisor

Francis LaTourette  
Western Division News Editor  
Walter W. Lonner..... Traffic Manager  
John J. O'Mara..... Sales Promotion Manager  
Norman Ostby  
Assistant to Vice President in Charge  
Thomas Palmer  
Manager of Technical Operations  
Frank Samuels..... Pacific Coast Sales Manager  
J. Donald Wilson  
Director of Program and Production  
Clyde Scott..... General Manager KECA

Victor Reed..... News Editor  
Kenneth Steedman..... Auditor  
Kirkham Torney..... Sales Manager  
Bloyce Wright..... Program Manager

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  
KGO, San Francisco..... Owned, operated and represented by ABC  
WMAL, Washington..... Owned by Evening Star Publishing Co.  
Represented by ABC



In four weeks  
 WLW reaches 81.2%  
 of the 3¼ million radio  
 homes within this area . . .

With 175 stations heard  
 within the area, WLW  
 receives 19.3% of all  
 listening to all stations

Look at the figures in that headline again.

They reveal the tremendous impact of The Nation's Station within the WLW Merchandise-Able Area, as shown by the Nielsen Radio Index for February-March, 1947.

During the four measured weeks of listening, WLW reached more than four-fifths—81.2%—of the 3¼ million radio homes within the area, between 6 AM and midnight. *That's coverage!*

During the same four weeks, a total of 175 stations received listening within the area, yet WLW received one-fifth—19.3%—of all listening to all stations. *That's dominance!*

How much did these homes listen? Taking all 3¼ million radio homes within the area, WLW received an average of 375 minutes of listening per home per week between 6 AM and midnight. But, among that 81.2% of

the homes which were classified as WLW listeners, the average was 550 minutes of listening to WLW per home per week between 6 AM and midnight. *That's penetration!*

These are just a few of the vital facts revealed by this NRI study. For complete details—and for the figures on the 15 leading competitive stations—contact the WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, the Keenan & Eickelberg offices in Los Angeles, San Francisco, and Portland will be glad to serve you.

**WLW**

THE NATION'S MOST MERCHANDISE-ABLE STATION  
 CROSBY BROADCASTING CORPORATION



FRANK STANTON  
*President*

## Columbia Broadcasting System

UNLESS I miss my guess 1948 will go down in the books as the most significant year in the history of American radio to date.

Let's take a look at the problems that the radio industry faces during the next 12 months.

First, there is the problem of prompt acceptance of a strong code for the self-regulation of the industry. At CBS we have given full endorsement to the NAB code proposed last September in Atlantic City. And we will give our full endorsement and active support to any revised code that retains what we believe are adequate safeguards of the public interest. We are hopeful that the nation's broadcasters will work out such an agreement and have it in effect well before the end of 1948.

Second, there is the matter of new legislation to amend the Federal Communications Act of 1934. Hearings began in 1947 on the White Bill. Further legislative action is expected during the coming year. The industry should welcome this new opportunity to urge enactment of its fundamental belief that radio should be as free as the press and motion pictures.

At the same time, on another front there is the matter of freedom for editorial expression on the air. This Spring the Federal Communications Commission has scheduled hearings on the right of broadcast licensees to "editorialize." The resolution of this important issue may well have great impact on the whole future of broadcasting.

As this is being written, an urgent and immediate problem is the negotiating of a new contract between the American Federation of Musicians and the radio industry. There are many compelling reasons why this should be settled with dispatch. The immediate

future of FM is at stake here. The reappearance of live musicians on television programs is essential to the successful development of this newest medium of mass communication. The output of the recording and radio industries is now so closely interwoven that anything affecting the output of one is bound to have a direct effect on the other. A prompt settlement of these issues on a basis equitable to all, while not easy to encompass, is vital to broadcasting's growth in 1948.

Audience research should come in for hard examination this year. Today's product will not do for tomorrow. It's inadequate and too costly.

And, of course, the problem that overshadows all others is the constant need of improved programming. Here bold steps must be taken if we are to increase radio's position in the American community.

During the past year, at CBS we placed the greatest emphasis on our product. Our program operations, both in Hollywood and New York were significantly intensified. And the new year finds Columbia with the largest program department in the industry.

We plan to launch in 1949 a number of new and, we believe, exciting entertainment programs. Several new and richly talented personalities will be brought to CBS microphones. We plan that Columbia-built programs—CBS' own "package" shows—will continue to be the focus of attention.

A series of significant reports on today's problems and institutions are planned for Columbia's Documentary Unit, which recently rounded out its first full year of operation.

A new code, an amended radio act, the reappearance of live music on FM and television, improved listener research, new and fresh programs—these are now problems confronting us.

They can become achievements of 1948.

# COLUMBIA BROADCAST



**NETWORK FACILITIES  
AS OF JAN. 15, 1948**







# 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	J. A. W. Iglehart, Jr.	Samuel Paley	Dorsey Richardson
Prescott S. Bush	Isaac D. Levy	William S. Paley	Frank Stanton
Ralph F. Colin	Leon Levy	Joseph H. Ream	Herbert Bayard Swope
		Frank K. White	
General Counsel	..... Rosenman, Goldmark, Colin & Kaye.		

### **Officers**

William S. Paley.....Chairman of the Board	Hubbell Robinson, Jr.
Frank Stanton.....President	Vice President and Director of Programs
Joseph H. Ream.....Executive Vice President	D. W. Thornburgh
Adrian Murphy	Vice President in Charge of Western Division
Vice President and General Executive	Victor M. Ratner
Howard S. Meighan	V.P. & Director, Advertising & Sales Promotion
Vice President and General Executive	James M. Seward
H. V. Akerberg	Vice President in Charge of Operations
Vice President in Charge of Station Relations	S. R. Dean.....Treasurer and Comptroller
H. Leslie Atlass	Arthur Padgett.....General Auditor
Vice President in Charge of Central Division	Julius F. Brauner
Earl H. Gammons	Secretary & General Attorney
Vice President in Charge of Washington Office	Guy della-Cioppa
William C. Gittinger	Assistant to the Chairman of the Board
Vice President in Charge of Sales	Nathan L. Halpern.....Assistant to the President
L. W. Lowman.....Vice President	Edward Saxe.....Executive Assistant
Davidson Taylor	J. L. Van Volkenburg
Vice President and Director of Public Affairs	Director of Station Administration

### **DEPARTMENTS AND DIVISIONS**

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 L. C. Merrick.....Assistant Comptroller  
 Sophie Hinze.....Cashier

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 Norman DuFrane.....Chief Auditor

#### **Construction and Building Operations Department**

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 Acting Director of Construction and Building Operations  
 Kingdon S. Tyler.....Assistant to the Director

#### **Editing Department**

Gilson Gray.....Director of Editing

#### **Music Copyright Department**

W. Clark Harrington.....Director

#### **General Engineering Department**

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 Director of General Engineering  
 John Christensen.....Chief Engineer  
 J. W. Wright.....Chief Radio Engineer  
 H. A. Chinn.....Chief Audio Engineer

#### **Engineering Research and Development Department**

Peter C. Goldmark  
 Director of Engineering Research and Development  
 Paul H. Reedy.....Chief Engineer  
 John H. Martin.....Executive Assistant

#### **Legal Department**

Julius F. Brauner  
 Secretary and General Attorney  
 Kenneth L. Yourd.....Senior Attorney



Michael Boscia.....Manager of Operations  
 Walter Seigal...Manager of Photographic Division  
 Anne Harding.....Manager of Service Division  
 Harry Feeny, Jr.....Trade News Editor  
 Dorothy Leffler...Manager of Magazine Division  
 Charles F. Pekor, Jr.....Asst. to the Director

**Purchasing Department**

John E. Forsander.....Purchasing Agent

**Radio Sales**

Carl J. Burkland.....General Sales Manager  
 H. A. Carlborg  
     Eastern Sales Manager, New York  
 Wilbur S. Edwards  
     Western Sales Manager, Chicago  
 H. H. Holtshouser  
     Southern Sales Manager, Atlanta  
 John Brumbach  
     Manager of San Francisco Office  
 L. D. Larimer  
     Manager of Los Angeles Office  
 William Ogden.....Manager of Detroit Office  
 Richard Hess  
     Supervisor of Research for Radio Sales and  
     C-O Stations

Thomas B. Ellsworth  
     Director of Promotion for Radio Sales  
 Emmett Heerdt.....Manager of Sales Service

**Research Department**

Elmo C. Wilson.....Director of Research  
 Oscar Katz.....Associate Director of Research  
 Edward Reeve.....Chief Statistician  
 Harper Carraine.....Chief Quantitative Analyst  
 Tore Hallonquist  
     Chief of Program Analysis Division

**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**

Victor M. Ratner  
     V.P. and Director of Sales Promotion and  
     Advertising  
 Thomas D. Connolly  
     Director of Program Promotion  
 Louis Hausman  
     Manager of Presentation Division—Associate  
     Director  
 William Golden  
     Associate Director and Art Director  
 John Fox.....Manager of Production

John P. Cowden  
     Director of Promotion Service for C-O  
     Stations

**Shortwave Broadcasting and Latin American Affairs**

Edmund Chester, Director of Shortwave Broad-  
 casts and Latin American Relations.  
 John Hundley, Assistant Director of Shortwave  
 Broadcasts.  
 Robert Unanue, Assistant Director of Latin  
 American Relations.  
 Tony Kraber, Executive Assistant in Charge of  
 Operations.  
 Lawrence S. Haas, Director of Shortwave News.  
 Margaret Kennedy, Supervisor of Press Informa-  
 tion and Listener Relations.  
 Russ Johns, Supervisor of Production  
 Tomas Perez, Chief of Spanish Division.  
 Luis Jatoba, Chief of Portuguese Division.  
 Robert DeHart, Engineer in Charge of Shortwave  
 Broadcasting.

**Station Administration Department**

J. L. Van Volkenburg  
     Director of Station Administration  
 William H. Hylan, Jr.....Assistant

**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  
 Ralph Hatcher.... Manager of CBS Co-op Division  
     LOS ANGELES OFFICE  
     STATION RELATIONS  
     Columbia Square

Edwin Buckalew.....Western Division Manager

**Television Department**

Lawrence W. Lowman.....Vice President  
 Worthington C. Miner... Director of Television  
 Leonard Hole.....Director of Plans Division  
 George L. Moskovics.....Commercial Manager  
 Benjamin F. Feiner, Jr.  
     Acting Director of Television Programs  
 Merritt H. Coleman.....Director of Operations  
 Paul Wittlig... Manager of Technical Operations  
 Charles Holden.....Manager of Production  
 James J. Kane..... Manager of Press Information  
 James McNaughton.....Art Director  
 Robert Bendick  
     Director of News and Special Events  
 Robert R. Edge.....Director of Sports  
 Halsey V. Barrett.....Promotion Manager

**COLUMBIA BROADCASTING SYSTEM**

Standard Stations  
 WCBS, New York  
 WBBM, Chicago  
 KNX, Los Angeles

FM Stations:  
 WCBS-FM, New York  
 WEEI, Boston  
 KMOX, St. Louis

WTOP, Washington  
 WCCO, Minneapolis-St. Paul  
 WBBM-FM, Chicago  
 Television Station:  
 CBS-TV, New York



EDGAR KOBAK  
President

## Mutual Broadcasting System

EACH year, when I am asked to prepare an article for RADIO ANNUAL, I like to take a look at what I said the previous year, just to see how I came out. This is pretty good mental discipline for anybody who is called upon to discuss a future outlook, whether it be in business, politics, or any other phase of living.

For 1947, I prophesied a year of "noses to the grindstone," of buckling down to competitive selling, the laying of secure foundations for postwar business, and the development of better programs as well as the careful study of facts. I also said something about our efforts to make the advertising dollar more productive. So far as Mutual is concerned, that is the sort of year we have put in during 1947—and from present indications, I feel confident that we shall be doing much the same in 1948. Perhaps, more so.

We have been busy building our network, facilities-wise, and now we are turning to the task of building up our audience, program-wise. For both tasks, we believe the right attitude is to start at the beginning, tackle first things first, build slowly, carefully, and methodically—and then start talking about it.

A couple of months ago we started to talk about the Mutual network's daytime coverage as it is today, following the many new improvements and additions which have been taking place during the past year or so. In doing this, we have been discussing our network in terms of the audience it serves—the millions of people who now can receive Mutual programs reliably, satisfactorily, and without the annoyance of static, man-made electrical noise, or the interference of other stations. This is SERVICE in terms of the listener's reception rather than in terms of the engineer's output. It is the first requisite of "radio circulation."

We have said that this new conception of "listenability" is something that you are going to hear a lot about from now on. In 1948, we think that "listenability" will be more and more studied, discussed, and used.

We believe that the use of "listenability" measurements—and naturally

the improvement and refining of the "listenability" technique—will keep a lot of people busy during the next year. We are going right ahead with the job at Mutual, and we expect to make "listenability" techniques available to our Mutual affiliates. If it proves out to be a valuable tool for time-buyers as well as for station managements, it seems certain that the use of this method of measurement will be extended to other stations and, perhaps to other networks.

Perhaps, "listenability" is a symbol of the progress which broadcasting is making in its search for bedrock measurements and standards to help advertisers buy time more efficiently and more economically. The BMB is an indication of this desire for better and more universal measurements to be applied to radio listening, but unfortunately during 1948, according to present plans, the BMB's activities will be restricted to an interim study and not to a complete, nation-wide job, which is being postponed until 1949.

Broadcasting is a fast-moving business and we have to find measurements which can be kept up to date, which can reflect changes and which can be used as a guide to the immediate future. Advertisers want facts, more facts, and up-to-date facts. They don't like to buy on hunches and in 1948, more than ever, we think that they are going to re-examine all of their advertising activities very closely.

During 1947, we have seen a marked tendency on the part of big national advertisers to analyze the cost of their network broadcasting. We have seen excellent presentations of a competitive nature from the other mediums, and we know that competition between radio and the other mediums is increasing rather than abating.

Over at Mutual, we believe in advertising, and we believe in broadcasting. We believe that there is a real place for broadcasting in the over-all advertising picture, and we are not particularly worried by clean, healthy competition. We realize that competition is the lifeblood of free American enterprise and if we are to make any New Year's resolutions, one of them will be to reaffirm our constant belief that there is no need to get panicky, and to resolve that we will not fall into the mistaken notion that we have to lash out at the other guy or tear down our competitors.









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# MUTUAL

## Broadcasting System

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### *Executives and Staff*

1440 Broadway, New York 18, N. Y.  
Phone, PENNSYLVANIA 6-9600

### **Executive Personnel**

#### **Board of Directors**

Lewis Allen Weiss  
Don Lee.....Hollywood, Chairmen  
Theodore C. Streibert  
WOR, New York, Vice-Chairman  
E. M. Antrim.....WGN, Chicago  
Willet H. Brown, Don Lee.....Hollywood  
Chesser Campbell.....WGN, Chicago

J. E. Campeau.....CKLW, Detroit  
H. K. Carpenter.....WHK, Cleveland  
Benedict Gimbel, Jr.....WIP Philadelphia  
Edgar Kobak.....MBS, New York  
John Shepard, III.....Boston  
Linus Travers.....Yankee Network, Boston  
J. R. Popple.....WOR New York

#### **Officers**

Edgar Kobak.....New York, President  
Robert D. Swezey  
New York, Vice President and General Manager  
E. M. Antrim.....Chicago, Secretary  
James E. Wallen  
New York, Treasurer, Controller and As-  
sistant Secretary  
Phillips Carlin  
New York, Vice President in Charge of Pro-  
grams  
Z. C. Barnes  
New York, Vice President in Charge of Sales  
Robert A Schmid  
New York, Vice President in Charge of Sta-  
tion Relations  
A. A. Schechter  
Vice President in Charge of News, Special  
Events and Publicity  
E. P. H. James  
New York, Vice President in Charge of Adver-  
tising, Promotion and Research  
A. N. Hult  
Chicago, Vice President in Charge of Mid-  
west 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

#### **Office Management**

James E. Wallen.....Office Manager  
Beatrice M. Marschner.....Personnel Director  
Ruth Hendler.....Purchasing Agent  
Margaret Maloney.....Telephone Supervisor

#### **Engineering Department**

E. M. Johnson  
Chief Plans and Allocations Engineer  
Leslie Learned...Manager of Engineering Traffic  
James Chapman...Supervisor of Engineering Traffic  
Lewis R. Tower....Chief Facilities Engineer

## Program Department

Phillips Carlin..... Vice President in Charge  
Adolph Opfinger... Assistant to Vice President  
Hendrik Booream... National Program Manager  
Ned Tollinger..... West Coast Supervisor  
B. J. Hauser..... Director of Cooperative Programs  
Walter Lurie

Director of New Program Development  
Herbert Rice..... Director of Production  
Edwin Otis... Supervisor of Commercial Programs  
Idella Grindlay..... Studio Assignments  
Ada Lusardi..... Program Traffic Manager  
Finis Farr..... Script Editor  
Hal Wagner..... Manager of Operations  
John Newhouse, Hugo Seiler... Night Supervisors  
Floyd Mack..... Supervisor, Special Operations  
Elsie Dick

Director of Women's and Religious Activities  
Dorothy Ann Kemble  
Director of Continuity Acceptance

## News, Special Events and Publicity

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'Bryon..... Director of Publicity

Francis X. Zuzulo  
Assistant Director of Publicity and Trade  
News Editor

Robert Wilson..... Exploitation Manager  
Hal Gold..... Press Editor  
Maria Catherine..... Photo and Fashion Editor  
Jack Skinner..... Special Service Editor  
Harriet Crause..... West Coast Publicity Rep.

## Sales Department

Z. C. Barnes..... Vice President in Charge  
Harold Coulter... Assistant to the Vice President  
George Benson..... Eastern Sales Manager  
T. E. Danley..... Manager of Sales Traffic  
Alma Graef..... Manager of Sales Service

## Foreign Correspondents for Mutual Broadcasting System

Harrel F. Beck..... Cairo  
Erling Boggild..... Copenhagen  
Burton Crane..... Tokyo  
Gerald Dougherty..... Buenos Aires  
Jules Dubois..... Panama  
Roy Dunlap..... Chungking  
Richard Dyer..... Rio de Janeiro  
Webley Edwards..... Honolulu  
Robert Gary..... Berlin-Frankfort  
Randall Gould..... Shanghai  
Joseph Israels 2nd..... Vienna

## Advertising, Sales Promotion and Research

E. P. H. James..... Vice President in Charge  
Jesse Thompson  
Director of Advertising & Promotion  
Richard Puff..... Director of Research  
F. Carleton McVarish  
Manager of Audience Promotion  
Winifred Hall..... Promotion Supervisor

## Station Relations

Robert A. Schmid..... Vice President in Charge  
Charles Godwin... Director of Station Relations  
Robert Carpenter..... Field Representative  
Don Ioset..... Field Representative  
Norman Knight  
Roy Danish..... Manager Station Information

## Washington Staff

Charter Heslep..... Washington Representative  
Alexandra Roundybus.. Administrative Assistant

## Chicago Staff

Adolf N. Hult  
Vice President in Charge of Mid-west  
operations  
Carroll Marts.. Assistant to the Vice President  
DeWitt Mower..... Midwestern Sales Manager  
Myrte Goulet..... Supervisor of Station Traffic  
Dorothy Reynolds..... Office Manager  
Gibert McClelland... Director of Sales Promotion  
James Mahoney  
Manager of Western Division (Station Rela-  
tions)  
George Herro..... Publicity Director

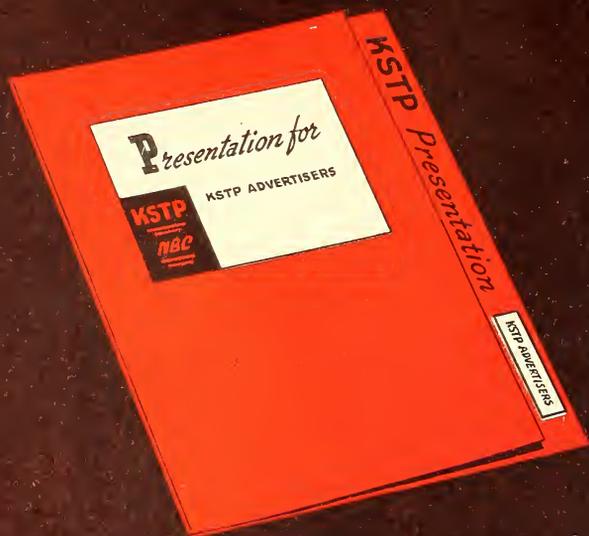
## Detroit Staff

Herbert Faust..... General Division Manager

## Philadelphia and Pittsburgh Staff

Howard Cann..... Sales Representative

Birger Jacobsen..... Stockholm  
Richard Johnson..... Seoul  
Arthur Mann..... London  
David Perlman..... Paris  
Quentin Pope..... Southwest Pacific  
Clive B. Smith..... Mexico City  
Fred Sparkes..... Athens  
Anne Stadler..... Madrid  
Robert Stewart..... Manila  
Frank Viner..... Prague  
James Wellard..... Rome

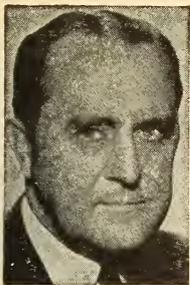


# MAKES GOOD ADVERTISING BETTER

It's Planalyzed Promotion. This exclusive KSTP merchandising service adds the pay-off punch to your radio campaign in the important Minneapolis—St. Paul market. In all likelihood you have already received KSTP Planalyzed Promotion reports in the familiar red folders... most advertisers and agencies in the country have. If you haven't, learn how KSTP Planalyzed Promotion can hasten and increase the effectiveness of your radio advertising. Any Edward Petry and Co. man will be glad to tell you how Planalyzed Promotion works and how it will work for you.

50,000 WATTS—CLEAR CHANNEL  
KEY STATION FOR THE NORTHWEST NETWORK  
Represented Nationally by Edward Petry & Co.

**KSTP**  
MINNEAPOLIS ... ST. PAUL



NILES TRAMMELL  
*President*

## National Broadcasting Company

THE year 1948 will have great meaning for both radio and television. Broadcasters, without further equivocation, must decide in the next year whether to adopt a new and re-

vised code of standards which they will all follow, or whether different elements of broadcasting are to go different ways in their broadcasting practices, probably to the detriment of all.

It is still the view of the National Broadcasting Company that an industry-wide code is the best means of improving our service to the public. We were keenly disappointed that final action on a firm code was not taken in 1947. We will continue to urge adoption of such a code in 1948. But if a code for all broadcasters is not forthcoming in 1948, it may be that NBC will find it expedient to establish its own new set of standards, so urgently do we feel the need of one.

However, a code for only the networks would not materially correct the conditions which are annoying some listeners. The listener condemns all radio for the offenses of a few operators. He concludes that if one station broadcasts offensive material or devotes too much time to commercial matter, then all must do the same.

That's why NBC feels that in 1948 standards of practice must be raised by all operators originating programs and not by a scattered few.

And what of public service?

The National Broadcasting Company expects great things in the coming year of its new Public Affairs and Education Department. The six-man Public Affairs Board headed by Ken R. Dyke is exploring anew the question of programming in the public service area. We expect their forward planning to

reach full fruition in 1948 with new and provocative programs concerning subjects of world and national import. It is too early to report exactly what these programs will be or what form they will take. However, one period of prime time has been set aside for the presentation of a documentary type program which will treat with important world problems.

It seems to us at NBC, vitally important that we develop programs that will get more persons interested in the issues of the day, inform them about all sides of those issues, and arouse them to thoughtful, intelligent action.

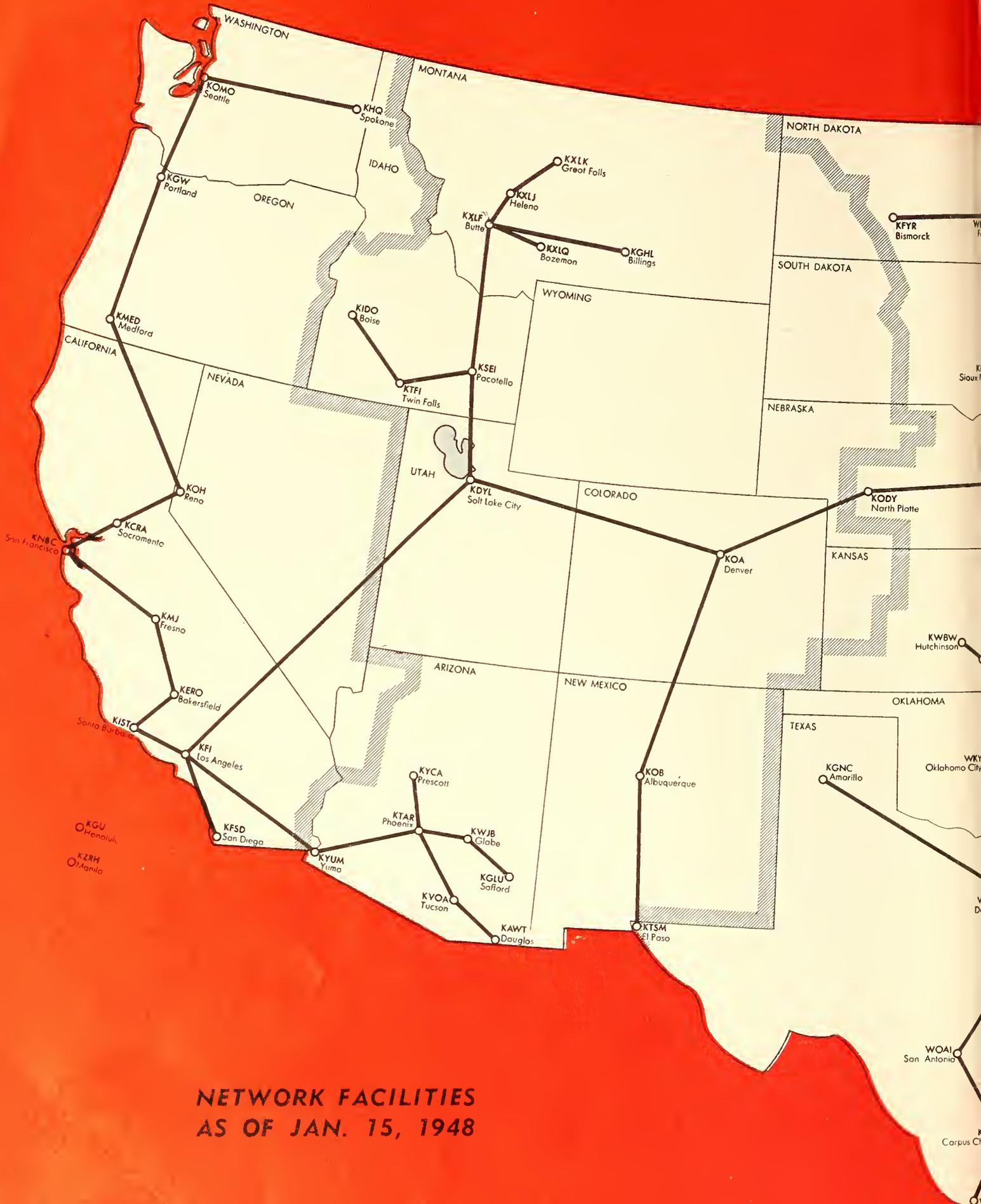
That is what we plan to do more diligently and, we are sure, more effectively in 1948.

In television, 1948 will find this new medium for entertainment and advertising moving from its adolescent stage of the past few years into full-fledged maturity. In the next year, video will become an exciting commonplace in hundreds of communities. It will begin to spread its diverting and real life presentations in all directions as networks expand further and further over the United States and independent stations mushroom in cities not yet connected by coaxial cable or relay systems. Television's big push in 1948 will be materially assisted, too, by the set manufacturers whose production will reach all-time highs in the coming weeks.

The economics of television also will "look up" in 1948. Advertisers, attracted by the greater message-impact on the consumer which video provides, are expected to use this medium in increasing numbers in the new year.

NBC has always led in television. And it intends to maintain that leadership in 1948 through the development of new network facilities, through refinement of production techniques and through development of new and finer programs in all fields of entertainment and education.

# NATIONAL BROADCAST



NETWORK FACILITIES  
AS OF JAN. 15, 1948







# 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	Harry C. Ingles	Frank E. Mullen
Arthur E. Braun	Gano Dunn	Charles B. Jolliffe	Edward J. Nally
John T. Cahill	Frank M. Folsom	Edward F. McGrady	David Sarnoff
	Niles Trammell		

## Officers

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Niles Trammell.....President	John H. MacDonald
Frank E. Mullen.....Executive Vice President	Administrative Vice President & Assistant Secretary
William Brooks.....Vice President	John F. Royal.....Vice President
Charles R. Denny	Frank H. Russell.....Vice President
Vice President & General Counsel	I. E. Showerman.....Vice President
Ken R. Dyke.....Administrative Vice President	Sidney N. Strotz.....Vice President
C. Lloyd Egner.....Vice President	Roy C. Witmer.....Vice President
Sydney Eiges.....Vice President	R. J. Teichner..Treasurer & Assistant Secretary
Charles P. Hammond.....Vice President	H. F. McKeon.....Controller
O. B. Hanson.....Vice President	Lewis MacConnach.....Secretary
William S. Hedges.....Vice President	Wayne Mason.....Assistant Secretary

## DEPARTMENTS AND DIVISIONS

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 Frank E. Mullen.....Executive Vice President  
 James Rowland Angell..Public Service Counselor  
 Ken R. Dyke  
 Administrative Vice President in charge of Programs, Public Service and Continuity Acceptance Departments and Director of Broadcast Standards and Practices.  
 Charles P. Hammond  
 Vice President & Assistant to the Executive Vice President  
 William S. Hedges  
 Vice President in Charge of Planning & Development  
 Harry C. Kopf  
 Administrative Vice President in Charge of Network Sales, National Spot Sales, Stations Department and Owned and Operated Stations.  
 Clay Morgan  
 Assistant to the President and Director of Special Services and Guest Relations  
 John H. MacDonald  
 Administrative Vice President in Charge of

Controllers, Treasurers, Budget, General Service, Personnel and Guest Relations Departments

John Royal  
 Vice President & Assistant to the Executive Vice President  
 Albert E. Walker.....Executive Assistant  
 Roy C. Witmer  
 Staff Vice President and Assistant to the President

### Advertising and Promotion Department

James Nelson.....Director  
 Roy C. Porteous.....Manager  
 Allen Hurlburt.....Art Director  
 George W. Wallace

Network Sales Promotion Manager

### Budget

J. Robert Myers  
 Assistant to the Administrative Vice President in Charge

### Continuity Acceptance Department

Stockton Helffrich.....Manager

## Controllers Department

Harry F. McKeon.....Controllor  
Harold M. Kelly.....Assistant Controllor  
Hugh R. McGeachie.....Assistant Controllor

## Engineering Department

O. B. Hanson..Vice President & Chief Engineer  
George McElrath

Director of Engineering Operations

William A. Clarke.....Administrative Assistant  
E. R. Cullen..Operations Assistant to the Director  
J. D'Agostino.....Liaison Engineer  
Raymond F. Guy

Mgr. of Radio & Allocation Engineering

George M. Nixon  
Manager of Technical Development

C. A. Rackey  
Mgr. of Audio & Video Engineering

R. E. Shelby  
Director of Television Engineering Operations

George E. Stewart..National Recording Supervisor  
F. A. Wankel.....Eastern Division Engineer  
J. Wood, Jr..Manager of Technical Development

## General Service Department

Edward M. Lowell.....Director  
W. R. Thompson

Manager of Building Maintenance Division

## Guest Relations Department

Paul Rittenhouse.....Manager  
William Ervin.....Executive Assistant Manager  
John Mills

Assistant Manager in Charge of Reception

Peter Tintle  
Assistant Manager in Charge of Tours

## Information Department

Horton Heath.....Director  
Irene Kuhn.....Assistant Director

Anita Barnard  
Manager of Correspondence Division

## Legal Department

Charles R. Denny  
Vice President & General Counsel

Henry Ladner.....Assistant General Counsel  
Robert P. Myers.....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)

A. L. Ashby.....Counsel  
Cahill, Gordon, Zachry & Reindel

Counsel (New York & Washington)

## National Spot Sales

### Department

James V. McConnell.....Director  
John de Russy.....Manager

William Seth.....Promotion Advertising Manager

## Network Sales Department

George H. Frey.....Director  
Edward R. Hitz.....Assistant Director

## News and Special Events and International Relations Department

William F. Brooks...Vice President in Charge  
Joseph O. Meyers..Assistant to the Vice President  
Frederick B. Bate..Assistant to the Vice President

## News and Special Events Department

Francis C. McCall.....Manager of Operations  
Adolph J. Schneider

Assistant Manager of Operations

Jeanette Kriendler.....Office Manager

## International Division

Stanley P. Richardson  
Assistant to the Vice President

Cal Abraham.....Manager of Station Relations  
Helen Davis.....Office Manager

## Personnel Department

Ernest de la Ossa.....Director  
Theodore Thompson.....Manager

Helen Korday.....Employment Manager  
Corinne Pearson...Employee Services Counselor

## Press Department

Sydney Eiges.....Vice President in Charge  
Thomas E. Knode.....Director

Jo Dine.....Trade Press Editor  
Allan Kalmus.....Television Editor

Leo Hershdorfer.....Feature and Copy Editor  
James McLean.....Magazine Editor

Alton Kastner.....Column Editor  
Sam Kaufman.....Exploitation Editor

Leonard Meyers.....Music Editor  
Sidney Desfor.....Photo Editor

Dorothy Collins.....Fashion Editor

## Program Department

Thomas McCray....National Program Manager  
Robert K. Adams.....Production Manager

Thomas H. Belviso..Manager of the Music Library  
Frank Black.....General Music Director

Samuel Chotzinoff.....Manager, Music Division  
Patrick J. Kelly....Supervisor of Announcing

Allin Robinson.....Night Program Manager  
Frederick Knopfke.....Sound Effects Manager

William Stern.....Director of Sports  
Richard P. McDonagh...Manager, Script Division

Fred Shawn.....Administrative Assistant  
Grace H. Sniffin.....Supervisor Business Office

## Public Affairs and Education Department

Dwight B. Herrick.....Operations Manager  
Doris Corwith.....Manager, Talks Division

Margaret Cuthbert  
Manager, Organizations Division

Sterling Fisher.....Advisor  
Jane T. Wagner

Assistant Manager, Organizations Division

## Radio Recording Department

C. Lloyd Egner.....Vice President in Charge  
Robert W. Freidheim.....Manager

Henry P. Hayes  
Assistant to the Vice President & Business  
Manager

Norman Cloutier, Manager of Thesaurus Programs  
Charles G. Hicks, Jr., Recording Sales Manager  
Willis B. Parsons

Thesaurus & Syndicate Sales Manager  
George C. Stevens, Office Manager  
H. H. Wood, Program Manager

### Research Department

Hugh M. Beville, Director  
Barry T. Rumble, Manager

### Stations Departments

Easton C. Woolley, Director  
Burton Adams  
Manager—Cooperative Programs Division

### Stations Relations Department

Sheldon B. Hickox, Jr., Manager

### 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
KNBC	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC
WNBC-FM	New York	Owned and operated by NBC
WNBT	New York (Television)	Owned and operated by NBC
WNBW	Washington (Television)	Owned and operated by NBC

### Operated Stations

WNBC—New York

James M. Gaines  
Director of Owned and Operated Stations  
and Manager of WNBC

Thomas B. McFadden, Assistant Manager  
Murray Harris, Press Manager  
Fred S. Heywood

Manager, News & Special Events Division  
Donald A. Norman, Sales Manager  
Thomas Page, Farm Director  
de Lancy Provost, Program Manager  
Charles B. H. Vaill

Advertising and Promotion Manager  
WTAM—Cleveland

Vernon Pribble, Station Manager  
Howard Barton

Promotion and Public Relations Manager  
Michael Flanagan, Press Manager  
Howard Gallagher, Sales Manager  
Samuel Leonard, Engineer in Charge  
Harold Metzger

Program Manager and Asst. Station Mgr.  
Edward Wallace, Dir. of News & Special Events  
KOA—Denver

Lloyd Yoder, General Manager  
James MacPherson

Asst. General Mgr. and Commercial Mgr.  
Clarence Moore, Program Manager  
Dale Newbold, Auditor and Personnel Dir.  
Robert Owen, Engineer in Charge  
Randolph Smith, Promotion Manager

### Traffic Department

Harry A. Woodman, Manager

### Television Department

Noran Kersta, Director of Television Operations  
Carleton D. Smith, Manager Television Dept.  
Warren Wade

Executive Producer Program Division  
Reynold R. Kraft, Eastern Sales Manager  
C. G. Alexander

Business Manager Program Division  
Allan Kalmus, Press Editor  
R. E. Shelby

Director of Television Engineering Operations  
William Webb, Promotion Manager

### Transportation Department

Marie F. Dolan, Manager

### Treasurers Department

Rudolph J. Teichner, Treasurer  
William D. Bloxham, Purchasing Agent  
William A. Williams, Assistant to the Treasurer

### KNBC—San Francisco

John Elwood, General Manager  
George Greaves, Asst. General Manager  
W. J. Andrews, Radio Recording Manager  
Harry Bubeck, Program Manager  
A. Crapsey, Local Sales Manager  
James Day, Public Service Director  
Alphonse Diedrichs, Auditor & Office Manager  
Ethel Gilchrist, Manager Sales Promotion  
Byron Mills, Continuity Acceptance Manager  
Curtis Peck, Engineer in Charge  
John Thompson, Mgr., News & Public Service

### Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.

Tel.—Superior 8300

I. E. Showerman, Vice President in Charge  
Thomas H. Compere, Attorney  
William Drips, Director of Agriculture  
Robert Guilbert, Continuity Acceptance Editor  
Jules Herbeuieux, Program Manager  
A. W. Kaney, Station Relations Manager  
John S. Keck, Radio Recording Manager  
David Lasley, Promotion Manager  
Howard C. Luttgens, Chief Engineer  
Paul McCluer, Network Sales Manager  
Oliver Morton, National Spot Sales Manager  
William B. Ray, News & Special Events Manager  
Jack Ryan, Press Manager  
Judith Waller, Public Service Director  
John Whalley, Business Manager

## Western Division— Hollywood

Sunset Blvd. and Vine St., Hollywood, Calif.  
Tel.—Hollywood 6161

Sidney N. Strotz . . . . . Vice President in Charge  
Lewis S. Frost . . . . . Assistant to the Vice President  
Frank Berend

Western Division, Network Sales Manager  
Harold Bock  
Manager of Public Relations and Television  
Operations

Robert V. Brown . . . . . Network 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  
Network Press Manager—Western Division  
Alfred Saxton

Network Engineer—Western Division  
Oscar Turner . . . . . Radio Recording Manager  
Roger Sprague

Network News Manager—Western Division

## Washington, D. C.

724 14th Street N. W., Washington, D. C.  
Tel.—Republic 4000

Frank M. Russell . . . . . Vice President in Charge  
R. G. Coldenstroth . . . . . Auditor  
Mahlon Glascock . . . . . Sales Manager  
Albert E. Johnson . . . . . Engineer in Charge

William McAndrew

Assistant to the Vice President & Director  
of News and Special Events

Robert Morrison . . . . . Manager of Radio Recording  
Walter Royen . . . . . Press Manager  
James Seiler . . . . . Assistant to the Manager  
George Wheeler . . . . . Program Manager  
Lorin Myers . . . . . Promotion Manager

NBC STATIONS PLANNING & ADVISORY  
COMMITTEE

Paul W. Morency . . . . . WTIC Hartford, Conn.  
Richard Mason . . . . . WPTF Raleigh, N. C.  
Milton Greenebaum . . . . . WSAM Saginaw, Mich.  
H. W. Slavick . . . . . WMC Memphis, Tenn.  
Walter E. Wagstaff . . . . . KIDO Boise, Idaho  
H. Quenton Cox . . . . . KGW Portland, Oregon  
John J. Gillin, Jr. . . . . WOW Omaha, Nebraska  
William B. Way . . . . . KVOO Tulsa, Okla.

## Foreign Representatives

FRANCE

Henry Cassidy, 52 Avenue des Champs Elysees  
ENGLAND

Merrill Mueller, National Broadcasting Company,  
43 Berkeley Square, London West 1, England

SWITZERLAND

Max Jordan, Aeschengraben 31, Basle, Switzer-  
land

RUSSIA

Robert Magidoff, United States Military Mission,  
c/o United States Embassy, Moscow, Russia

JAPAN (Tokyo)

George Thomas Folster, GHQ PRO, AFPAC,  
APO 500 c/o Postmaster, San Francisco

GERMANY

Edwin Haaker, American Press Center, APO  
742A c/o Postmaster, New York, N. Y.

FOR COMPLETE LIST OF  
ALL COMMERCIAL PROGRAMS  
ON MAJOR NETWORKS  
PLEASE TURN TO PAGE 961



# KEYSTONE



# Broadcasting System

### **Headquarters**

580 Fifth Avenue, New York 19, N. Y.  
Phone, LOngacre 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  
Assistant Secretary ..... William Bayer

### **Offices**

#### **New York**

580 Fifth Avenue

Phone, LOngacre 3-2221

General Manager.....Michael M. Sillerman  
Director of Station Relations

Arthur H. Clement  
Research Director.....Melvin G. Marden  
Office Manager.....Selma Andrews  
Account Executive ..... Noel A. Rhys

Accountant & Office Manager

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

#### **Chicago**

134 North La Salle St., Chicago 2, Ill.  
Phone, State 4590

Secretary-Treasurer.....Sidney J. Wolf

#### **Cleveland**

310 Citizens Bldg. Cleveland 14, Ohio  
Phone, Cherry 4050

Mid-Western Sales.....Louis M. Bloch, Jr.

**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 transcription, eliminating wire charges. At time of going to press, the network includes 325 affiliated stations. The network supplies its stations with 24 fully scripted sustaining shows per week filling 1 hour per day, seven days each week, to a total of 7 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 twenty-five words in length.



**DELIVERS BEYOND-METROPOLITAN AMERICA**



**KEYSTONE NETWORK**

**K . . . is for KEYSTONE**

**BROADCASTING SYSTEM . . . the  
pioneer Transcription Network of 325  
stations—principally in 1-station, non-com-  
petitive radio markets—concentrating on the  
nation's vast, thriving small town, rural and  
farm markets . . . where 53% of the  
nation's total food sales and 47% of  
total drug sales are made.**



**THIS IS THE KEYSTO**

**B** . . . is for **BEYOND-**

**METROPOLITAN AMERICA...**

a potential, eager \$100 billion market

. . . the richest new market in the world

today! **B-M-A's** millions of inhabitants owe *less,*

*have more cash, need and can afford more*

commodities than **EVER!** **KBS** is the **ONLY**

network delivering **Beyond-Metropol-**

**itan America exclusively...to you!**

**E BROADCASTING**

**SYSTEM**



**K** . . . is for KEYSTONE

**BROADCASTING SYSTEM** . . . the  
pioneer Transcription Network of 325  
stations—principally in 1-station, non-com-  
petitive radio markets—concentrating on the  
nation's vast, thriving small town, rural and  
farm markets . . . where 53% of the  
nation's total food sales and 47% of  
total drug sales are made.

**B** . . . is for BEYOND-

**METROPOLITAN AMERICA** . . .

a potential, eager \$100 billion market  
. . . the richest new market in the world  
today! B-M-A's millions of inhabitants owe less,  
*have more cash, need and can afford more*  
commodities than EVER! KBS is the **ONLY**  
network delivering Beyond - Metropol-  
itan America exclusively . . . to you!



**THIS IS THE KEYSTONE BROADCASTING SYSTEM**

This is  
"Beyond Metropolitan"  
America



Base map © Noble & Swars

**S**... is for **STREAMLINED** —  
the **ONE STREAMLINED OPERA-**  
**TION** (instead of 325 individual  
transactions) in which you can get  
**ALL** (or a custom-tailored group)  
of Keystone stations. **ONE Time**  
**Order—ONE Time Clearance—ONE**  
**Schedule—ONE Mechanics Opera-**  
**tion—ONE Invoice!** New Low Cost  
per actual new Listener! And—  
quick, unfailing, *continuing* sales  
return. Investigate!

**KEYSTONE NETWORK**  
NEW YORK 19 • CHICAGO 2 • HOLLYWOOD 28

# REGIONAL NETWORKS

## Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

### PERSONNEL

Manager ..... Richard O. Lewis  
 Commercial Manager ..... Bill Harvey  
 Promotion Manager ..... Fred Gerletti

### STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

### 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, Lowell.

### NATIONAL REPRESENTATIVE

John Blair & Company

★

## Arrowhead Network

WEBC Bldg., Duluth 2, Minn.

Phone, Melrose 2873

### PERSONNEL

General Manager ..... W. C. Bridges  
 Director of Operations ..... H. E. Westmoreland  
 Promotion Manager ..... L. G. Anderson  
 WEBC Resident Manager ..... Earl Henton  
 WMFG Resident Manager ..... Harry Hyett  
 WHLB Resident Manager ..... Oscar Peterson  
 WEAU Resident Manager ..... Clyde Riddle  
 WJMC Resident Manager ..... Greg Rouleau

### STATIONS

WEBC, Duluth, Minn.-Superior, Wis.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis. (Under Construction) WISC, Madison, Wis.; WDUL-FM, Duluth, Minn.-Superior, Wis.; WEAU-FM, Eau Claire, Wis.; WJMC-FM, Rice Lake, Wis.

### REPRESENTATIVE

George P. Hollingsbery Co.

## Connecticut State Network

WTHT, 555 Asylum St., Hartford 4, Conn.

Phone: Stamford 2-0237

### PERSONNEL

President ..... Glover De Laney

### STATIONS

WNAB, Bridgeport; WATR, Waterbury; WNLC, New London; WNHC, New Haven; WTHT, 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

Dir. of Station Relations ..... Patrick Campbell

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

Public Relations Director ..... Mark Finley

Publicity Director ..... Art Sawyer

Program Promotion Dir. .... Robert Stock

### STATIONS

CALIFORNIA: KHJ, Los Angeles; KFRC, San Francisco; KAFY, Bakersfield; KHSL, Chico; KXO, El Centro; KIEM, Eureka; KYNO, Fresno; KMYC, Marysville; KYOS, Merced; KPRL, Paso Robles; KVCV, Redding; KXOA, Sacramento; KSBW, Salinas; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara; KXOB, Stockton; KCOK, Tulare.

OREGON: KALE, Portland; KWIL, Albany; KAST, Astoria; KBND, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJI, Klamath Falls; KRNR, Roseburg; KSLM, Salem.

WASHINGTON: KVI, Seattle; KNEW, Spokane; KKRO, Aberdeen; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KUJ, Walla Walla; KYAK, Yakima.

IDAHO: KVNI, Coeur d'Alene; KRLC, Lewiston; KWAL, Wallace.

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**R**E-CREATES the stirring era of ambition, adventure and excitement of the Klondike Gold Rush days. Sgt. Preston of the Northwest Mounted Police and his dog, King, fight for law and order in the gold-mad Klondike.

Each half-hour program combines the excitement and drama of "The Lone Ranger" with the suspense, mystery and intrigue of the Frozen North. "Challenge of the Yukon" appeals to every age group. It's a "natural" for alert advertisers. Hear it now on ABC (sustaining) each Saturday, 7:30-8:00 P.M.

**THE CHALLENGE OF THE YUKON . . .**

**WRITTEN AND**

**PRODUCED BY THE CREATORS OF . . .**



### THE GREEN HORNET

. . . a favorite for nearly 8 years. As a movie thriller "The Green Hornet" has been second in popularity only to "The Lone Ranger." While broadcast locally, "The Green Hornet" successfully sold all types of merchandise, from dairy products to men's shirts. Now it's sponsored coast-to-coast ABC by General Mills.



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. . . the half-hour program that has built a Hooper ranging from 9 to 12 for over fifteen years. More than ten million people eagerly await the cry of "Hi Yo Silver" three times each week. No half-hour dramatic program has ever topped this record! That's why General Mills has it coast-to-coast on ABC.

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**TRENDLE-CAMPBELL BROADCASTING CORP.**

1700 Stroh Building

Detroit 26, Michigan

. . . REGIONAL NETWORKS . . .

NEVADA: KATO, Reno.

ARIZONA: KOOL, Phoenix; KCNA, Tucson.

HAWAII: KHON, Honolulu; KIPA, Hilo;  
KTOH, Lihue; KMVL, Wailuku.

NATIONAL REPRESENTATIVES

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



**Intercollegiate Broadcasting System, Inc.**

(Subsidiaries: Ivy Network, Middle Atlantic Network, Capitol Network)

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

Phone: MURRAY Hill 2-8288

PERSONNEL

President.....Russell Potter, Ph.D.  
Vice-President.....Roger W. Clipp  
Secretary.....Judith Waller  
Treasurer.....Guy della Cioppa  
Executive Chairman.....George Abraham  
Program Manager.....David Linton  
Business Manager.....Paul F. Yergin  
Station Relations Mgr.....Sonia-Jane Brown  
Technical Manager.....David W. Borst  
Music Director.....Alan Rich  
Research Director.....Harriet Linton  
Dir. International Broadcasts.....Kurt L. Shell  
Operations Director.....Ulrich Caro  
Production Director.....Takashi Kako  
Asst. Bus. Mgr.....Victor E. Rosenblum  
Division Engineer, Washington.....Herbert Barlow  
Director, The Capitol Network.....Fred C. Collins

BRANCH OFFICES

2808 Erie St., S.E., Washington 20, D. C.,  
Phone: Victor 7210, George Abraham, Exec.  
Chairman; 706 Sanders Ave., Schenectady 2,  
N. Y., Phone: Schenectady 3-6028, David Borst,  
Technical Manager.

STATIONS

(A network of college and university campus stations comprising:

WHCN, Harvard, Cambridge 38, Mass.;  
WBRU, Brown U., Providence, R. I.; WHUS,  
U. of Conn., Storrs, Conn.; WKCR, Columbia,  
New York 27, N. Y.; WPRU, Princeton, Princeton,  
N. J.; WXPX, Pennsylvania, Phila. 4, Pa.;  
WRAD, Radcliffe, Cambridge 38, Mass.; WBS,  
Wellesley, Wellesley 81, Mass.; WRTC, Trinity,  
Hartford 6, Conn.; WES, Wesleyan, Middletown,  
Conn.; WHRC, Haverford, Haverford, Pa.;  
WSRN, Swarthmore, Swarthmore, Pa.; WRSU,  
Rutgers, New Brunswick, N. J.; WJRH, Lafayette,  
Easton, Pa.; WLRN, Lehigh, Bethlehem,  
Pa.; WGTB, Georgetown, Washington 7, D. C.;

WAMC, American U., Washington, D. C.;  
WMWC, Mary Washington, Fredricksburg, Va.;  
WUVA, U. of Virginia, Charlottesville, Va.;  
WHOE, Rhode Island State, Kingston, R. I.;  
WBVD, Fort Trumbull (U. of Conn.), New London,  
Conn.; WWGC, Gettysburg, Gettysburg,  
Pa.; WCIT, Carnegie Tech, Pittsburgh 13, Pa.;  
WVBU, Bucknell, Lewisburg, Pa.; WVBR,  
Cornell, Ithaca, N. Y.; WHC, Hamilton, Clinton,  
N. Y.; WRUC, Union, Schenectady 8, N. Y.;  
KSLU, St. Lawrence, Canton, N. Y.; WXBC,  
Bard, Annandale-on-Hudson, N. Y.; WMS, Williams,  
Williamstown, Mass.; WABP, Alabama,  
University, Ala.; WNCS, No. Carolina State,  
Raleigh, N. C.; WUSC, U. of So. Carolina, Columbia,  
S. C.; WRFI, U. of Illinois, Urbana, Ill.;  
WMMC, MacMurray, Jacksonville, Ill.; WMUB,  
Miami U., Oxford, Ohio; WONC, Olivet Nazarene,  
Kankakee, Ill.; KWWC, Stephens, Columbia,  
Mo.; WMIB, Manchester, No. Manchester,  
Ind.; KBYU, Brigham Young, Provo, Utah;  
Montana State, Bozeman, Montana; KUVY,  
Oklahoma, Norman, Okla.; KIYS, Baylor U.,  
Waco, Texas; KAEO, Pacific, Stockton 27,  
Calif.; KSU, Stanford, Palo Alto, Calif.; KSMU,  
Southern Methodist, Dallas, Tex.; KVOF, Texas  
Mines, El Paso, Tex.; KUOI, Idaho, Moscow,  
Idaho; KXLU, Loyola, Los Angeles, Calif.;  
KVDU, Denver, Denver, Colo.; WWBN, Bethany,  
Bethany, W. Va.; WNTC, Clarkson & Potsdam  
Colleges, Potsdam, N. Y.; WRTI, Temple U.,  
Philadelphia, Pa. and 30 additional stations  
under construction.



**Intermountain Network**

248 S. Main St., Salt Lake City 1, Utah

Phone: 4-1843, 4-6491

PERSONNEL

President.....George C. Hatch  
Executive Vice-President.....Alvin G. Pack  
Vice-Pres. in charge of Sales...Lynn L. Meyer  
Program Director.....Craig Rogers  
Technical Director.....W. D'Orr Cozzens  
Chief Engineer.....Stanley C. Benson  
Production Manager.....Vern Bruggeman  
Music Director.....Earl Donaldson  
Sports-Special Events Dir.....Mal Wyman  
News Director.....Jack Goodman  
Promotion Director.....John Hinckley  
Continuity Director.....Nat Berlin

STATIONS

UTAH: KALL (Key Station), Salt Lake City;  
KLO, Ogden; KOVO, Provo; KOAL, Price;  
KVVU, Logan.

IDAHO: KEYY, Pocatello; KVMV, Twin Falls;  
KFXD, Boise-Nampa; KFXD-FM, Boise-Nampa  
and KID, Idaho Falls.

WYOMING: KVR8, Rock Springs; KDFN,  
Casper; KPOW, Powell; KWYO, Sheridan;  
KODI, Cody.

MONTANA: KBMY, Billings; KRJF, Miles  
City; \*Butte; \*Great Falls; \*Lewiston.

\*Under Construction.

REPRESENTATIVE

Lewis H. Avery, Inc.

**Iowa Tall Corn Network**

401 Shops Building, Des Moines, Iowa  
Phone: 2-0225  
PERSONNEL

General Manager.....George W. Webber  
President.....Edward Breen  
Vice-Pres. in Charge of Station Relations  
Morgan Sexton  
Vice-Pres. in Charge of Programming  
Ben Sanders  
Vice-Pres. in Charge of Engineering  
Ken Gordon  
Secretary-Treasurer.....George Volger

STATIONS

KBUR, Burlington; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KDEC, Decorah; KWDM, Des Moines; KDTH, Dubuque; KVFD, Fort Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KTRI, Sioux City; KICD, Spencer; KAYX, Waterloo.

★  
**McClatchy Beeline**

708 Eye Street, Sacramento 4, Cal.  
Phone: Sacramento 2-5011  
PERSONNEL

President.....Eleanor McClatchy  
National Sales Mgr.....Robert A. Street  
Program Director.....Emil Martin  
Promotion Director.....Evert S. Peterson  
Agricultural Director.....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; WFDF, Flint; WJIM, Lansing; WIEM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie (Supplementary Station).

REPRESENTATIVE

WXYZ, Detroit, Mich.

★  
**New England Regional Network**

26 Grove St., Hartford 15, Conn.  
Phone: Hartford 2-3181  
PERSONNEL

Chair. Bd. of Dir.. & Opr. Dir...Paul W. Morency  
Directors: J. B. Conley, John J. Boyle, Wm. E. 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 Carolina State Network, Inc.**

324½ So. Tryon, Charlotte, N. C.  
Phone: Concord 2154  
PERSONNEL

President.....E. C. Qualls  
Secretary.....Mrs. Doris Broun  
Treasurer.....J. R. Marlowe  
Vice-Pres. and Gen. Mgr.....H. A. Seville

BRANCH OFFICES

165 W. 45th St., New York, N. Y., Phone LOngacre 3-4474, Harry Friedenberg, Eastern Sales Mgr.; 333 No. Michigan Ave., Suite 528, Chicago, Ill., Phone Andover 6686, Peterson Kauter, Western Sales Mgr.

STATIONS

WGTL, Kannapolis-Charlotte; WADE, Wadesboro; WEWO, Laurinburg; WWGP, Sanford; WGWR, Asheboro; WFNS, Burlington; WKBC, North Wilkesboro; WBBO, Forest City; WDUK, Durham; WCEC, Rocky Mt.; WRRF, Washington; WKNS, Kinston; WRRZ, Clinton.

★

**Northern Broadcasting & Publishing, Ltd.**

25 King St. W., Ont., Canada  
Phone: Adelaide 8295  
PERSONNEL

President.....R. H. Thomson  
General Manager.....Jack M. Davidson  
Secretary-Treasurer.....S. F. Chapman

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; Associated Stations; CHEX; Peterborough, Ont.; CKWS, Kingston, Ont.

BRANCH OFFICES

Medical Arts Bldg., Montreal, Quebec, Phone FITzroy 6388, R. A. Leslie, Manager; Thomson Bldg., Timmins, Ontario, Phone 1500, S. F. Chapman, Sec-Treas.

★

**Northwest Network**

9th and LaSalle, Minneapolis 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 station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFJR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.; WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

**The Oklahoma Network**

2004 Apco Tower, Oklahoma City 2, Okla.  
Phone 3-8352

**PERSONNEL**

Managing Director.....Robert D. Enoch

**STATIONS**

KTOK, Oklahoma City; KGFF, Shawnee;  
KBIX, Muskogee; KCRC, Enid; KADA, Ada;  
KOME, Tulsa; KVSO, Ardmore; KTMK, Mc-  
Alester; KSWO, Lawton.

**NATIONAL REPRESENTATIVE**  
Taylor-Howe-Snowden Radio Sales



**The Pennsylvania Network**

1622 Chestnut St., Philadelphia 3, Pa.  
Phone Locust 7700

**PERSONNEL**

General Manager.....Dr. Leon Levy  
Asst. Manager.....J. L. Tinney  
Technical Director.....George Lewis

**STATIONS**

WCAU, Philadelphia (key station); WGAL,  
Lancaster; WORK, York; WAZL, Hazleton;  
WEST, Easton; WSNAN, Allentown; WFBG,  
Altoona; WERC, Erie; WLEU, Erie; WHP,  
Harrisburg; WKBO, Harrisburg; WJAC, Johns-  
town; 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; WRAK, Williamsport; (Harris-  
burg, Scranton, Wilkes-Barre, Pittsburgh and  
Erie stations optional).



**Quaker Network**

WFIL, Widener Bldg., Philadelphia, Pa.  
Phone: Rittenhouse 6-6900

**PERSONNEL**

General Manager.....Roger W. Clipp

**STATIONS**

WFIL, Philadelphia; WEST, Easton; WORE,  
York; WAZL, Hazleton; WGAL, Lancaster;  
WGBI, Scranton; WBRE, Wilkes Barre; WKBO,  
Harrisburg; WKOK, Sunbury; WRAK, Wil-  
liamsport; WFBG, Altoona; WJAC, Johnstown;  
WLEU, Erie; WSNAN, Allentown; WWSW,  
Pittsburgh; WSNJ, Bridgeton, N. J.



**Steinman Stations**

8 W. King St., Lancaster, Pa.  
Phone 5252

**PERSONNEL**

General Manager.....Clair R. McCollough  
Sales Manager.....J. Robert Gulick  
Program Manager.....J. Gorman Walsh  
Promotion Manager.....Paul C. Rodenhauser  
Chief Engineer.....J. E. Mathiot

**STATIONS**

WDEL, Wilmington, Del.; WORK, York, Pa.;  
WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.;  
WEST, Easton, Pa.; WRAW, Reading, Pa.

**NATIONAL REPRESENTATIVE**  
Radio Advertising Company



**Tennessee Valley  
Regional Network**

531 S. Gay St., Knoxville 2, Tenn.  
Phone: 2-7111

**PERSONNEL**

Business Manager (WROL).....C. H. Frazier

**STATIONS**

WOPI, 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 (WBAP).....George Cranston  
Manager (WFAA).....Martin Campbell  
Manager (WOAI).....Hugh A. L. Half  
Manager (KPRC).....Jack Harris  
Manager (KGNC).....Aubrey Jackson  
Manager (KRIS).....T. Frank Smith  
Manager (KRGV).....Byron W. Ogle  
WBAP, Fort Worth; WFAA, Dallas; WOAI,  
San Antonio; KPRC, Houston; KGNC, Amarillo;  
KRIS, Corpus Christi; KRGV, Weslaco.

**NATIONAL REPRESENTATIVES**

WBAP, KRIS—Free and Peters, Inc.  
WFAA, KPRC, WOAI—Edward Petry and  
Co., Inc.

KGNC, KRGV—Taylor-Howe-Snowden  
Radio Sales, Inc.

**NATIONAL REPRESENTATIVE**

Edward Petry & Co., Inc.



**Texas State Network, Inc.**

1201 West Lancaster Ave., Fort Worth 1, Texas  
Phone 3-3473

**PERSONNEL**

President and General Manager. Gene L. Cagle  
Assistant Gen. Manager. Frances Williamson  
Program Director.....Walton K. Blanton  
Chief Accountant.....D. C. Hornburg  
Traffic Manager.....Forrest W. Clough  
Chief Engineer.....Truett Kimzey  
Sales & Promotion Mgr.....Harry W. Mambert

# REGIONAL NETWORKS

## 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; KXYZ, Houston; KGVL, Greenville; KMHT, Marshall.

NATIONAL REPRESENTATIVE  
Weed & Co.



## The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,  
Raleigh, North Carolina  
Phone 8885-6

## PERSONNEL

President.....B. S. Hodges, Jr., WGTC  
Secy and Treas.....Fred Fletcher, WRAL  
Program Director...Howard Meschmier, WRAL  
Sales Manager.....R. K. Scott, Raleigh  
Vice-President.....Leland B. Nelson, WGBR

## 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.; WTIK, Durham, N. C.

NATIONAL REPRESENTATIVES  
The Walker Company



## The Wolverine Network

740 Keeler Building, Grand Rapids 2, Mich.  
Phone: Glendale 4-5062

## PERSONNEL

President.....Roy C. Kelley  
Secty-Treas.....Ray M. Veenstra  
Asst. Secty-Treas.....J. S. Foster  
Traffic Manager.....Marie Groskopf

## STATIONS

WFUR, Grand Rapids, Michigan; WMUS, Muskegon, Michigan; WKLA, Ludington, Michigan; WATT, Cadillac, Michigan; WTCM, Traverse City, Michigan; WDBC, Escanaba, Michigan; WDMJ, Marquette, Michigan; WIKB, Iron Mountain, Michigan; WMAM, Marinette, Wisconsin; WJMS, Ironwood, Michigan; WHDF, Calumet, Michigan; WELL, Battle Creek, Michigan; WIBM, Jackson, Michigan; WILS, Lansing, Michigan; WKNX, Saginaw, Michigan; WWOK, Flint, Michigan; WJBK, Detroit, Michigan; WJJD, Chicago, Illinois.



## The Yankee Network

21 Brookline Ave., Boston 15, Mass.  
Phone: Commonwealth 6-0800

## PERSONNEL

Chairman of Board.....John Shepard 3rd  
President.....William O'Neil  
Executive Vice-President and Gen. Mgr.  
Linus Travers  
Vice-President.....George W. Steffy  
Controller.....Robert F. Ide  
Assistant Controller Howard F. Wright  
Editor, Yankee Network News Service,  
Leland Bickford  
Director of Promotion.....David F. Shurtleff

## 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, Laconia; WCOU, Lewiston-Auburn; WLLH, Lowell-Lawrence; WKBR, Manchester; WNLC, New London; WBRK, Pittsfield; WMTW, Portland; WHEB, Portsmouth-Dover; WEAN, Providence; WSYB, Rutland; 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 S. 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 W. 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: 2-2344

## PERSONNEL

Managing Director.....E. B. Craney  
Manager.....Arne E. Anzjon  
Sales Manager.....S. J. Schile

## STATIONS

KXLF, Butte; KXLK, Great Falls; KXLJ, Helena; KXLQ, Bozeman; KXLL, Missoula.

## NATIONAL REPRESENTATIVE

The Walker Company

# STATIONS

*Alphabetical Listing*

•

*U. S. Standard Stations  
Indexed by Call Letters—  
Location*

•

*Stations Alphabetically  
Listed by States—Cities*

•

*Personnel*

•

*Other Detailed Information*



**MUSIC IS NO PASSING FANCY** A love of fine music is no passing fancy. It is intense, devout, ever-growing . . . makes the music lover a special kind of radio listener . . . a listener devoted to the programs of WQXR-WQXQ. More than half a million music loving families in and around New York listen habitually to WQXR-WQXQ . . . to the extent that no other station can reach them as effectively. Leading advertisers are concentrating more and more on this huge audience . . . selling their products through the interest created by good music. For greater sales in the world's greatest market, use WQXR-WQXQ . . . the stations distinguished for good music and the news bulletins of The New York Times.

**WQXR**

. . . and FM Station WQXQ  
*Radio Stations of The New York Times*

# Index Of The Standard Stations Of The United States

*Call Letters—City—State—Page Number Providing Complete Information*

Call Letters	City—State	See Page	Call Letters	City—State	See Page
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KABR . .	Aberdeen, S. Dak.	624	KBLF . .	Red Bluff, Cal.	340
KADA . .	Ada, Okla.	577	KBLH . .	Pauls Valley, Okla.	582
KADP . .	Pueblo, Colo.	354	KBMY . .	Billings, Mont.	495
KAFY . .	Bakersfield, Cal.	327	KBND . .	Bend, Ore.	585
KAGH . .	Pasadena, Cal.	339	KBNE . .	Boulder City, Nev.	502
KAKC . .	Tulsa, Okla.	582	KBOA . .	Kennett, Mo.	491
KAKE . .	Wichita, Kans.	430	KBOL . .	Boulder, Colo.	351
KALB . .	Alexandria, La.	437	KBON . .	Omaha, Neb.	501
KALE . .	Portland, Ore.	588	KBOW . .	Butte, Mont.	496
KALL . .	Salt Lake City, Utah	665	KBRC . .	Mt. Vernon, Wash.	676
KAMD . .	Camden, Ark.	321	KBRL . .	McCook, Neb.	500
KAMQ . .	Amarillo, Tex.	637	KBRO . .	Bremerton, Wash.	675
KANA . .	Anaconda, Mont.	495	KBST . .	Big Springs, Tex.	640
KAND . .	Corsicana, Tex.	643	KBTM . .	Jonesboro, Ark.	323
KANE . .	New Iberia, La.	441	KBUC . .	Corona, Cal.	328
KANS . .	Wichita, Kans.	430	KBUD . .	Athens, Tex.	638
KARK . .	Little Rock, Ark.	323	KBUH . .	Brigham, Utah	662
KARM . .	Fresno, Cal.	329	KBUN . .	Bemidji, Minn.	477
KARV . .	Mesa, Ariz.	318	KBUR . .	Burlington, Ia.	418
KASA . .	Elk City, Okla.	578	KBWD . .	Brownwood, Tex.	640
KASH . .	Eugene, Ore.	586	KBYE . .	Oklahoma City, Okla.	579
KAST . .	Astoria, Ore.	585	KBYR . .	Anchorage, Alaska	695
KATE . .	Albert Lea, Minn.	477	KBYZ . .	Grand Rapids, Minn.	478
KATL . .	Houston, Tex.	650	KCBC . .	Des Moines, Ia.	419
KATO . .	Reno, Nev.	503	KCBD . .	Lubbock, Texas	654
KAUS . .	Austin, Minn.	477	KCHS . .	Hot Springs, N. Mex.	512
KAVE . .	Carlsbad, N. Mex.	512	KCID . .	Caldwell, Ida.	392
KAVR . .	Havre, Mont.	497	KCIL . .	Houma, La.	428
KAWT . .	Douglas, Ariz.	317	KCKN . .	Kansas City, Kans.	429
KAYS . .	Hays, Kans.	428	KCLA . .	Pine Bluff, Ark.	324
KAYX . .	Waterloo, Ia.	425	KCLE . .	Cleburne, Tex.	641
KBGS . .	St. Louis, Mo.	493	KCMC . .	Texarkana, Tex.	660
KBIO . .	Burley, Ida.	392	KCMJ . .	Palm Springs, Calif.	339
KBIX . .	Muskogee, Okla.	579	KCMO . .	Kansas City, Mo.	489
KBIZ . .	Ottumwa, Ia.	423	KCNA . .	Tucson, Ariz.	320
KBKI . .	Alice, Tex.	637	KCNC . .	Fort Worth, Tex.	649

Call Letters	City—State	See Page
KCOK	Tulare, Cal.	349
KCOL	Fort Collins, Colo.	353
KCOM	Sioux City, Ia.	425
KCOR	Santa Antonio, Tex.	658
KCOY	Santa Maria, Cal.	347
KCRA	Sacramento, Cal.	340
KCRC	Enid, Okla.	578
KCRG	Cedar Rapids, Ia.	418
KCRS	Midland, Tex.	655
KCRT	Trinidad, Colo.	355
KCSB	San Bernardino, Cal.	341
KCSJ	Pueblo, Colo.	354
KCSM	Colorado Springs, Colo.	351
KCSU	Provo, Utah	663
KCTI	Gonzales, Tex.	650
KCTX	Childress, Tex.	641
KCVR	Lodi, Cal.	332
KDAL	Duluth, Minn.	477
KDAN	Oroville, Cal.	339
KDB	Santa Barbara, Cal.	347
KDEC	Decorah, Ia.	419
KDFN	Casper, Wyo.	692
KDHL	Fairbault, Minn.	478
KDIX	Dickinson, N. Dak.	560
KDKA	Pittsburgh, Penn.	607
KDLK	Del Rio, Tex.	645
KDLR	Devils Lake, N. Dak.	560
KDMO	Carthage, Mo.	486
KDNT	Denton, Tex.	645
KDON	Monterey, Cal.	335
KDRO	Sedalia, Mo.	494
KDRS	Paragould, Ark.	324
KDSH	Boise, Ida.	392
KDSJ	Deadwood, S. Dak.	624
KDTH	Dubuque, Ia.	422
KDUR	Durant, Okla.	578
KDWT	Stamford, Tex.	659
KDYL	Salt Lake City, Utah	665
KDZA	Pueblo, Colo.	355
KEBE	Jacksonville, Tex.	653
KECA	Los Angeles, Cal.	333
KECK	Odessa, Tex.	655
KEEN	San Jose, Cal.	345
KEIO	Pocatello, Ida.	394
KELA	Centralia and Chehalis, Wash.	675
KELD	El Dorado, Ark.	321
KELN	Ely, Nev.	502
KELO	Sioux Falls, S. Dak.	625
KELP	El Paso, Tex.	647
KENI	Anchorage, Alaska	695
KENT	Shreveport, La.	443
KENO	Las Vegas, Nev.	502

Call Letters	City—State	See Page
KEPO	El Paso, Tex.	647
KERN	Bakersfield, Cal.	327
KERO	Bakersfield, Cal.	327
KERS	Elko, Nev.	502
KEX	Portland, Ore.	588
KEXO	Grand Junction, Colo.	354
KEYS	Corpus Christi, Tex.	641
KEYY	Pocatello, Ida.	394
KFAB	Omaha, Neb.	501
KFAC	Los Angeles, Cal.	333
KFAK	Flagstaff, Ariz.	317
KFAM	St. Cloud, Minn.	480
KFAR	Fairbanks, Alaska	695
KFBB	Great Falls, Mont.	496
KFBC	Cheyenne, Wyo.	693
KFBI	Wichita, Kans.	430
KFBK	Sacramento, Cal.	340
KFDA	Amarillo, Tex.	637
KFDM	Beaumont, Tex.	639
KFDX	Wichita Falls, Tex.	662
KFEL	Denver, Colo.	352
KFEQ	St. Joseph, Mo.	491
KFFA	Helena, Ark.	322
KFGO	Fargo, N. Dak.	561
KFH	Wichita, Kans.	430
KFI	Los Angeles, Cal.	333
KFIO	Spokane, Wash.	677
KFIZ	Fond du Lac, Wisc.	686
KFJB	Marshalltown, Ia.	422
KFJI	Klamath Falls, Ore.	587
KFJZ	Fort Worth, Tex.	647
KFKA	Greeley, Colo.	354
KFLW	Klamath Falls, Ore.	587
KFMB	San Diego, Cal.	342
KFMJ	Tulsa, Okla.	582
KFMO	Flat River, Mo.	488
KFNF	Shenandoah, Ia.	423
KFOR	Lincoln, Neb.	500
KFOX	Long Beach, Cal.	332
KFPW	Ft. Smith, Ark.	322
KFQD	Anchorage, Alaska	695
KFRB	Fairbanks, Alaska	695
KFRC	San Francisco, Cal.	343
KFRE	Fresno, Cal.	331
KFRM	Kansas City, Kans.	489
KFRO	Longview, Tex.	653
KFRU	Calumbia, Mo.	488
KFSA	Fort Smith, Ark.	322
KFSB	Joplin, Mo.	488
KFSD	San Diego, Cal.	342
KFUN	Las Vegas, N. Mex.	513
KFVD	Los Angeles, Cal.	333
KFVS	Cape Girardeau, Mo.	486

Call Letters	City—State	See Page
KFWB	Hollywood, Cal.	331
KFXD	Nampa, Ida.	394
KFXJ	Grand Junction, Colo.	354
KFXM	San Bernardino, Cal.	341
KFYN	Bonham, Tex.	640
KFYR	Lubbock, Tex.	654
KFYR	Bismarck, N. Dak.	560
KGA	Spokane, Wash.	678
KGAF	Gainesville, Tex.	649
KGAK	Gallup, N. Mex.	512
KGAR	Garden City, Kans.	428
KGB	San Diego, Cal.	342
KGBC	Galveston, Tex.	650
KGBS	Harlingen, Tex.	650
KGBX	Springfield, Mo.	494
KGCU	Mandan, N. Dak.	561
KGCX	Sidney, Mont.	499
KGDE	Fergus Falls	478
KGDM	Stockton, Cal.	348
KGEK	Sterling, Colo.	355
KGEM	Boise, Ida.	392
KGER	Long Beach, Cal.	333
KGEW	Oroville, Cal.	339
KGEZ	Kalispell, Mont.	497
KGFF	Shawnee, Okla.	582
KGFI	Hollywood, Cal.	332
KGFL	Roswell, N. Mex.	513
KGFM	Great Falls, Mont.	496
KGFN	Grass Valley, Cal.	331
KGFW	Kearney, Neb.	499
KGFX	Pierre, S. Dak.	624
KGGF	Coffeyville, Kans.	427
KGGM	Albuquerque, N. Mex.	511
KGHF	Pueblo, Colo.	355
KGHI	Little Rock, Ark.	323
KGHL	Billings, Mont.	495
KGIL	Sherman Oaks, Cal.	348
KGIW	Alamosa, Colo.	351
KGKB	Tyler, Tex.	660
KGKL	San Angelo, Tex.	657
KGLO	Mason City, Ia.	423
KGLU	Safford, Ariz.	319
KGMB	Honolulu, Hawaii	696
KGNC	Amarillo, Tex.	637
KGNO	Dodge City, Kans.	427
KGO	San Francisco, Cal.	343
KGON	Oregon City, Ore.	588
KGRH	Fayetteville, Ark.	322
KGRI	Henderson, Tex.	650
KGU	Honolulu, Hawaii	696
KGVL	Greenville, Tex.	650
KGVO	Missoula, Mont.	498
KGW	Portland, Ore.	589

Call Letters	City—State	See Page
KGY	Olympia, Wash.	676
KGYW	Vallejo, Cal.	349
KHAS	Hastings, Neb.	499
KHBC	Hilo, Hawaii	696
KHBG	Okmulgee, Okla.	581
KHJ	Los Angeles, Cal.	334
KHMO	Hannibal, Mo.	488
KHON	Honolulu, Hawaii	697
KHOZ	Harrison, Ark.	322
KHQ	Spokane, Wash.	678
KHSL	Chico, Cal.	328
KHUB	Watsonville, Cal.	350
KHUM	Eureka, Cal.	329
KHUZ	Borger, Tex.	640
KIBH	Seward, Alaska	696
KICA	Clovis, N. Mex.	512
KICD	Spencer, Ia.	425
KICN	Mason City, Ia.	423
KICO	Calexico, Cal.	328
KID	Idaho Falls, Ida.	393
KIDO	Boise, Ida.	392
KIEM	Eureka, Cal.	329
KIEV	Glendale, Cal.	331
KIFI	Idaho Falls, Ida.	393
KIJV	Huron, S. Dak.	624
KILM	Lincoln, Neb.	500
KILO	Grand Forks, N. Dak.	561
KIMA	Yakima, Wash.	680
KIMO	Independence, Mo.	488
KIND	Independence, Kans.	429
KING	Seattle, Wash.	676
KINY	Juneau, Alaska	695
KIOA	Des Moines, Ia.	421
KIOX	Bay City, Tex.	638
KIPA	Hilo, Hawaii	696
KIRO	Seattle, Wash.	676
KIRX	Kirksville, Mo.	491
KISD	Sioux Falls, S. D.	625
KIST	Santa Barbara, Cal.	347
KIT	Yakima, Wash.	680
KITE	San Antonio, Tex.	658
KITO	San Bernadino, Cal.	341
KIUL	Garden City, Kans.	428
KIUN	Pecos, Tex.	657
KIUP	Durango, Colo.	353
KIXL	Dallas, Tex.	643
KIYI	Shelby, Mont.	498
KJAM	Vernal, Utah	666
KJAN	Opelousas, La.	442
KJAY	Topeka, Kans.	429
KJBS	San Francisco, Cal.	343
KJR	Seattle, Wash.	677
KJSK	Columbus, Neb.	499
KKIN	Visalia, Cal.	350

Call Letters	City—State	See Page
KLAC	Los Angeles, Cal.	334
KLAS	Las Vegas, Nev.	502
KLBM	La Grande, Ore.	587
KLCN	Blytheville, Ark.	321
KLEE	Houston, Tex.	651
KLIF	Dallas, Tex.	643
KLIX	San Diego, Cal.	342
KLIZ	Brainerd, Minn.	477
KLMR	Lamar, Colo.	354
KLO	Ogden, Utah	662
KLOK	San Jose, Cal.	345
KLOU	Lake Charles, La.	439
KLPM	Minot, N. Dak.	562
KLPR	Oklahoma City, Okla.	579
KLRA	Little Rock, Ark.	324
KLUF	Galveston, Tex.	650
KLWT	Lebanon, Mo.	491
KLX	Oakland, Calif.	338
KLZ	Denver, Colo.	352
KMA	Shenandoah, Ia.	423
KMAC	San Antonio, Tex.	658
KMAE	McKinney, Tex.	654
KMBC	Kansas City, Mo.	489
KMED	Medford, Ore.	587
KMFR	Great Falls, Mont.	496
KMHK	Mitchell, S. Dak.	624
KMHL	Marshall, Minn.	479
KMHT	Marshall, Tex.	655
KMHU	Muskogee, Okla.	579
KMJ	Fresno, Cal.	331
KMLB	Monroe, La.	439
KMNJ	Grand Island, Neb.	499
KMO	Tacoma, Wash.	678
KMON	Great Falls, Mont.	497
KMOX	St. Louis, Mo.	493
KMPC	Los Angeles, Cal.	334
KMSU	Missoula, Mont.	498
KMVI	Wailuku, Hawaii	697
KMYC	Marysville, Cal.	335
KMYR	Denver, Colo.	353
KNAF	Fredericksburg, Tex.	649
KNAK	Salt Lake City, Utah	665
KNBC	San Francisco, Cal.	344
KNEB	Scottsbluff, Neb.	502
KNEL	Brady, Tex.	640
KNET	Palestine, Tex.	656
KNEU	Provo, Utah	663
KNEV	Fallon, Nev.	502
KNEW	Spokane, Wash.	678
KNGS	Hanford, Cal.	332
KNOE	Monroe, La.	439
KNOG	Noogales, Arizona	318

Call Letters	City—State	See Page
KNOW	Austin, Tex.	638
KNOX	Grand Forks, N. Dak.	561
KNPT	Newport, Ore.	588
KNX	Los Angeles, Cal.	334
KOA	Denver, Colo.	353
KOAL	Price, Utah	663
KOAM	Pittsburgh, Kans.	429
KOAT	Albuquerque, N. Mex.	511
KOB	Albuquerque, N. Mex.	512
KOBE	Las Cruces, N. Mex.	513
KOCA	Kilgore, Tex.	653
KOCO	Salem, Ore.	590
KOCS	Ontario, Cal.	338
KOCY	Oklahoma City, Okla.	581
KODI	Cody, Wyo.	693
KODL	The Dalles, Ore.	586
KODY	N. Platte, Nebraska	500
KOGT	Orange, Tex.	656
KOH	Reno, Nev.	503
KOIL	Omaha, Neb.	501
KOIN	Portland, Ore.	589
KOJM	Havre, Mont.	497
KOKO	La Junta, Colo.	354
KOKX	Keokuk, Ia.	422
KOL	Seattle, Wash.	677
KOLE	Port Arthur, Tex.	657
KOLN	Lincoln, Neb.	500
KOLO	Reno, Nev.	503
KOLT	Scottsbluff, Neb.	502
KOMA	Oklahoma City, Okla.	581
KOME	Tulsa, Okla.	583
KOMO	Seattle, Wash.	677
KOMW	Omak, Wash.	676
KONO	San Antonio, Tex.	658
KONP	Port Angeles, Wash.	676
KOOL	Phoenix, Ariz.	318
KOOS	Coos Bay, Ore.	585
KOPO	Tucson, Ariz.	320
KOPP	Ogden, Utah	663
KOPR	Butte, Mont.	496
KORA	Bryan, Tex.	641
KORC	Mineral Wells, Tex.	655
KORE	Eugene, Ore.	586
KORN	Fremont, Neb.	499
KOSA	Odessa, Tex.	656
KOSF	Nacogdoches, Tex.	655
KOTA	Rapid City, S. Dak.	625
KOTN	Pine Bluff, Ark.	324
KOVC	Valley City, N. Dak.	562
KOVE	Miami, Okla.	579
KOVO	Provo, Utah	663
KOWH	Omaha, Neb.	501
KOWL	Santa Monica, Cal.	348

Call Letters	City—State	See Page
KOY	Phoenix, Ariz.	319
KPAB	Laredo, Tex.	653
KPAC	Port Arthur, Tex.	657
KPAS	Banning, Cal.	327
KPBX	Beaumont, Tex.	639
KPDN	Pampa, Tex.	656
KPDQ	Portland, Ore.	589
KPDR	Alexandria, La.	437
KPET	Lamesa, Tex.	653
KPHC	Walsenburg, Colo.	355
KPHO	Phoenix, Ariz.	319
KPIK	San Luis Obispo, Cal.	345
KPKW	Pasco, Wash.	676
KPLC	Lake Charles, La.	439
KPLT	Paris, Tex.	656
KPMC	Bakersfield, Cal.	327
KPMO	Pomona, Cal.	339
KPOA	Honolulu, Hawaii	697
KPOW	Powell, Wyo.	693
KPQ	Wenatchee, Wash.	679
KPRC	Houston, Tex.	651
KPRK	Livingston, Mont.	498
KPRL	Paso Robles, Cal.	339
KPRO	Riverside, Cal.	340
KPSC	Phoenix, Ariz.	319
KQV	Pittsburgh, Penn.	607
KQW	San Jose, Cal.	345
KRAI	Craig, Colo.	351
KRAL	Rawlins, Wyo.	693
KRAM	Las Vegas, Nev.	502
KRBA	Lufkin, Tex.	654
KRBC	Abilene, Tex.	637
KRCT	Goose Creek, Tex.	650
KRDO	Colorado Springs, Colo.	351
KRDU	Dinuba, Cal.	329
KRE	Berkeley, Cal.	328
KREI	Farmington, Mo.	488
KREL	Goose Creek, Tex.	650
KREM	Spokane, Wash.	678
KREO	Indio, Cal.	332
KRES	St. Joseph, Mo.	493
KRGV	Weslaco, Tex.	661
KRHD	Duncan, Okla.	578
KRIC	Beaumont, Tex.	639
KRIG	Odessa, Tex.	656
KRIO	McAllen, Tex.	654
KRIS	Corpus Christi, Tex.	641
KRJF	Miles City, Mont.	498
KRKD	Los Angeles, Cal.	334
KRKN	Ft. Smith, Ark.	322
KRKO	Everett, Wash.	675
KRLC	Lewiston, Ida.	393
KRLD	Dallas, Tex.	643

Call Letters	City—State	See Page
KRLN	Canon City, Colo.	351
KRND	Shreveport, La.	443
KRNO	San Bernardino, Cal.	342
KRNR	Roseburg, Ore.	590
KRNT	Des Moines, Ia.	421
KROC	Rochester, Minn.	480
KROD	El Paso, Tex.	647
KROF	Abbeville, La.	437
KROM	Pueblo, Colo.	355
KROP	Brawley, Calif.	328
KROS	Clinton, Ia.	418
KROW	Oakland, Cal.	338
KROX	Crookston, Minn.	477
KROY	Sacramento, Cal.	341
KRPL	Moscow, Ida.	393
KRRV	Therman Denison, Tex.	659
KRSC	Seattle, Wash.	677
KRST	Tyler, Tex.	660
KRTN	Raton, N. Mex.	513
KRUL	Corvallis, Ore.	586
KRUN	Ballinger, Tex.	638
KRUS	Ruston, La.	443
KRUX	Glendale, Phoenix, Ariz.	318
KRUZ	Santa Cruz, Calif.	347
KSAL	Salina, Kans.	429
KSAM	Huntsville, Tex.	651
KSAN	San Francisco, Cal.	344
KSBW	Salinas, Cal.	341
KSCJ	Sioux City, Ia.	425
KSCO	Santa Cruz, Calif.	347
KSD	St. Louis, Mo.	493
KSDJ	San Diego, Cal.	342
KSDN	Aberdeen, S. Dak.	624
KSEI	Pocatello, Ida.	394
KSEK	Pittsburgh, Kans.	429
KSEL	Lubbock, Tex.	653
KSEM	Moses Lake, Wash.	675
KSEO	Durant, Okla.	578
KSET	El Paso, Tex.	647
KSFA	Nacogdoches, Tex.	655
KSFE	Needles, Cal.	338
KSFO	San Francisco, Cal.	344
KSFT	Trinidad, Colo.	355
KSGM	Ste. Genevieve, Mo.	491
KSGN	Sanger, Cal.	345
KSIB	Creston, Ia.	419
KSIG	Crowley, La.	438
KSIL	Silver City, N. Mex.	513
KSIM	Sikeston, Mo.	494
KSIW	Woodward, Okla.	583
KSIX	Corpus Christi, Tex.	643
KSJB	Jamestown, N. Dak.	561
KSJO	San Jose, Cal.	345

Call Letters	City—State	See Page
KSKY	Dallas, Tex.	645
KSL	Salt Lake City, Utah	665
KSLM	Salem, Ore.	590
KSLO	Opelousas, La.	443
KSMA	Santa Maria, Cal.	347
KSMI	Seminole, Okla.	582
KSMN	Mason City, Ia.	423
KSMO	San Mateo, Cal.	346
KSMR	Douglas, Ariz.	317
KSO	Des Moines, Ia.	421
KSOK	Arkansas City, Kans.	427
KSOL	Yuma, Ariz.	321
KSON	San Diego, Cal.	343
KSOO	Sioux Falls, S. Dak.	625
KSPA	Santa Paula, Cal.	348
KSPI	Stillwater, Okla.	582
KSRO	Santa Rosa, Cal.	348
KSRV	Ontario, Ore.	588
KSST	Sulphur Springs, Tex.	659
KSTA	Coleman, Tex.	641
KSTB	Breckenridge, Tex.	640
KSTN	Stockton, Cal.	348
KSTP	St. Paul-Minneapolis, Minn.	480
KSTT	Davenport, Ia.	419
KSTV	Stephenville, Tex.	659
KSUB	Cedar City, Utah	662
KSUH	Susanville, Cal.	349
KSUN	Bisbee, Ariz.	317
KSVC	Richfield, Utah	663
KSVP	Artesia, N. Mex.	512
KSWI	Council Bluffs, Ia.	418
KSWM	Joplin, Mo.	488
KSWO	Lawton, Okla.	579
KSWs	Roswell, N. Mex.	513
KSYC	Yreka, Cal.	350
KSYL	Alexandria, La.	437
KTAN	Sherman, Tex.	659
KTAR	Phoenix, Ariz.	319
KTBB	Tyler, Tex.	660
KTBC	Austin, Tex.	638
KTBI	Tacoma, Wash.	679
KTBS	Shreveport, La.	443
KTCS	Tucson, Ariz.	320
KTEM	Temple, Tex.	660
KTFI	Twin Falls, Ida.	395
KTFS	Texarkana, Tex.	660
KTHS	Hot Springs, Ark.	323
KTHT	Houston, Tex.	651
KTIL	Tillamook, Ore.	590
KTIM	San Rafael, Cal.	346
KTIP	Porterville, Cal.	340
KTJS	Hobart, Okla.	578
KTKC	Visalia, Cal.	350

Call Letters	City—State	See Page
KTKN	Ketchikan, Alaska	696
KTKR	Taft, Cal.	349
KTMC	McAlester, Okla.	579
KTMP	El Dorado, Kans.	427
KTMS	Santa Barbara, Cal.	347
KTNM	Tucumcari, N. Mex.	513
KTOH	Lihue, Kauai, Hawaii	697
KTOK	Oklahoma City, Okla.	581
KTOP	Topeka, Kans.	429
KTOR	Coolidge, Ariz.	317
KTOW	Oklahoma City, Okla.	581
KTRB	Modesto, Cal.	335
KTRC	Santa Fe, N. Mex.	513
KTRE	Lufkin, Tex.	654
KTRF	Thief River Falls, Minn.	481
KTRH	Houston, Tex.	651
KTRI	Sioux City, Ia.	425
KTRM	Beaumont, Tex.	639
KTRY	Bastrop, La.	437
KTSA	San Antonio, Tex.	659
KTCS	Tucson, Ariz.	320
KTSM	El Paso, Tex.	647
KTsw	Emporia, Kans.	427
KTTR	Rolla, Mo.	491
KTTS	Springfield, Mo.	494
KTUC	Tucson, Ariz.	320
KTUL	Tulsa, Okla.	583
KTW	Seattle, Wash.	677
KTXL	San Angelo, Tex.	658
KTXN	Austin, Tex.	638
KTYL	Mesa, Ariz.	318
KUBA	Yuba City, Cal.	350
KUBC	Montrose, Colo.	354
KUCB	Blythe, Cal.	328
KUGN	Eugene, Ore.	586
KUIN	Grants Pass, Oregon	587
KUKH	Ukiah, Cal.	349
KUJ	Walla Walla, Wash.	679
KULA	Honolulu, Hawaii	697
KUMB	Des Moines, Ia.	421
KUOA	Siloam Springs, Ark.	325
KURV	Edinburg, Tex.	645
KUSN	San Diego, Cal.	343
KUTA	Salt Lake City, Utah	665
KVAI	Amarillo, Tex.	638
KVAK	Atchinson, Kans.	427
KVAL	Brownsville, Tex.	640
KVAN	Vancouver, Wash.	679
KVCV	Redding, Cal.	340
KVEC	San Luis Obispo, Cal.	346
KVEN	Ventura, Cal.	349
KVER	Albuquerque, N. Mex.	511
KVET	Austin, Tex.	638

Call Letters	City—State	See Page
KVFD . .	Ft. Dodge, Ia.	422
KVGB . .	Great Bend, Kans.	428
KVI . .	Tacoma, Wash.	679
KVIC . .	Victoria, Tex.	661
KVKM . .	Monahans, Tex.	655
KVLC . .	Little Rock, Ark.	324
KVLF . .	Alpine, Tex.	637
KBLH . .	Pauls Valley, Okla.	582
KVMA . .	Magnolia, Ark.	324
KVMV . .	Twin Falls, Ida.	395
KVNC . .	Carson City, Nev.	502
KVNI . .	Coeur d'Alene, Ida.	393
KVNU . .	Logan, Utah	662
KVOA . .	Tucson, Ariz.	320
KVOC . .	Casper, Wyo.	692
KVOD . .	Denver, Colo.	353
KVOE . .	Santa Ana, Cal.	346
KVOG . .	Ogden, Utah	663
KVOL . .	Lafayette, La.	438
KVON . .	Napa, Cal.	335
KVOO . .	Tulsa, Okla.	583
KVOP . .	Plainview, Tex.	657
KVOR . .	Colorado Springs, Colo.	351
KVOS . .	Bellingham, Wash.	674
KVOU . .	Uvalde, Tex.	661
KVOW . .	Littlefield, Tex.	653
KVOX . .	Moorhead, Minn.	480
KVRC . .	Arkadelphia, Ark.	321
KVRS . .	Rock Springs, Wyo.	693
KVSF . .	Santa Fe, N. Mex.	513
KVSM . .	San Mateo, Cal.	346
KVSO . .	Ardmore, Okla.	577
KVVC . .	Ventura, Cal.	349
KVWC . .	Vernon, Tex.	661
KWAK . .	Stuttgart, Ark.	325
KWAL . .	Wallace, Ida.	395
KWAT . .	Watertown, S. Dak.	625
KWBC . .	Ft. Worth, Tex.	649
KWBR . .	Oakland, Cal.	338
KWBU . .	Corpus Christi, Tex.	643
KWBW . .	Hutchinson, Kans.	428
KWCJ . .	Natchitoches, La.	439
KWCO . .	Chickasha, Okla.	578
KWDM . .	Des Moines, Ia.	421
KWEI . .	Weiser, Ida.	395
KWEM . .	West Memphis, Ark.	325
KWEW . .	Hobbs, N. Mex.	512
KWFC . .	Hot Springs, Ark.	323
KWFT . .	Wichita Falls, Tex.	662
KWGG . .	Stockton, Cal.	349
KWGB . .	Goodland, Kans.	428
KWHI . .	Brenham, Tex.	640
KWHK . .	Hutchinson, Kans.	428

Call Letters	City—State	See Page
KWHN . .	Ft. Smith, Ark.	322
KWHW . .	Altus, Okla.	577
KWIK . .	Burbank, Cal.	328
KWIL . .	Albany, Ore.	585
KWIN . .	Ashland, Ore.	585
KWJB . .	Globe, Ariz.	318
KWJJ . .	Portland, Ore.	589
KWK . .	St. Louis, Mo.	493
KWKH . .	Shreveport, La.	443
KWKW . .	Pasadena, Cal.	339
KWLK . .	Longview, Wash.	675
KWLM . .	Willmar, Minn.	481
KWMR . .	Wadena, Minn.	481
KWNO . .	Winona, Minn.	481
KWOA . .	Worthington, Minn.	481
KWOC . .	Poplar Bluff, Mo.	491
KWON . .	Bartlesville, Okla.	577
KWOR . .	Worland, Wla.	693
KWOS . .	Jefferson City, Mo.	488
KWPC . .	Muscataine, Ia.	423
KWPM . .	West Plains, Mo.	495
KWRC . .	Pendleton, Ore.	588
KWRN . .	Reno, Nev.	503
KWRO . .	Coqville, Ore.	586
KWRZ . .	Flagstaff, Ariz.	318
KWSD . .	Mt. Shasta, Cal.	335
KWSL . .	Lake Charles, La.	439
KWTC . .	Barstow, Cal.	327
KWTO . .	Springfield, Mo.	495
KWTX . .	Waco, Tex.	661
KWWB . .	Walla Walla, Wash.	679
KWWL . .	Waterloo, Ia.	425
KWYO . .	Sheridan, Wyo.	693
KXA . .	Seattle, Wash.	677
KXAR . .	Hope, Ark.	323
KXEL . .	Waterloo, Ia.	425
KXEO . .	Mexico, Mo.	491
KXGI . .	Fort Madison, Ia.	422
KXIC . .	Iowa City, Ia.	422
KXL . .	Portland, Ore.	589
KXLA . .	Pasadena, Cal.	339
KXLE . .	Ellensburg, Wash.	675
KXLF . .	Butte, Mont.	496
KXLJ . .	Helena, Mont.	497
KXLK . .	Great Falls, Mont.	497
KXLL . .	Missoula, Mont.	498
KXLO . .	Lewistown, Mont.	497
KXLQ . .	Bozeman, Mont.	496
KXLR . .	N. Little Rock, Ark.	324
KXLW . .	St. Louis, Mo.	493
KXLY . .	Spokane, Wash.	678
KXO . .	El Centro, Cal.	329
KXOA . .	Sacramento, Cal.	341

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KXOB	Stockton, Cal.	349
KXOK	St. Louis, Mo.	494
KXOL	Fort Worth, Tex.	649
KXOX	Sweetwater, Tex.	660
KXRJ	Russellville, Ark.	325
KXRN	Renton, Wash.	676
KXRO	Abe-deen, Wash.	674
KRRX	San Jose, Cal.	345
KXXL	Reno, Nev.	503
KXXX	Colby, Kans.	427
KXYZ	Houston, Tex.	651
KYA	San Francisco, Cal.	344
KYAK	Yakima, Wash.	680
KYCA	Prescott, Ariz.	319
KYDS	St. Paul, Minn.	481
KYES	Butte, Mont.	496
KYJC	Medford, Ore.	587
KYLE	Alamogordo, N. Mex.	511
KYNG	Idaho Falls, Ida.	393
KYNO	Fresno, Cal.	331
KYOR	San Diego, Cal.	343
KYOS	Merced, Cal.	335
KYSC	Yuma, Ariz.	321
KYSM	Mankato, Minn.	478
KYUM	Yuma, Ariz.	321
KYUW	Philadelphia, Penn.	601
WAAB	Worcester, Mass.	462
WAAF	Chicago, Ill.	399
WAAT	Newark, N. J.	509
WABB	Mobile, Ala.	314
WABI	Bangor, Me.	444
WABJ	Adrian, Mich.	465
WABY	Albany, N. Y.	515
WABZ	Albama le, N. Car.	546
WACE	Chicopee, Mass.	457
WACO	Waco, Tex.	661
WADC	Akron, O.	565
WADE	Wadesboro, N. C.	558
WAFB	Baton Rouge, La.	437
WAGA	Atlanta, Ga.	379
WAGC	Chattanooga, Tenn.	626
WAGE	Syracuse, N. Y.	542
WAGF	Dothan, Ala.	311
WAGM	Preque Isle, Me.	446
WAIM	Anderson, S. C.	617
WAIR	Winston-Salem, N. C.	560
WAIT	Chicago, Ill.	399
WAJR	Morgantown, W. Va.	683
WAKR	Akron, O.	565
WALA	Mobile, Ala.	314
WALB	Albany, Ga.	379
WALD	Waterboro, S. C.	623
WALL	Middletown, N. Y.	523
WALT	Tampa, Fla.	375
WAML	Laurel, Miss.	484
WAND	Canton, O.	566
WANE	Ft. Wayne, Ind.	411
WANN	Annapolis, Md.	449
WAOV	Vincennes, Ind.	417

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WAPA	San Juan, P. R.	703
WAPF	McComb, Miss.	484
WAPI	Birmingham, Ala.	310
WAPO	Chattanooga, Tenn.	626
WAPX	Montgomery, Ala.	314
WARC	Rochester, N. Y.	537
WARD	Johnstown, Penn.	597
WARK	Hagerstown, Md.	452
WARL	Aslington, Va.	667
WARM	Scranton, Penn.	610
WARS	Wilmington, Del.	362
WASA	Waver De Grace, Md.	452
WASK	Lafayette, Ind.	415
WASL	Annapolis, Md.	449
WATL	Atlanta, Ga.	381
WATN	Watertown, N. Y.	544
WATO	Oak Ridge, Tenn.	634
WATR	Waterbury, Conn.	360
WATT	Cadillac, Mich.	467
WATW	Ashland, Wisc.	685
WATZ	Alpena, Mich.	465
WAUD	Auburn, Ala.	309
WAUX	Waukesha, Wis.	692
WAVE	Louisville, Ky.	433
WAVL	Apollo, Penn.	592
WAVU	Albertville, Ala.	309
WAVZ	New Haven, Conn.	358
WAYB	Waynesboro, Va.	674
WAYN	Rockingham, N. C.	556
WAYS	Charlotte, N. C.	547
WAYX	Waycross, Ga.	391
WAZF	Yazoo City, Miss.	486
WAZL	Hozelton, Penn.	596
WBAA	Lafayette, Ind.	415
WBAB	Atlantic City, N. J.	509
WBAC	Cleveland, Tenn.	627
WBAL	Baltimore, Md.	449
WBAP	Ft. Worth, Tex.	649
WBAT	Marion, Ind.	415
WBAX	Wilkes-Barre, Penn.	612
WBAY	Coral Gables, Fla.	365
WBBB	Burlington, N. C.	547
WBBC	Flint, Mich.	469
WBBL	Richmond, Va.	672
WBBM	Chicago, Ill.	399
WBBO	Forest City, N. C.	550
WBBQ	Augusta, Ga.	382
WBBW	Indianapolis, Ind.	412
WBBZ	Ponca City, Okla.	582
WBCC	Bethesda, Md.	450
WBCK	Battle Creek, Mich.	465
WBGM	Bay City, Mich.	465
WBEC	Pittsfield, Mass.	460
WBEJ	Elizabethton-Johnson City Tenn.	627
WBEN	Buffalo, N. Y.	517
WBET	Brockton, Mass.	457
WBEX	Chillicothe, O.	566
WBGE	Atlanta, Ga.	381
WBHB	Fitzgerald, Ga.	386

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WBHF	Cartersville, Ga.	383
WBHP	Huntsville, Ala.	313
WBIG	Greensboro, N. C.	551
WBIR	Knoxville, Tenn.	629
WBIZ	Eau Claire, Wisc.	686
WBKA	Brockton, Mass.	457
WBLJ	Dalton, Ga.	385
WBLK	Clarksburg, W. Va.	682
WBMD	Baltimore, Md.	449
WBML	Macon, Ga.	387
WBMS	Boston, Mass.	453
WBNS	Columbus, O.	571
WBNX	New York, N. Y.	523
WBNY	Buffalo, N. Y.	518
WBOB	Galax, Va.	669
WBOC	Salisbury, Md.	452
WBOW	Terre Haute, Ind.	417
WBPZ	Lock Haven, Penn.	599
WBRC	Birmingham, Ala.	310
WBRE	Wilkes-Barre, Penn.	612
WBRK	Pittsfield, Mass.	461
WBRW	Welch, W. Va.	684
WBRY	Waterbury, Conn.	360
WBSC	Bennettsville, S. C.	617
WBSR	Pensacola, Fla.	373
WBT	Charlotte, N. C.	548
WBTA	Batavia, N. Y.	515
WBTH	Williamson, W. Va.	685
WBTM	Danville, Va.	669
WBUD	Morrisville, Penn.	599
WBUX	Doylestown, Penn.	593
WBUY	Lexington, N. C.	554
WBYS	Canton, Ill.	397
WBZ	Boston, Mass.	453
WBZA	Springfield, Mass.	453
WCAE	Pittsburgh, Penn.	607
WCAM	Camden, N. J.	509
WCAO	Baltimore, Md.	449
WCAP	Asbury Park, N. J.	506
WCAR	Pontiac, Mich.	475
WCAT	Rapid City, S. Dak.	625
WCAU	Philadelphia, Penn.	603
WCAV	Norfolk, Va.	671
WCAW	Charleston, W. Va.	681
WCAZ	Burlington, Vt.	666
WCAZ	Cathage, Ill.	399
WCBC	Anderson, Ind.	409
WCBD	Chicago, Ill.	400
WCBI	Columbus, Miss.	482
WCBM	Baltimore, Md.	450
WCBS	New York, N. Y.	525
WCBT	Roanoke Rapids, N. C.	556
WCCC	Hartford, Conn.	356
WCCM	Lawrence-Lowell, Mass.	460
WCCO	Minneapolis, Minn.	479
WCCP	Savannah, Ga.	389
WCDD	Winchester, Tenn.	635
WCED	Rocky Mount, N. C.	556
WCED	DuBois, Penn.	594
WCFL	Chicago, Ill.	400
WCHA	Chambersburg, Penn.	593
WCHS	Charleston, W. Va.	681
WCHV	Charlottesville, Va.	668
WCIF	Madisonville, Ky.	434
WCIL	Carbondale, Ill.	399
WCJU	Columbia, Miss.	482

Call Letters	City—State	See Page
WCKB	Dunn, N. C.	548
WCKY	Cincinnati, O.	566
WCLA	Baton Rouge, La.	437
WCLE	Clearwater, Fla.	365
WCLO	Janesville, Wisc.	687
WCMA	Corinth, Miss.	482
WCMB	Lemoyne, Penn.	599
WCMD	Cambridge, Md.	451
WCMI	Ashland, Ky.	431
WCMN	Arecibo, P. R.	699
WCMW	Canton, O.	566
WCNB	Connersville, Ind.	409
WCNC	Elizabeth City, N. C.	549
WCNH	Quincy, Fla.	374
WCNR	Bloomsburg, Penn.	592
WCNT	Centralia, Ill.	399
WCNU	Crestview, Fla.	365
WCOA	Pensacola, Fla.	373
WCOC	Meridan, Miss.	485
WCOG	Greensboro, N. C.	552
WCOH	Newnan, Ga.	388
WCOL	Columbus, O.	571
WCOM	Parkersburg, W. Va.	684
WCOR	Atlanta, Ga.	381
WCOP	Boston, Mass.	453
WCOS	Columbia, S. C.	619
WCOU	Lewiston, Me.	445
WCOV	Montgomery, Ala.	315
WCPO	Cincinnati, O.	566
WCPS	Tarboro, N. C.	558
WCRA	Effingham, Ill.	403
WCRB	Waltham, Mass.	461
WCRK	Morristown, Tenn.	633
WCRO	Johnstown, Penn.	597
WCRS	Greenwood, S. C.	622
WCRW	Chicago, Ill.	400
WCSC	Charleston, S. C.	618
WCSH	Portland, Me.	445
WCSS	Cobleskill, N. Y.	518
WCSS	Amsterdam, N. Y.	515
WCTA	Andalusia, Ala.	309
WCTC	New Brunswick, N. J.	510
WCTT	Corbin, Ky.	431
WCUM	Cumberland, Md.	451
WCVI	Connellsville, Penn.	593
WCVS	Springfield, Ill.	407
WCYB	Bristol, Va.	668
WDAD	Indiana, Penn.	597
WDAE	Tampa, Fla.	375
WDAF	Kansas City, Mo.	489
WDAA	Columbus, Ga.	384
WDAN	Danville, Ill.	402
WDAR	Savannah, Ga.	389
WDAS	Philadelphia, Penn.	601
WDAY	Fargo, N. D.	561
WDBC	Escanaba, Mich.	468
WDBJ	Roanoke, Va.	673
WDBO	Orlando, Fla.	372
WDEC	Americus, Ga.	379
WDEF	Chattanooga, Tenn.	626
WDEL	Wilmington, Del.	361
WDEV	Waterbury, Vt.	667
WDGY	Minneapolis, Minn.	479
WDHL	Bradenton, Fla.	365
WDIA	Memphis, Tenn.	631
WDIG	Dothan, Ala.	311

Call Letters	City—State	See Page
WDLB	Marshfield, Wisc.	689
WDLP	Panama City, Fla.	373
WDMG	Douglas, Ga.	385
WDMJ	Marquette, Mich.	474
WDNC	Durham, N. C.	549
WDNE	Elkins, W. Va.	682
WDOD	Chattanooga, Tenn.	626
WDOS	Oneonta, N. Y.	537
WDOV	Dover, Del.	361
WDRC	Hartford, Conn.	357
WDSC	Dillon, S. C.	621
WDSG	Dyersburg, Tenn.	627
WDSM	Superior, Wisc.	691
WDSR	Lake City, Fla.	369
WDSU	New Orleans, La.	441
WDUK	Durham, N. C.	549
WDUN	Gainesville, Ga.	386
WDUZ	Green Bay, Wisc.	686
WDVA	Danville, Va.	669
WDWD	Dawson, Ga.	385
WDWS	Champaign, Ill.	399
WZ	Tuscola, Ill.	408
WEAM	Arlington, Va.	667
WEAN	Providence, R. I.	615
WEAR	Pensacola, Fla.	374
WEAS	Decatur, Ga.	385
WEAT	Lake Worth, Fla.	369
WEAU	Eau Claire, Wisc.	686
WEBC	Duluth, Minn.	477
WEBJ	Brewton, Ala.	311
WEBQ	Harrisburg, Ill.	403
WEBR	Buffalo, N. Y.	518
WECW	Mayaguez, P. R.	699
WEDC	Chicago, Ill.	400
WEDO	McKeesport, Penn.	599
WEEB	Southern Pines, N. C.	557
WEED	Rocky Mount, N. C.	556
WEEI	Boston, Mass.	453
WEEK	Peoria, Ill.	405
WEEU	Reading, Penn.	609
WEGO	Concord, N. C.	548
WEIM	Fitchburg, Mass.	458
WEKR	Fayetteville, Tenn.	628
WELI	New Haven, Conn.	358
WELL	Battle Creek, Mich.	465
WELM	Elmira, N. Y.	518
WELO	Tupelo, Miss.	486
WEMP	Milwaukee, Wisc.	689
WENC	Whiteville, N. C.	558
WENE	Endicott, N. Y.	519
WENK	Union City, Tenn.	635
WENR	Chicago, Ill.	400
WENT	Gloversville, N. Y.	520
WENY	Elmira, N. Y.	518
WEOA	Evansville, Ind.	411
WEOL	Elyria, O.	572
WEPM	Martinsburg, W. Va.	683
WERC	Eire, Penn.	594
WERD	Atlanta, Ga.	381
WESA	Charleroi, Penn.	593
WESB	Bradford, Pen.	593
WESC	Greenville, S. C.	621
WESL	Preston, Md.	452
WEST	Easton, Penn.	594
WESX	Salem, Mass.	461

Call Letters	City—State	See Page
WETB	Johnson City, Tenn.	628
WEUS	Eustis, Fla.	367
WEVD	New York, N. Y.	525
WEVE	Eveleth, Minn.	478
WEW	St. Louis, Mo.	494
WEWO	Laurinburg, N. C.	553
WEXL	Royal Oak, Mich.	475
WEXT	Milwaukee, Wisc.	689
WFAA	Dallas, Tex.	645
WFAK	Charleston, S. C.	617
WFAS	White Plains, N. Y.	545
WFAU	Augusta, Me.	444
WFBC	Greenville, S. C.	621
WFBG	Altoona, Penn.	592
WFBL	Syracuse, N. Y.	541
WFBM	Indianapolis, Ind.	413
WFBR	Baltimore, Md.	450
WFBI	Pawtucket, R. I.	615
WFDF	Flint, Mich.	469
WFEA	Manchester, N. H.	505
WFEB	Sylacauga, Ala.	316
WFEC	Miami, Fla.	370
WFGN	Gaffney, S. C.	621
WFHG	Bristol, Va.	668
WFHR	Wisconsin Rapids, Wisc.	692
WFIG	Sumter, S. C.	623
WFIL	Philadelphia, Penn.	603
WFIN	Findlay, O.	573
WFKY	Frankfort, Ky.	431
WFLA	Tampa, Fla.	375
WFLB	Fayetteville, N. C.	550
WFLO	Farmville, Va.	669
WFMD	Frederick, Md.	452
WFMJ	Youngstown, O.	576
WFNC	Fayetteville, N. C.	550
WFNS	Burlington, N. C.	547
WFOM	Marietta, Ga.	387
WFOR	Hattiesburg, Miss.	483
WFOX	Milwaukee, Wisc.	689
WFOY	St. Augustine, Fla.	374
WFPG	Atlantic City, N. J.	509
WFRB	Utica, N. Y.	543
WFRD	Reidsville, N. C.	556
WFRL	Freeport, Ill.	403
WFRN	Orangeburg, S. C.	622
WFRP	Savannah, Ga.	389
WFTC	Kingston, N. C.	553
WFTL	Ft. Lauderdale, Fla.	367
WFTM	Maysville, Ky.	434
WFR	Front Royal, Va.	669
WFTW	Fort Wayne, Ind.	411
WFUN	Huntsville, Ala.	313
WFUR	Grand Rapids, Mich.	468
WFVA	Fredericksburg, Va.	669
WGAA	Cedartown, Ga.	384
WGAC	Augusta, Ga.	382
WGAD	Gadsden, Alabama	312
WGAI	Elizabeth City, N. C.	550
WGAL	Lancaster, Penn.	598
WGAN	Portland, Me.	445
WGAP	Maryville, Tenn.	631
WGAR	Cleveland, O.	567
WGAT	Utica, N. Y.	544
WGAU	Athens, Ga.	379
WGAY	Silver Spring, Md.	452

Call Letters	City—State	See Page
WGBA	Columbus, Ga.	384
WGBB	Freeport, N. Y.	519
WGBF	Evansville, Ind.	411
WGBG	Greensboro, N. C.	552
WGBI	Scranton, Penn.	610
WGBR	Goldsboro, N. C.	551
WGBS	Miami, Fla.	370
WGCM	Gulfport, Miss.	483
WGEM	Quincy, Ill.	406
WGES	Chicago, Ill.	400
WGFG	Kalamazoo, Mich.	473
WGGA	Gainesville, Ga.	386
WGGG	Gainesville, Fla.	367
WGH	Newport News, Va.	670
WGIL	Galesburg, Ill.	403
WGIV	Charlotte, N. C.	548
WGKV	Charleston, W. Va.	681
WGL	Ft. Wayne, Ind.	411
WGLN	Glens Falls, N. Y.	519
WGN	Chicago, Ill.	401
WGNC	Gastonia, N. C.	550
WGNH	Gadsden, Ala.	312
WGNU	Wilmington, N. C.	559
WGNS	Murfreesboro, Tenn.	633
WGNV	Newburgh, N. Y.	523
WGOV	Valdosta, Ga.	391
WGPA	Bethlehem, Penn.	592
WGPC	Albany, Ga.	379
WGR	Buffalo, N. Y.	518
WGRC	Louisville, Ky.	433
WGRD	Grand Rapids, Mich.	469
WGRM	Greenwood, Miss.	483
WGRV	Greenville, Tenn.	628
WGST	Atlanta, Ga.	381
WGTC	Greenville, N. C.	552
WGTL	Kannapolis, N. C.	553
WGTM	Wilson, N. C.	559
WGUY	Bangor, Me.	444
WGVA	Geneva, N. Y.	519
WGWC	Selma, Ala.	316
WGWD	Gadsden, Ala.	312
WGWR	Asheboro, N. C.	546
WGY	Schenectady, N. Y.	541
WGYV	Greenville, Ala.	313
WHAB	Stroudsburg, Penn.	611
WHAI	Greenfield, Mass.	458
WHAL	Shelbyville, Tenn.	635
WHAM	Rochester, N. Y.	537
WHAN	Charleston, S. C.	618
WHAR	Clarksburg, W. Va.	682
WHAS	Louisville, Ky.	433
WHAT	Philadelphia, Pa.	603
WHAV	Haverhill, Mass.	458
WHAW	Weston, W. Va.	684
WHAZ	Troy, N. Y.	543
WHB	Kansas City, Mo.	489
WHBB	Selma, Ala.	316
WHBC	Canton, O.	566
WHBF	Rock Island, Ill.	407
WHBI	Newark, N. J.	510
WHBL	Sheboygan, Wisc.	691
WHBO	Sulphur Springs, Fla.	375
WHBQ	Memphis, Tenn.	631
WHBS	Huntsville, Ala.	313
WHBT	Harriman, Tenn.	628
WHBU	Anderson, Ind.	409

Call Letters	City—State	See Page
WHBY	Appleton, Wis.	685
WHCC	Waynesville, N. C.	558
WHCU	Ithaca, N. Y.	521
WHDF	Houghton, Mich.	471
WHDH	Boston, Mass.	453
WHDL	Clean, N. Y.	535
WHEB	Fcrtsmouth, N. H.	506
WHEC	Rochester, N. Y.	539
WHED	Washington, N. C.	558
WHFC	Benton Harbor, Mich.	467
WHFB	Cicero, Ill.	402
WHGB	Harrisburg, Penn.	596
WHHM	Memphis, Tenn.	633
WHHT	Durham, N. C.	549
WHIM	Providence, R. I.	615
WHIN	Gallatin, Tenn.	628
WHIO	Dayton, O.	572
WHIR	Danville, Ky.	431
WHIS	Bluefield, W. Va.	681
WHIT	New Bern, N. C.	555
WHIZ	Zanesville, O.	577
WHJB	Greensburg, Penn.	595
WHK	Cleveland, O.	569
WHKC	Columbus, O.	571
WHKK	Akron, O.	565
WHKP	Hendersonville, N. C.	552
WHKY	Hickory, N. C.	552
WHLB	Virginia, Minn.	481
WHLD	Niagara Falls, N. Y.	535
WHLI	Hempstead, N. Y.	520
WHLN	Harlan, Ky.	432
WHLS	Port Huron, Mich.	475
WHLW	Rutland, Vt.	666
WHMA	Anniston, Ala.	309
WHN	New York, N. Y.	525
WHNC	Henderson, N. C.	552
WHO	Des Moines, Ia.	421
WHOB	Gardner, Mass.	458
WHOC	Philadelphia, Penn.	485
WHOD	Homestead, Penn.	597
WHOM	New York, N. Y.	527
WHOL	Allentown, Penn.	590
WHOO	Orlando, Fla.	372
WHOP	Hopkinsville, Ky.	432
WHOS	Decatur, Ala.	311
WHOT	South Bend, Ind.	416
WHOW	Clinton, Ill.	402
WHP	Harrisburg, Penn.	596
WHPE	High Point, N. C.	552
WHRV	Ann Arbor, Mich.	465
WHSC	Hartsville, S. C.	622
WHTB	Talladega, Ala.	316
WHTC	Holland, Mich.	471
WHTN	Huntington, W. Va.	682
WHUB	Cookeville, Tenn.	627
WHUC	Hudson, N. Y.	520
WHUM	Reading, Penn.	609
WHUN	Huntingdon, Penn.	597
WHWL	Nanticoke, Penn.	600
WHYN	Holyoke, Mass.	459
WHYU	Newport News, Va.	670
WIAC	San Juan, P. R.	703
WIBA	Madison, Wis.	687
WIBB	Macon, Ga.	387

Call Letters	City—State	See Page
WIBC	Indianapolis, Ind.	413
WIBG	Philadelphia, Penn.	603
WIBK	Knoxville, Tenn.	629
WIBM	Jackson, Mich.	473
WIBS	Santurce, P. R.	703
WIRU	Poynette, Wis.	691
WIBV	Belleville, Ill.	397
WIBW	Topeka, Kans.	430
WIBX	Utica, N. Y.	543
WICA	Ashtabula, O.	565
WICC	Bridgeport, Conn.	356
WICY	Malone, N. Y.	523
WIGM	Medford, Wis.	689
WIHL	Hammond, La.	438
WIKB	Iron Mountain, Mich.	471
WIKC	Bogalusa, La.	438
WIKY	Evansville, Ind.	411
WIL	St. Louis, Mo.	494
WILE	Cambridge, O.	566
WILK	Wilkes-Barre, Penn.	612
WILL	Urbana, Ill.	408
WILM	Wilmington, Del.	361
WILS	Lansing, Mich.	474
WILX	N. Wilkesboro, N. C.	555
WIMS	Michigan City, Ind.	416
WINC	Winchester, Va.	674
WIND	Chicago, Ill.	401
WING	Dayton, O.	571
WINK	Ft. Myers, Fla.	367
WINN	Louisville, Ky.	434
WINR	Binghamton, N. Y.	517
WINS	New York, N. Y.	527
WINX	Washington, D. C.	363
WINZ	Hollywood, Fla.	368
WIOD	Miami, Fla.	370
WIP	Philadelphia, Penn.	605
WIRA	Fort Pierce, Fla.	367
WIFB	Enterprise, Ala.	312
WIRE	Indianapolis, Ind.	415
WRK	West Palm Beach, Fla.	376
WIRL	Pecoria, Ill.	406
WIS	Columbia, S. C.	619
WISE	Asheville, N. C.	546
WISH	Indianapolis, Ind.	415
WISL	Shamokin, Penn.	610
WISN	Milwaukee, Wis.	689
WISR	Butler, Penn.	593
WITA	San Juan, P. R.	703
WITH	Baltimore, Md.	450
WIVY	Jacksonville, Fla.	368
WIZE	Springfield, O.	575
WIAC	Johnstown, Penn.	597
WIAG	Norfolk, Neb.	500
WIAR	Providence, R. I.	615
WIAS	Pittsburgh, Penn.	607
WIAX	Jacksonville, Fla.	368
WJBC	Eloomington, Ill.	397
WJBK	Detroit, Mich.	467
WJBO	Baton Rouge, La.	437
WJBW	New Orleans, La.	441
WIBY	Gadsden, Ala.	313
WIDA	Quincy, Mass.	461
WIDX	Jackson, Miss.	483
WJEF	Grand Rapids, Mich.	469
WIEJ	Hagerstown, Md.	452

Call Letters	City—State	See Page
WJEL	Springfield, O.	575
WJHL	Johnson City, Tenn.	628
WJHO	Opelika, Ala.	315
WJHP	Jacksonville, Fla.	368
WJIG	Tulahoma, Tenn.	635
WJIM	Lansing, Mich.	474
WJJD	Chicago, Ill.	401
WJJI	Montgomery, Ala.	315
WJIL	Niagara Falls, N. Y.	535
WJJM	Lewisburg, Tenn.	631
WJLB	Detroit, Mich.	467
WJLD	Bessemer, Ala.	309
WJLS	Beckley, W. Va.	680
WJMC	Rice Lake, Wis.	691
WJMJ	Philadelphia, Penn.	605
WJMO	Cleveland, O.	569
WJMR	New Orleans, La.	442
WJMS	Ironwood, Mich.	473
WJMX	Florence, S. C.	621
WJNC	Jacksonville, N. C.	553
WJNO	West Palm Beach, Fla.	376
WJOB	Hammond, Ind.	412
WJOC	Jamestown, N. Y.	521
WJOI	Florence, Ala.	312
WJOL	Joliet, Ill.	404
WJOR	Bangor, Me.	444
WJOY	Burlington, Vt.	666
WJPA	Washington, Penn.	611
WJPD	Ishpeming, Mich.	473
WJPF	Herrin, Ill.	404
WJPG	Green Bay, Wis.	686
WJPR	Greenville, Miss.	493
WJPS	Evansville, Ind.	411
WJQS	Jackson, Miss.	483
WJR	Detroit, Mich.	468
WJRD	Tuscaloosa, Ala.	317
WJRI	Lenoir, N. C.	554
WJSW	Altoona, Penn.	592
WJTN	Alamestown, N. Y.	521
WJVA	South Bend, Ind.	416
WJVB	Jacksonville Beach, Fla.	369
WJVW	Chattanooga, Tenn.	627
WJW	Cleveland, O.	569
WJXN	Jackson, Miss.	483
WJZ	New York, N. Y.	529
WJZM	Clarksville Tenn.	627
WKAB	Mobile, Ala.	314
WKAI	Macomb, Ill.	404
WKAL	Rome, N. Y.	539
WKAN	Kankakee, Ill.	404
WKAP	Allentown, Penn.	590
WKAQ	San Juan, P. R.	703
WKAT	Miami Beach, Fla.	371
WKAX	Birmingham, Ala.	310
WKAY	Glasgow, Ky.	432
WKBB	Dubuque, Ia.	422
WKBC	N. Wilkesboro, N. C.	555
WKBH	LaCrosse, Wis.	687
WKBN	Yeungstown, O.	577
WKBO	Harrisburg, Penn.	595
WKBK	Manchester, N. H.	505
WKBS	Oyster Bay, N. Y.	537
WKBV	Richmond, Ind.	416
WKBW	Puffalo, N. Y.	517
WKBZ	Muskegon, Mich.	474

Call Letters	City—State	See Page
WKCT	Bowling Green, Ky.	431
WKDA	Nashville, Tenn.	634
WKDK	Newberry, S. C.	622
WKEU	Griffin, Ga.	386
WKEY	Covington, Va.	668
WKGN	Knoxville, Tenn.	629
WKIC	Fazard, Ky.	432
WKIP	Poughkeepsie, N. Y.	537
WKIX	Columbia, S. C.	619
WKJB	Mayaguez, P. R.	699
WKJG	Fort Wayne, Ind.	412
WKLA	Ludington, Mich.	474
WKLF	Clanton, Ala.	311
WKLX	Blackstone, Va.	668
WKLX	Lexington, Ky.	432
WKLY	Hartwell, Ga.	386
WKMA	Quitman, Ga.	388
WKMH	Dearborn, Mich.	467
WKMO	Kokomo, Ind.	415
WKNA	Charleston, W. Va.	681
WKNB	New Britain, Conn.	358
WKNE	Kœene, New Hampshire	505
WKNS	Kinston, N. C.	553
WKNX	Saginaw, Mich.	476
WKNY	Kingston, N. Y.	521
WKOB	North Adams, Mass.	460
WKOK	Sunbury, Penn.	611
WKOP	Enghamton, N. Y.	517
WKOW	Madison, Wis.	688
WKOX	Framingham, Mass.	458
WKOZ	Kosciusko, Miss.	484
WKPA	New Kensington, Penn.	600
WKPT	Kingsport, Tenn.	629
WKRC	Cincinnati, O.	557
WKRQ	Mobile, Ala.	314
WKRK	Columbia, Tenn.	627
WKRO	Cairo, Ill.	397
WKRT	Cortland, N. Y.	518
WKRZ	Oil City, Penn.	600
WKSR	Pulaski, Tenn.	635
WKST	New Castle, Penn.	600
WKTG	Thomasville, Ga.	390
WKTM	Mayfield, Ky.	434
WKTY	La Crosse, Wis.	687
WKUL	Cullman, Ala.	311
WKVM	Arecibo, P. R.	699
WKWF	Key West, Fla.	369
WKWK	Wheeling, W. Va.	685
WKXL	Concord, N. H.	505
WKY	Oklahoma City, Okla.	581
WKYB	Paducah, Ky.	435
WKYW	Leu'sville, Ky.	434
WKZO	Kalamazoo, Mich.	473
WLAC	Nashville, Tenn.	634
WLAD	Danbury, Conn.	356
WLAG	JaGrange, Ga.	337
WLAK	Lakeland, Fla.	369
WLAM	Lewiston, Me.	445
WLAN	Lancaster, Penn.	598
WLAP	Lexington, Ky.	433
WLAQ	Rome, Ga.	388
WLAR	Athens, Tenn.	623
WLAT	Conway, S. C.	619
WLAU	Laurel, Miss.	484
WLAV	Grand Rapids, Mich.	469

Call Letters	City—State	See Page
WLAW	Lawrence, Mass.	459
WLAY	Muscle Shoals City, Ala.	315
WLBB	Carrollton, Ga.	383
WLBC	Muncie, Ind.	416
WLBF	Leesburg, Fla.	370
WLBG	Laurens, S. C.	622
WLBH	Mattoon, Ill.	405
WLBJ	Bowling Green, Ky.	431
WLBK	De Kalb, Ill.	402
WLBR	Lebanon, Penn.	598
WLBZ	Pangor, Me.	444
WLCR	Torrington, Conn.	360
WLCS	Baton Rouge, La.	438
WLCS	La Crosse, Wis.	687
WLDS	Jacksonville, Ill.	434
WLDY	Ladysmith, Wis.	687
WLEC	Sandusky, O.	575
WLEE	Richmond, Va.	672
WLEU	Erie, Penn.	595
WLEX	Lexington, Ky.	433
WLFB	New York, N. Y.	529
WLIO	East Liverpool, O.	572
WLIP	Kenosha, Wis.	687
WLIZ	Bridgeport, Conn.	356
WLLH	Lowell-Lawrence, Mass.	460
WLNH	Laconia, N. H.	505
WLOE	Leaksville, N. C.	554
WLOF	Orlando, Fla.	372
WLOG	Logan, W. Va.	683
WLOH	Princeton, W. Va.	684
WLOI	La Porte, Ind.	415
WLOK	Lima, O.	573
WLOL	Minneapolis, Minn.	479
WLOS	Asheville, N. C.	546
WLOU	Louisville, Ky.	434
WLOW	Norfolk, Va.	671
WLOX	Biloxi, Miss.	482
WLPM	Suffolk, Va.	674
WLPO	La Salle, Ill.	404
WLS	Chicago, Ill.	491
WLTR	Elcomsburg, Penn.	592
WLVA	Lynchburg, Va.	670
WLW	Cincinnati, O.	567
WLYN	Lynn, Mass.	460
WMAC	Pottstown, Penn.	608
WMAJ	State College, Penn.	610
WMAK	Nashville, Tenn.	634
WMAL	Washington, D. C.	363
WMAM	Marinette, Wis.	688
WMAN	Mansfield, O.	573
WMAP	Mcrae, N. C.	554
WMAQ	Chicago, Ill.	401
WMAR	Baltimore, Md.	450
WMAS	Springfield, Mass.	461
WMAW	Milwaukee, Wis.	690
WMAZ	Macon, Ga.	387
WMBC	Macon, Miss.	485
WMRD	Peoria, Ill.	406
WMBG	Richmond, Va.	672
WMBH	Joplin, Mo.	489
WMBI	Chicago, Ill.	402
WMBL	Morehead City, N. C.	554
WMBM	Miami Beach, Fla.	372
WMBN	Petoskey, Mich.	475
WMBO	Auburn, N. Y.	515

Call Letters	City—State	See Page
WMBR	Jacksonville, Fla.	368
WMBS	Uniontown, Penn.	611
WMC	Memphis, Tenn.	633
WMCA	New York, N. Y.	531
WMCK	McKeesport, Penn.	599
WMDD	Fajardo, P. R.	699
WMEX	Boston, Mass.	457
WMFD	Wilmington, N. C.	559
WMFF	Plattsburg, N. Y.	537
WMFG	Hibbing, Minn.	478
WMFJ	Daytona Beach, Fla.	365
WMFR	High Point, N. C.	553
WMFT	Florence, Ala.	312
WMGA	Moultrie, Ga.	388
WMGR	Bainbridge, Ga.	383
WMGW	Meadville, Penn.	600
WMGY	Montgomery, Ala.	315
WMID	Atlantic City, N. J.	506
WMIE	Miami, Fla.	370
WMIK	Middlesboro, Ky.	434
WMIN	St. Paul, Minn.	481
WMIQ	Iron Mountain, Mich.	471
WMIS	Natchez, Miss.	485
WMIX	Mt. Vernon, Ill.	405
WMJM	Cordele, Ga.	385
WMLO	Milwaukee, Wis.	690
WMLT	Dublin, Ga.	385
WMMB	Melbourne, Fla.	370
WMMI	Marquette, Mich.	474
WMMJ	Peoria, Ill.	406
WMMN	Fairmont, W. Va.	682
WMMR	Louisville, Ky.	...
WMMT	McMinnville, Tenn.	631
WMMW	Meriden, Conn.	358
WMNB	North Adams, Mass.	460
WMNC	Morganton, N. C.	555
WMOA	Marietta, O.	573
WMOB	Mobile, Ala.	314
WMOC	Covington, Ga.	385
WMOG	Brunswick, Ga.	383
WMOH	Hamilton, O.	573
WMON	Montgomery, W. Va.	683
WMOU	Berlin, N. H.	505
WMOX	Meridian, Miss.	485
WMPC	Lapeer, Mich.	474
WMPS	Memphis, Tenn.	633
WMRC	Greenville, S. C.	622
WMRF	Lewiston, Penn.	599
WMRN	Marion, O.	574
WMRO	Aurora, Ill.	397
WMRP	Flint, Mich.	469
WMSA	Massena, N. Y.	523
WMSL	Decatur, Ala.	311
WMT	Cedar Rapids, Ia.	418
WMTK	Lawson, Ky.	432
WMTW	Portland, Me.	445
WMUR	Manchester, N. H.	506
WMUS	Muskegon, Mich.	474
WMVA	Martinsville, Va.	670
WMVG	Milledgeville, Ga.	388
WNAB	Bridgeport, Conn.	356
WNAC	Boston, Mass.	457
WNAE	Warren, Penn.	611
WNAF	Providence, R. I.	615
WNAM	Neenah, Wis.	690

Call Letters	City—State	See Page
WNAO	Raleigh, N. C.	555
WNAR	Norristown, Penn.	600
WNAX	Yankton, S. D.	625
WNBC	New York, N. Y.	531
WNBF	Binghamton, N. Y.	517
WNBH	New Bedford, Mass.	460
WNBZ	Saranac Lake, N. Y.	541
WNCA	Asheville, N. C.	546
WNDB	Daytona Beach, Fla.	366
WNDR	Syracuse, N. Y.	542
WNEB	Worcester, Mass.	462
WNEL	San Juan, P. R.	703
WNEW	New York, N. Y.	533
WNEZ	Macon, Ga.	387
WNGO	Mayfield, Ky.	434
WNHC	New Haven, Conn.	358
WNJR	Newark, N. J.	509
WNLC	New London, Conn.	359
WNLK	Norfolk, Conn.	359
WNMP	Evanston, Ill.	403
WNNC	Newton, N. C.	555
WNOC	Norwich, Conn.	359
WNOE	New Orleans, La.	442
WNOK	Columbia, S. C.	619
WNOW	York, Penn.	613
WNOX	Knoxville, Tenn.	629
WNVA	Norton, Va.	671
WNYB	Kenmore, N. Y.	521
WOAI	San Antonio, Tex.	659
WOAP	Owosso, Mich.	475
WOAY	Oak Hill, W. Va.	684
WOBT	Pelican-Rhineland, Wis.	691
WOC	Davenport, Ia.	419
WOCB	West Yarmouth, Mass.	462
WOHS	Shelby, N. C.	557
WOKO	Albany, N. Y.	515
WOKZ	Alton, Ill.	397
WOL	Washington, D. C.	363
WOLF	Syracuse, N. Y.	543
WOLS	Florence, S. C.	621
WOMI	Owensboro, Ky.	435
WOMT	Manitowoc, Wis.	688
WOND	Oak Ridge, Tenn.	635
WONO	Oneonta, N. Y.	537
WONS	Hartford, Conn.	357
WOOB	Anniston, Ala.	309
WOOD	Grand Rapids, Mich.	469
WOOF	Dothan, Ala.	312
WOOK	Silver Spring, Md.	452
WOPI	Bristol, Tenn.	626
WOR	New York, N. Y.	533
WORA	Mayaguez, P. R.	699
WORC	Worcester, Mass.	462
WORD	Spartanburg, S. C.	623
WORK	York, Penn.	614
WORL	Boston, Mass.	457
WORZ	Orlando, Fla.	372
WOSH	Oshkosh, Wis.	690
WOTW	Nashua, N. H.	506
WOV	New York, N. Y.	535
WOVS	Jacksonville, Fla.	369
WOW	Omaha, Neb.	501
WOWO	Ft. Wayne, Ind.	412
WPAB	Ponce, P. R.	703
WPAD	Paducah, Ky.	435

Call Letters	City—State	See Page
WPAG	Ann Arbor, Mich.	465
WPAM	Pottsville, Penn.	608
WPAQ	Mount Airy, N. C.	555
WPAR	Parkersburg, W. Va.	684
WPAT	Paterson, N. J.	510
WPAX	Thomasville, Ga.	390
WPAY	Portsmouth, O.	574
WPBP	Mayaguez, P. R.	699
WPDQ	Jacksonville, Fla.	369
WPDY	Clarksburg, W. Va.	682
WPEN	Philadelphia, Penn.	607
WPFB	Middletown, O.	574
WPGH	Pittsburgh, Penn.	608
WPIC	Sharon, Penn.	610
WPIK	Alexandria, Va.	687
WPIT	Pittsburgh, Penn.	608
WPLH	Huntington, W. Va.	683
WPOR	Portland, Me.	446
WPPA	Pottsville, Penn.	608
WPRO	Mayaguez, P. R.	699
WPRO	Providence, R. I.	617
WPRP	Ponce, P. R.	703
WPTF	Raleigh, N. C.	555
WPTN	Paris, Tenn.	635
WPTR	Albany, N. Y.	515
WPTW	Piqua, O.	574
WPUV	Pulaski, Va.	672
WPWA	Chester, Penn.	593
WQAM	Miami, Fla.	371
WQAN	Scranton, Penn.	610
WQBC	Vicksburg, Miss.	486
WQQW	Washington, D. C.	363
WQUA	Moline, Ill.	405
WQXI	Buckhead, Ga.	383
WQXR	New York, N. Y.	535
WRAC	Williamsport, Penn.	613
WRAL	Raleigh, N. C.	556
WRAW	Reading, Pa.	609
WRBC	Jackson, Miss.	484
WRBL	Columbus, Ga.	384
WRC	Washington, D. C.	363
WRCS	Ahoksie, N. C.	546
WRDO	Augusta, Me.	444
WRDW	Augusta, Ga.	383
WREC	Memphis, Tenn.	633
WREN	Topeka, Kan.	430
WREX	Duluth, Minn.	478
WRFD	Worthington, O.	576
WRFS	Alexander City, Ala.	309
WRFW	Eau Claire, Wis.	686
WRGA	Rome, Ga.	388
WRHI	Rock Hill, S. C.	623
WRHP	Tallahassee, Fla.	375
WRIA	Caguas, P. R.	699
WRIB	Providence, R. I.	615
WRJN	Racine, Wis.	691
WRLC	Toccoa, Ga.	391
WRLD	West Point, Ga.	391
WRMN	Elgin, Ill.	433
WRMS	Ware, Mass.	462
WRNL	Richmond, Va.	672
WRNO	Orangeburg, S. C.	622
WRNY	Rochester, N. Y.	539
WROB	West Point, Miss.	486
WROD	Daytona Beach, Fla.	366

Call Letters	City—State	See Page
WROE	Mobile, Ala.	314
WROK	Rockford, Ill.	407
WROL	Knoxville, Tenn.	631
WROM	Rome, Ga.	389
WRON	Ronceverte, W. Va.	684
WROV	Roanoke, Va.	673
WROW	Albany, N. Y.	515
WROX	Clarksdale, Miss.	482
WRQN	Vidalia, Ga.	391
WRR	Dallas, Tex.	645
WRRF	Washington, N. C.	558
WRRN	Warren, O.	576
WRRZ	Clinton, N. C.	548
WRTA	Altoona, Penn.	592
WRUF	Gainesville, Fla.	367
WRUN	Utica, N. Y.	544
WRVA	Richmond, Va.	673
WRWR	Albany, N. Y.	515
WRXL	Grenada, Miss.	482
WSAC	Columbus, Ga.	384
WSAI	Cincinnati, O.	567
WSAM	Saginaw, Mich.	476
WSAN	Allentown, Penn.	590
WSAP	Portsmouth, Va.	671
WSAR	Fall River, Mass.	458
WSAT	Salisbury, N. C.	557
WSAU	Wausau, Wis.	692
WSAV	Savannah, Ga.	389
WSAY	Rochester, N. Y.	539
WSAZ	Huntington, W. Va.	683
WSB	Atlanta, Ga.	381
WSBA	York, Penn.	614
WSBC	Chicago, Ill.	402
WSBR	Superior, Wis.	692
WSBT	South Bend, Ind.	416
WSCR	Scranton, Penn.	610
WSFA	Montgomery, Ala.	315
WSFC	Scmerset, Ky.	435
WSFT	Thomaston, Ga.	390
WSGC	Elberton, Ga.	386
WSGN	Birmingham, Ala.	310
WSIC	Statesville, N. C.	557
WSID	Baltimore, Md.	450
WSIR	Winter Haven, Fla.	376
WSIV	Pekin Ill.	405
WSIX	Nashville, Tenn.	634
WSJS	Winston-Salem, N. C.	560
WSKB	McComb, Miss.	485
WSKI	Montpelier-Barre, Vt.	666
WSKY	Asheville, N. C.	547
WSLA	Hammond, La.	438
WSLB	Ogdensburg, N. Y.	535
WSLI	Jackson, Miss.	484
WSLS	Roanoke, Va.	673
WSM	Nashville, Tenn.	634
WSMB	New Orleans, La.	442
WSNJ	Bridgeton, N. J.	509
WSNY	Schenectady, N. Y.	541
WSOC	Charlotte, N. C.	548
WSOJ	Henderson, Ky.	432
WSOY	Sault Ste. Marie, Mich.	476
WSOZ	Decatur, Ill.	402
WSPA	Spartanburg, S. C.	623
WSPB	Sarasota, Fla.	374
WSPD	Toledo, O.	575

Call Letters	City—State	See Page
WSPR	Springfield, Mass.	461
WSRS	Cleveland Heights, O.	571
WSSB	Durham, N. C.	549
WSSV	Petersburg, Va.	671
WSTC	Stamford, Conn.	359
WSTP	Salisbury, N. C.	557
WSTS	Southern Pines, N. C.	557
WSTV	Steubenville, O.	575
WSUA	Bloomington, Ind.	409
WSUN	St. Petersburg, Fla.	374
WSVA	Harrisonburg, Va.	670
WSVS	Crews, Va.	668
WSWN	Belle Glade, Fla.	365
WSYB	Rutland, Vt.	667
WSYR	Syracuse, N. Y.	543
WTAD	Quincy, Ill.	407
WTAG	Worcester, Mass.	462
WTAL	Tallahassee, Fla.	375
WTAM	Cleveland, O.	569
WTAQ	Green Bay, Wis.	686
WTAR	Norfolk, Va.	671
WTAW	College Station, Tex.	641
WTAX	Springfield, Ill.	408
WTBC	Tuscaloosa, Ala.	317
WTBF	Troy, Ala.	316
WTBO	Cumberland, Md.	451
WTCB	Flint, Mich.	471
WTCJ	Tell City, Ind.	417
WTCM	Traverse City, Mich.	476
WTCN	Minneapolis, Minn.	479
WTCO	Campbellsville, Ky.	431
WTEL	Philadelphia, Penn.	605
WTHI	Terre Haute, Ind.	417
WTHT	Hartford, Conn.	357
WTIC	Hartford, Conn.	357
WTIK	Durham, N. C.	549
WTIP	Charleston, W. Va.	681
WTJS	Jackson, Tenn.	628
WTMA	Charleston, S. C.	618
WTMC	Ocala, Fla.	372
WTMJ	Milwaukee, Wis.	690
WTMV	E. St. Louis, Ill.	403
WTMB	Birmingham, Ala.	310
WTNC	Thomasville, N. C.	558
WTNJ	Trenton, N. J.	510
WTNS	Coshocton, O.	571
WTNT	Augusta, Ga.	333
WTOB	Winston-Salem, N. C.	560
WTOC	Savannah, Ga.	390
WTOD	Toledo, O.	576
WTOK	Meridian, Miss.	485
WTOL	Toledo, O.	576
WTOM	Bloomington, Ind.	409
WTON	Staunton, Va.	673
WTOP	Washington, D. C.	364
WTOR	Torrington, Conn.	360
WTPR	Paris, Tenn.	635
WTPS	New Orleans, La.	442
WTRC	Elkhart, Ind.	409
WTRF	Bellaire, O.	565
WTRR	Sanford, Fla.	374
WTRY	Troy, N. Y.	543
WTSB	Lumberton, N. C.	554

Call Letters	City—State	See Page
WTSP	St. Petersburg, Fla.	374
WTTH	Port Huron, Mich.	475
WTTM	Trenton, N. J.	510
WTTS	Bloomington, Ind.	409
WTUX	Wilmington, Del.	362
WTVL	Waterville, Me.	446
WTVN	Johnson City, Tenn.	629
WTWA	Thomson, Ga.	390
WTYS	Marianna, Fla.	370
WUSN	Charleston, S. C.	619
WVAM	Altoona, Penn.	592
WVCG	Coral Gables, Fla.	365
WVCH	Chester, Pa.	593
WVET	Rochester, N. Y.	539
WVIM	Vicksburg, Miss.	486
WVJS	Owensboro, Ky.	435
WVLK	Versailles, Ky.	435
WVLN	Oleary, Ill.	405
WVMI	Ilwaco, Miss.	432
WVNJ	Newark, N. J.	510
WVOK	Birmingham, Ala.	310
WVOM	Brockline, Mass.	457
WVOS	Liberty, N. Y.	523
WVPO	Stroudsburg, Penn.	611
WVRA	Orangeburg, S. C.	623
WVSC	Farnwell, S. C.	617
WVVW	Fairmont, W. Va.	682
WVWZ	Vineland, N. J.	510
WWCO	Waterbury, Conn.	360
WWDC	Washington, D. C.	364
WWEZ	New Orleans, La.	442
WWGP	Sanford, N. C.	557
WWGS	Tifton, Ga.	390
WWJ	Detroit, Mich.	468
WWL	New Orleans, La.	442
WWNC	Asheville, N. C.	547
WWNH	Rochester, N. H.	506
WWNL	Newport, Ky.	435
WWNR	Beckley, W. Va.	680
WWNS	Statesboro, Ga.	390
WWNY	Watertown, N. Y.	545
WWOD	Lynchburg, Va.	670
WWOK	Flint, Mich.	471
WWOL	Lackawanna, N. Y.	523
WWON	Woonsocket, R. I.	617
WWPB	Miami, Fla.	371
WWPF	Palatka, Fla.	373
WWPG	Palm Beach, Fla.	373
WWPN	Middlesboro, Ky.	435
WWRL	Woodside, N. Y.	545
WWSC	Glens Falls, N. Y.	519
WWSO	Springfield, O.	575
WWSR	St. Albans, Vt.	667
WWST	Waco, O.	576
WWSW	Pittsburgh, Penn.	608
WWVA	Wheeling, W. Va.	685
WWWB	Jasper, Ala.	313
WWXL	Pecoria, Ill.	406
WXAL	Demopolis, Ala.	311
WXGI	Richmond, Va.	673
WXLT	Ely, Minn.	478
WXYZ	Detroit, Mich.	468
WZIP	Covington, Ky.	431

# ALABAMA

Estimated Population 2,824,000—% Increase —0.3—Radio Homes 481,424  
Farms with Radios 117,485—Stations in State 55

## WAVU (CP) ALBERTVILLE

Frequency: 630 Kc. .... Power: 500 Watts. d.  
Owned-Operated By...Pat Murphy Courington

## WRFS

ALEXANDER CITY—EST. 1947

Frequency: 1050 Kc. .... Power: 1,000 Watts  
Owned-Operated By...Piedmont Service Corp.  
Business Address.....P. O. Box 72  
Phone Number.....1050  
Studio Address.....138 Main St.  
Transmitter Location.....U. S. 241 W. of  
Alexander City 2½ mi.

Air Time:.....Local Sunrise—Local Sunset  
Transcription Service.....Thesaurus  
Representative.....Sears & Ayer  
Membership...National Assn. of Broadcasters  
President.....James L. Coley  
Gen.-Station-Com. Mgr.....Lem Coley  
Program Director.....Bob McKinnon  
Chief Announcer.....Tom Jones  
Chief Engineer.....James W. Whatley

## WCTA

ANDALUSIA—EST. 1946

MBS-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By...Andalusia Bcstg. Co., Inc.  
Business-Studio Address.....Opp. Highway  
Phone Number.....844  
Transmitter.....Opp. Highway  
Air Time.....5:55 a.m.-11 p.m.  
News Service.....UP  
Transcription Service.....World  
Membership.....NAB  
Gen.-Station-Sales Mgr.....James T. Ownby  
Publicity Director.....James T. Ownby  
Program Chief Announcer.....J. Dige Bishop  
Musical Director.....Charles Gilmore  
Chief Engineer.....J. Dige Bishop

## WHMA

ANNISTON—EST. 1938

ABC

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By...Anniston Bcstg. Co.  
Business-Studio Address.....Radio Bldg.  
Phone Number.....2380  
Transmitter.....15th St. at Boyington Ave.  
Air Time.....5:45 a.m.-11:05 p.m.  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Sears & Ayer  
Membership.....NAB-BMB  
President-Owner.....Harry M. Ayers

General Mgr.....Malcolm Street  
Sales Mgr.....Robert A. Davidson  
Program Dir.-Chief Announcer...Ross Charles  
Publicity Dir.....Earl Rahrer  
Chief Engineer.....James A. Hudson  
Farm Editor.....A. S. Mathews

## WOOB

ANNISTON—EST. 1947

MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By.....W. S. Weatherly  
Business-Studio Address...10th & Noble St.  
Phone Number.....3210-1  
Transmitter Location...16th & Boynton Ave.  
Air Time.....18 hrs. daily  
Transcription Service.....World  
Station Representative.....Thos. F. Clark  
President-Owner.....W. S. Weatherly  
Station Manager.....R. E. Duffey  
Program Director.....H. Weaver  
Chief Announcer.....Keith Gordon  
Chief Engineer.....Raymond Watson

## WAUD

AUBURN—EST. 1947

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By.....Auburn Bcstg. Co.  
Business Address.....Box 350  
Phone Number.....1240  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Partners.....Wm. W. Hunt, C. I. Shelkofskey,  
Elmer Salter  
President-General Mgr.....Elmer G. Salter  
Program Director.....Neil Lovett  
Chief Engineer.....Charles Herman

## WJLD

BESSEMER—EST. 1942

MBS-KBS-ALA.

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned By.....Johnston Bcstg. Co.  
Business Address.....Box 147  
Phone Nos..Bessemer 2300; Bi-mingham 6-6172  
Transmitter.....Birmingham Bessemer  
Super Highway  
Air Time.....18 hours daily  
News Service.....AP  
Transcription Service.....World  
Representative.....Sears & Ayer  
Pres.-Owner-Gen. Mgr...George Johnston, Jr.  
Station Mgr.....James F. Connolly  
Sales Mgr.....Clay Coe  
Sales Promotion Mgr.....Mrs. Black  
Publicity Dir.....Peggy Calder

**W A P I**

**BIRMINGHAM—EST. 1922**

CBS

Frequency: 1070 Kc. Power: 5000 Watts  
 Owned By: Univ. of Ala., Ala. Polytechnic  
 Inst., Ala. Coll.  
 Operated By: Voice of Ala., Inc.  
 Bus.-Studio Address: 701 Protective Life Bldg.  
 Phone Number: 3-8116  
 Transmitter: Sandusky, Ala.  
 Air Time: 5:30 a.m.-12 M, Mon.-Sat.;  
 8 a.m.-12 M, Sun.  
 Transcription Service: World, Lang-Worth  
 Representative: Radio Sales  
 Membership: NAB-BMB  
 Chairman of Bd.: Ed Norton  
 President-General-Station Mgr.: Thad Holt  
 Sales Mgr.: Thad Holt  
 Sales Promotion Mgr.-Pub. Dir.: Lionel Baxter  
 Program Dir.: Jimmie Wilson  
 Production Mgr.: Burt F. McKee, Jr.  
 Chief Announcer: Clint Blakely  
 Chief Engineer: James L. Evans  
 Farm Editor: John McCune

**W B R C**

**BIRMINGHAM—EST. 1925**

NBC

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Oper. By: Birmingham Bcstg. Co., Inc.  
 Address: WBRC Bldg.  
 Phone Number: 4-7741  
 Transmitter Location: 2400 Arkadelphia Rd.  
 Air Time: 6 a.m.-12 M.  
 News Service: INS  
 Transcription Service: Standard, Lang-Worth  
 Representative: Paul H. Raymer Co.  
 Membership: NAB, BMB  
 President-Gen. Mgr.: Eloise Smith Hanna  
 Station Manager: Howell C. Cobb  
 Sales Managers: L. W. Connors,  
 Don D. Campbell  
 Pgm. Dir. Prod. Mgr.: Ira Leslie  
 Publicity Director: John T. Orr  
 Chief Announcer: Davenport Smith  
 Musical Director: Herbert Grieb  
 Chief Engineer: G. P. Hamann

**W K A X**

**BIRMINGHAM—EST. 1946**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Courier Bcstg.  
 Service, Inc.  
 Address: 1710 6th Ave. No., P.O. Box 2190  
 Phone Number: 54-2541  
 Transmitter Location: 231 2nd St., West  
 Air Time: Local sunrise-local sunset  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Hal Holman Co.

President: Glenn V. Tingley  
 General-Commercial  
 Manager: Ganus C. Scarborough  
 Program Director: Dorothy Alexander  
 Prom. Manager: Maurice Jackson  
 Chief Engineer: Stanley L. Hawkins

**W S G N**

**BIRMINGHAM—EST. 1927**

ABC

Frequency: 610 Kc. Power: 5000d.; 1000 n.  
 Owned by News Co.: The Birmingham  
 Business Studio Address: Dixie Carlton  
 Hotel, P. O. Box 2553  
 Phone Number: 4-3434  
 Transmitter Location: Fair Grounds  
 Air Time: 5 a. m.-12 m. weekdays;  
 6:30 a. m.-12 m. Sun.  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Headley-Reed Co.  
 Membership: NAB, BMB  
 Managing Director: Henry P. Johnston  
 Commercial Manager: Julian A. Flint  
 Prom. & Pub. Dir.: Mrs. Mary F. Childers  
 Program Director: Eugene M. Plumstead  
 Musical Dir.: Mrs. Sara Cook  
 Chief Engineer: J. V. Sanderson

**W T N B**

**BIRMINGHAM—EST. 1946**

MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Operated By: Thomas N. Beach  
 Address: 117½ North 21st St.  
 Phone Number: 4-4511  
 Air Time: 6:00 a.m. to 11:30 p.m., Mon.-Fri.  
 News Service: AP  
 Transcription Service: ASCAP, SESAC, World  
 Representative: George P. Hollingberry  
 Membership: NAB  
 President: Thomas N. Beach  
 V.P.-Gen. Mgr.: Mrs. Evelyn S. Hicks  
 Assistant Manager: David Loveman  
 National Sales: Mrs. Anna N. Brunker  
 Production Mgr.: Mrs. E. P. Allen  
 Publicity Director: A. B. Pettey  
 Chief Engineer: Frank J. Murphee

**W V O K**

**BIRMINGHAM—EST. 1947**

Frequency: 690 Kc. Power: 10,000 Watts d.  
 Owned-Operated By: Voice of Dixie Inc.  
 Business Address: Box 2407  
 Representative: Gene Grant  
 Membership: NAB, BMB  
 President: Iralea W. Benns  
 General Manager: J. E. Reynolds

**WEBJ**

**BREWTON—EST. 1946**

KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: W. E. Brooks  
 Operated By: Brewton Bcstg. Co.  
 Business Address: Box 53  
 Phone Number: 557-8  
 Studio-Transmitter: East St.  
 Air Time: 6 a.m.-10:30 p.m.  
 News Service: AP  
 Transcription Service: Lang-Worth, Cole,  
 Keystone  
 Representative: Cox & Tanz  
 Membership: NAB  
 President-Owner: W. E. Brooks  
 Gen. Station Sales Mgr.: H. C. Gilreath, Jr.  
 Sales Promotion Mgr.: Wesley Gardner  
 Program Dir.: Catherine Gardner  
 Prod. Mgr., Pub. Dir., Chief Announcer: Charles Herman  
 Musical Dir.: Sosa Strain  
 Chief Engineer: Charles Herman  
 Farm Editor: Howard Gilreath, Jr.

**WKLF**

**CLANTON—EST. 1947**

KBS

Frequency: 980 Kc. Power: 1000 Watts  
 Owned-Operated By: Southeastern  
 Bcstg Co., of Clanton  
 Bus. Studio Add.: 703½ Second Ave. North  
 Phone Number: 449  
 Transmitter Location: Selma Highway  
 Air Time: Local Sunrise-Local Sunset  
 News Service: AP  
 Transcription Service: SESAC  
 V.P.-Gen. Station Mgr.: Hugh Webb  
 Commercial Manager: Thomas Moore  
 Sales Promotion Manager, Chief Announcer:  
 Buck Littleton  
 Program Director: Charolett Barney  
 Production Manager: Kelly Robinson  
 Publicity Director: John Robinson  
 Musical Director: Mrs. Carlisle Miller  
 Chief Engineer: Lester Carter  
 Farm Editor: E. C. Glascock

**WKUL**

**CULLMAN—EST. 1946**

KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Cullman Bcstg. Co.  
 Address: 109 6th Ave., East  
 Transmitter Location: Cullman, Ala.  
 Air Time: 5:30 a.m.-10:30 p.m.  
 Owners: H. H. Kinney, D. T. Kinney

**WHOS (CP)**

**DECATUR**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By: North Ala. Bcstg. Co.  
 Business Address: 109 Sixth Ave., E. Cullman,  
 Ala.  
 Partners: H. H. Kinney, D. T. Kinney

**WMSL**

**DECATUR—EST. 1935**

MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Tenn. Valley Bcstg. Co., Inc.  
 Studio-Business Address: 522 Bank St.  
 Phone Number: 802-3  
 Transmitter: Danville Rd. Decatur  
 Air Time: 6 a.m.-10:30 p.m.  
 News Service: UP  
 Transcription Service: World, SESAC  
 President: Melvin Hutson  
 Station-Commercial Mgr.: Kyle G. Frazier  
 Program Director: Lewis C. Blizzard  
 Chief Engineer: J. V. Roser

**WXAL**

**DEMOPOLIS—EST. 1947**

KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Demopolis Bcstg. Co.  
 Business Address: Demopolis, Ala.  
 News Service: AP  
 Transcription Service: World  
 General-Commercial-Production  
 Manager: W. M. Jordan  
 Chief Engineer: T. H. Gaillard, Jr.

**WAGF**

**DOTHAN—EST. 1932**

MBS

Frequency: 1400 Kc. CP-1320 Power: 250  
 Watts CP-1000  
 Owned-Operated By: Dothan Bcstg. Co.  
 Address: 204½ E. Main Street  
 Phone Number: 1403-2002  
 Transmitter Location: Headland Highway  
 Air Time: 6 a.m.-11 p.m.  
 News Service: AP  
 Transcription Service: Standard  
 Membership: NAB  
 Commercial Manager: Fred C. Moseley

**WDIG**

**DOTHAN—EST. 1947**

ABC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By: Houston Bcsters  
 Studio Business Address: 107 E. Adams St.  
 Phone Number: 2480

Transmitter.....Dothan, Ala.  
 Air Time.....19 hrs. daily  
 News Service.....U.P.  
 Transcription Service.....Lang-Worth.  
 ..Thesaurus, Cole  
 Representative.....Harry Summing, South East  
 Membership.....NAB  
 Owner-Gen. Station Mgr.....Jess Swicegood  
 Comm. Sales Prom. Ggr.....J. P. Burnett  
 Pgm. Dir., Chief Ann.....J. P. Culver, Jr.  
 Chief Engineer.....Jess Swicegood

**W O O F (CP)**

**DOTHAN**

Frequency: 560 Kc....Power: 1000 Watts d.  
 Owned-Operated By...Dowlander Bcstg. Co.  
 Business Address.....114½ Foster St.  
 Partners.....R. A. Dowling, Jr., Owens F.  
 Alexander

**W I R B (CP)**

**ENTERPRISE**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..The Wiregrass Bcstg. Co.  
 Business Address.....200 N. Main St.  
 Partners...Franklin H. James, Robert Edward  
 James, Ralph M. Stanford

**W J O I**

**FLORENCE—EST. 1946**

**ABC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Clyde W. Anderson, Joe T.  
 Van Sandt  
 Owned-Oper. By.....Florence Bcstg. Co.  
 Address.....850 S. Court St.  
 Air Time.....Unlimited  
 Transcription Service.....World  
 Owner, Gen. Station Commercial, Sales  
 Promotion Manager.....Joe T. Van Sandt  
 Pgm. Dir., Produ. Mgr., Pub. Dir., Chief  
 Announcer, Musical Director...David E. Bigley  
 Chief Engineer.....Maurice E. McKinney  
 Farm Editor.....Maurice E. McKinney

**W M F T**

**FLORENCE—EST. 1945**

**N. ALA. NETWORK-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By....Tri-Cities Bcstg Co.  
 Bus. Add. 800 Cypress Mill Rd., P. O. Box 477  
 Phone Number.....42  
 Studio-Transmitter.....800 Cypress Mill Rd.  
 Air Time...5:55a.m.-11:05 p.m., 5:55 a.m.-12:05  
 a.m. Sat.  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Tri-Cities Bcstg. Co.  
 Membership.....NAB

President.....Milton S. Killen  
 V.P.-Station Mgr.....James C. Miller, III  
 Secty.-Treas.....Franklin L. Bush  
 Musical Dir.....Evelyn Reeburgh  
 Chief Engineer.....James C. Miller, III  
 Farm Editor.....Jim Miller

**W G A D**

**GADSDEN—EST. 1946**

**MBS**

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owned-Operated By...Coosa Valley Bcstg. Co.  
 Bus., Studio Address(es)....817 Forrest Ave.  
 Phone Number.....3880  
 Transmitter Location:.....Attalla, Ala.  
 Air Time.....5:30 a.m.-12 M  
 News Service.....U.P.  
 Transcription Service.....Thesaurus  
 Representative.....Donald Cooke  
 Membership.....NAB, BMB  
 Pres., Station, Comm. Mgr.....J. W. Buttram  
 Sales Promotion Manager.....Marke Goode  
 Production Manager.....Glenn Hunt  
 Publicity Director.....Wanda Conner  
 Chief Announcer.....Lee Blaine  
 Chief Engineer.....H. D. Williams  
 Farm Editor.....Bob Mayfeld

**W G N H**

**GADSDEN—EST. 1947**

**ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By...General Newspapers, Inc.  
 Bus. Studio Address.....Philipson Bldg.  
 Phone Number.....4780  
 Transmitter.....2000 Chestnut St.  
 Air Time.....6 a.m.-12M.  
 News Service.....INS  
 Transcription Service.....Capital, World  
 Rep.....Burke, Kuipers & Mahoney, Inc.  
 Membership.....NAB, BMB  
 Gen. Station Mgr.....Henry A. Jones  
 Comm. Mgr.....Andrew B. Letson  
 Pgm. Dir., Chief Announcer...Lynn Dawson  
 Chief Engineer.....Andrew B. Letson

**W G W D**

**GADSDEN—EST. 1947**

**ALABAMA NETWORK**

Frequency: 570 Kc.....Power: 1000 Watts  
 Owned By.....G. W. Covington, Jr.  
 Operated By.....Edwin H. Estes  
 Business Address.....P. O. Box 128  
 Phone Number.....1029, 5001  
 Studio Address...Medical Bldg., So. Fifth St.  
 Transmitter Location...4 ml. N. W. of Gadsden  
 Air Time.....Local Sunrise-Local Sunset  
 News Service.....A.P.  
 Transcription Service.....Associated  
 Representative.....McGeehan & O'Mara  
 Membership.....NAB, BMB

President-Owner.....G. W. Covington, Jr.  
 Gen. Station, Comm. Mgr.....Edwin H. Estes  
 Sales Promotion Mgr.....O. B. McAbee  
 Pgm. Dir., Prod. Mgr., Chief Ann.....George  
 Cardell  
 Publicity Director.....Merle Murray  
 Chief Engineer.....John Townsend

**W J B Y**

**GADSDEN—EST. 1928**

ALA. BCSTG. SYS.

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Gadsden Bcstg. Co., Inc.  
 Address.....108 Broad Street  
 Phone Number.....62 & 88  
 Transmitter Location.....108 Broad Street  
 Time on the Air.....6 a.m.-11 p.m.  
 News Service.....A.P.  
 Transcription Service.....Lang-Worth  
 Representative.....Sears & Ayer  
 President.....Bascom H. Hopson  
 Gen. Mgr., Pgm. Dir.....Beatrice Tate Benton  
 Comm.-Sales Promotion Mgr.....Sam Benton  
 Chief Engineer.....William Pigg

**W G Y V (CP)**

**GREENVILLE**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Greenville Bcstg. Co.  
 Partners.....E. V. Stabler, Calvin Poole,  
 S. W. Ferrell, Jr.

**W B H P**

**HUNTSVILLE—EST. 1937**

MBS—ALABAMA NETWORK—KBS

Frequency: 1231 Kc.....Power: 250 Watts  
 Owned, Operated By.....W. H. Pollard  
 Bus. Studio Address.....316 West Holmes St.  
 Phone Number.....313  
 Transmitter Location.....Athens Pike  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....U.P.  
 Transcription Service.....Keystone, Standard  
 Membership.....NAB  
 President.....W. H. Pollard  
 Gen. Station Comm. Mgr.....W. J. Keown  
 Sales Prom. Mgr., Pgm. Dir., Prod. Mgr.....Bob  
 Dunnivant  
 Publicity Director.....Kathryn Moore  
 Chief Announcer.....Mark Leon  
 Musical Director.....Jimmy Blackburn  
 Chief Engineer.....Bill Harris  
 Farm Editor.....Dewey Webb

**W F U N**

**HUNTSVILLE—EST. 1946**

ALA. BCSTG. SYS.

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Huntsville Bcstg. Co.

Address.....P. O. Box 523  
 Phone Number.....2423-4  
 Studio Transmitter Loc.....410 W. Holmes St.  
 Time on the Air.....6 a.m. to 12 M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, World  
 Representative.....Sears & Ayers  
 Pres.-Owner-Sales Mgr.....John Garrison  
 Commercial Manager.....John Garrison  
 Program Director.....Eva Alverson  
 Chief Announcer.....Al Tryon  
 Chief Engineer.....F. L. Mickle  
 Musical Director.....Malcom Tate  
 Farm Editor.....Al Tryon

**W H B S**

**HUNTSVILLE—EST. 1946**

ABC-ALA. BCSTG. SYSTEM-ALA-TENN.  
 NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Huntsville Times Co.  
 Business-Studio Address.....207 W. Clinton St.  
 Phone Number.....2345  
 Transmitter.....N. Church St.  
 Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Headley-Reed  
 Membership.....NAB  
 President.....Henry P. Johnston  
 General Mgr.....M. C. Gregory  
 Sales Dir.....Thomas C. Lawler, Jr.  
 Program-Production Dir.....Richard Warner  
 Chief Announcer.....Ralph Tanner  
 Musical Librarian.....Earl Fisher  
 Chief Engineer.....James V. Sanderson  
 Farm Editor.....Paul R. Baumgardner

**W W W B**

**JASPER—EST. 1946**

MBS—ALA. BCSTG. SYS.

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned, Operated By.....Bankhead Bcstg. Co.  
 James E. Reese  
 Business Studio Address.....Bankhead-Long  
 Building, 3rd Avenue  
 Phone Number.....100  
 Transmitter Location.....W. 20th St.  
 Air Time.....5:30 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Friedenberg Agency  
 Membership.....NAB  
 President.....W. W. Bankhead  
 General Station Manager.....James E. Reese  
 Comm. Mgr., Musical Dir., Joseph L. Sartain, Jr.  
 Sales Promotion Manager.....Veneta Fike  
 Pgm. Dir., Prod. Mgr., Chief Ann.....Charles T.  
 Metcalfe  
 Publicity Director.....Mary O. Wilson  
 Chief Engineer.....Jack Copeland  
 Farm Editor.....Wiley W. White

**W A B B (CP)**

**MOBILE**

MBS—KBS

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned-Operated By: Mobile Daily News-  
 papers, Inc.  
 Business Address: 304 Government St.  
 Phone Number: 3-1551  
 News Service: AP  
 Transcription Service: Associated  
 Membership: NAB, BMB  
 President: R. B. Chandler  
 General Manager: W. J. Hearin, Jr.  
 Program Director: Anthony Leighton  
 Chief Engineer: William H. Murphree

**W A L A**

**MOBILE—EST. 1930**

NBC

Frequency: 1410 Kc. Power: 5000 Watts  
 Owned-Operated By: Pape Bcstg. Co.  
 Address: 106 St. Joseph St., AT&N  
 Railroad Bldg.  
 Phone Number: 3-3787  
 Transmitter Location: Tensas Bridge Head,  
 Baldwin County  
 Air Time: 5:30 a.m.-12 M; Sundays 7 a.m.-  
 12M.  
 Representative: Headley-Reed Co.  
 Membership: NAB  
 General Manager: W. O. Pape

**W K A B**

**MOBILE—EST. 1947**

Frequency: 840 Kc. Power: 1000 Watts  
 Owned-Operated By: Pursley Bcstg. Service  
 Business-Studio Address: 354 St. Francis St.  
 Phone Number: 2-5837  
 Transmitter: 575 Donald St.  
 Air Time: Local sunrise-local sunset  
 News Service: INS  
 Transcription Service: Lang-Worth  
 Membership: NAB  
 Owners: Claude & Louise Pursley  
 Gen. Station Manager: Louise P. Pursley  
 Commercial Manager: Claude L. Pursley  
 Sales Prom. Mgr., Pgm. Dir.: Adrian K. Roberts  
 Publicity Director: Vic Parr  
 Chief Announcer: Tom Jackson  
 Chief Engineer: Gene Miller  
 Farm Editor: Bill FitzHugh

**W K R G**

**MOBILE**

**MOBILE—EST. 1946**

CBS

Frequency: 710 Kc. Power: 1000 d; 250 Watts  
 Owned-Operated By: Giddens & Rester

Business Address: 205 Government St.  
 Phone Number: 2-8373  
 Studio-Transmitter: Telegraph Rd.  
 Air Time: 6 a.m.-12:05 a.m.  
 News Service: AP  
 Transcription Service: Lang-Worth, Standard  
 Representative: Adam J. Young  
 Membership: NAB, BMB  
 Partners: T. J. Rester, Kenneth R. Giddens  
 Gen. Station Mgr.: F. E. Busby  
 Commercial Manager: John Waller  
 Pgm. Dir., Chief Announcer: Carl Haug  
 Chief Engineer: Richard M. Cole  
 Farm Editor: Harry McDonnell

**W M O B**

**MOBILE—EST. 1939**

ABC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Nunn Bcstg. Corp.  
 Business-Studio Address: 458 Government St.  
 Phone Number: 2-4566  
 Transmitter Loc.: Stanton Rd. & Jackson Ave.  
 Air Time: 18 Hrs. Daily  
 News Service: UP  
 Transcription Ser.: Thesaurus, Capitol, World  
 National Sales Office: P. O. Box 1360,  
 Lexington, Ky  
 Representative: Branham Co.  
 Membership: NAB, BMB  
 President: Gilmore N. Nunn  
 Gen. Station Manager: D. H. Long  
 Comm. Sales Promotion Mgr.: R. H. Moore  
 Pgm. Pub. Director: Adele Hull  
 Production Mgr.: Don Lewis  
 Chief Engineer: Sanford Helt

**W R O E (CP)**

**MOBILE**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Burton Bcstg. Co.  
 Business Address: Merchants National  
 Bank Bldg.  
 Partners: Gillette & Jesse Gilbert Burton, Jr.

**W A P X**

**MONTGOMERY—EST. 1947**

ABC

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned Operated By: United Bcstg. Co., Inc.  
 Business, Studio Address: 116 Catoma St.  
 Phone Number: 3-7560-9  
 Transmitter Location: North Ripley St.  
 Air Time: 5 a.m.-12 M.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Walker Co.  
 President: Thomas E. Martin  
 V.P.-Gen Station Mgr.: John S. Allen

Comm. Sales Prom. Mgr. . . . . Hoke Williford  
 Pgm. Dir., Prod. Mgr. . . . . Stan Gordoni  
 Musical Director . . . . . Ollie Cain  
 Chief Engineer . . . . . Paul Ussery

**W C O V**

**MONTGOMERY—EST. 1939**

CBS-CAPITAL BCSTG. SYSTEM

Frequency: 1240Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . C. W. Covington, Jr.  
 Business Address . . . . . Box 1029  
 Phone Number . . . . . 5781-2  
 Studio Address . . . . . Exchange Hotel  
 Transmitter . . . . . Woodley Rd.  
 Air Time . . . . . 6:30 a.m.-11:05 p.m.  
 News Service . . . . . INS  
 Transcription Service . . . . . Standard  
 Representative . . . . . McGeehan & O'Mara  
 Membership . . . . . NAB, BMB  
 President-Owner, Gen. Station Manager . . . G.  
 W. Covington, Jr.

Commercial Manager . . . . . E. J. Duke  
 Sales Promotion Manager . . . . . R. B. Raney  
 Pgm. Dir., Prod. Mgr., Farm Editor . . . Weston  
 Britt  
 Publicity Director . . . . . Dorothea Askins  
 Chief Announcer . . . . . W. L. Steadman  
 Musical Director . . . . . Hollis Carlton  
 Chief Engineer . . . . . W. D. Weatherly

**W J J J (CP)**

**MONTGOMERY**

Frequency: 1170 Kc. . . Power: 10,000 Watts d.,  
 1000 n.  
 Owned-Operated By . . . . . Southern Bcstg. Co.  
 Business Address . . . . . 115½ Commerce St.  
 General Manager . . . . . Joseph G. Matthews  
 Station Manager . . . . . John C. Hughes

**W M G Y**

**MONTGOMERY—EST. 1946**

MBS

Frequency: 800 Kc. . . . . Power: 100 Watts  
 Owned-Operated By . . . Dixie Bcstg. Co., Inc.  
 Business-Studio Address . . . Dexter & Perry Sts.  
 Phone Number . . . . . 5425  
 Transmitter . . . . . Greenwood Cemetery  
 Air Time . . . . . Local sunrise-local sunset  
 Transcription Service . . . . . World  
 Representative . . . . . Radio Adv. Co.  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . Dr. S. D. Suggs  
 General Station Mgr. . . . . Thomas W. Sewell  
 Commercial Manager . . . . . Clyde C. Sellers  
 Program, Musical Dir. . . . . E. Caldwell Stewart  
 Publicity Director . . . . . Frank Monteleone  
 Chief Announcer . . . . . Edward F. Mohr  
 Chief Engineer . . . . . John D. Lamar

**W S F A**  
**MONTGOMERY—EST. 1930**  
 NBC

Frequency: 1440Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . Montgomery Bcstg. Co., Inc.  
 Business Address . . . . . P. O. Box 1031  
 Phone Number . . . . . 8361  
 Studio Address . . . . . Jefferson Davis Hotel  
 Transmitter . . . . . Narrow Lane Rd.  
 Air Time . . . . . 5:45 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Standard  
 Representative . . . . . Headley-Reed  
 Membership . . . . . BMB  
 Pres.-Nat'l. Adv. Sales Mgr. . . . . Howard E. Pill  
 General Manager . . . . . David E. Dunn  
 Local Sales Mgr. . . . . Wm. W. Hunt  
 Ass't Nat'l. Adv. Sales Mgr. . . . . Julia Looney  
 Pgm. Dir., Prod. Mgr. . . . . John Allen Wolf  
 Musical Director . . . . . James Reed  
 Chief Engineer . . . . . Cliff Shelkofsky

**W L A Y**

**MUSCLE SHOALS CITY—EST. 1933**

MBS—NORTH ALABAMA NETWORK

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned Oper. By . . . Muscle Shoals Bcstg. Corp.  
 Business Address . . . . . P. O. Box 230  
 Phone Number . . . . . 1450-1  
 Transmitter Studio Location . . . East Second St.,  
 Sheffield, Ala.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . The Branham Co.  
 Membership . . . . . NAB, BMB  
 President . . . . . Frank M. Farris, Jr.  
 General Station Mgr. . . . . Richard B. Biddle  
 Commercial Manager . . . . . Billy Wiggins  
 Sales Promotion Manager . . . . . Eulus Whitehead  
 Program Director . . . . . Charlie Welsh  
 Production Manager . . . . . Larry Rohling  
 Publicity Director . . . . . Doryce Levi  
 Chief Announcer . . . . . Tom York  
 Musical Director . . . . . Jimmy Lynn  
 Chief Engineer . . . . . Lynn McMoran

**W J H O**

**OPELIKA—EST. 1940**

MBS-KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts d  
 100 Watts n  
 Owned Oper. By . . . Opelika-Auburn Bcstg. Co.  
 Business Studio Address . . . . . 1400 Auburn Rd.  
 Phone Number . . . . . 712  
 Transmitter Location . . . . . 1400 Auburn Rd.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard

Membership . . . . . NAB  
 Gen. Station Mgr., Pub. Dir. . . . F. Marion Hyatt  
 Comm. Sales Prom. Mgr. . . . . Kenneth Vance  
 Pgm. Dir., Farm Editor . . . . . Lowell Takles  
 Musical Director . . . . . Gene Randall  
 Chief Engineer . . . . . James S. Farrior Jr.

## W G W C

**SELMA—EST. 1946**

CBS-ALA. NETWORK

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . G. W. Covington, Jr.  
 Business Address . . . . . P. O. Box 686  
 Phone Number . . . . . 1739  
 Studio-Transmitter . . . . . N. Broad St.  
 Air Time . . . . . 6:30 a. m.-11:05 p. m.  
 News Service . . . . . INS  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . McGeehan & O'Mara, Inc.  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . G. W. Covington, Jr.  
 General Station Manager . . . . Eugene P. Weil  
 Comm. Sales Prom. Mgr. . . . . W. L. Rowland, Sr.  
 Program Director . . . . . Miss Frances Acker  
 Prod. Mgr. Chief Announcer . . John Townshend  
 Publicity Director . . . . . W. L. Rowland, Sr.  
 Chief Engineer . . . . . John Townshend  
 Farm Editor . . . . . Red Bamberg

## W H B B

**SELMA—EST. 1935**

MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . Selma Bcstg. Co., Inc.  
 Business-Studio Address . . 209 Washington St.  
 Phone Number . . . . . 1233  
 Transmitter Location . . Edgewood, Selma, Ala.  
 Air Time . . 16 hrs. daily; 15 hrs. Sat., 14 hrs.  
 Sun

President . . . . . B. H. Hopson  
 General-Station Manager . . . . Julien Smith, Jr.  
 Sales Promotion . . . . . Erin Reynolds  
 Program Director . . . . . Eleanor Falkenberry  
 Publicity Director . . . . . Julia Craig Mille:  
 Chief Announcer . . . . . Evans Bruce  
 Chief Engineer . . . . . T. F. Kelly, Jr.  
 President . . . . . B. H. Hopson  
 Gen. Sta. Comm. Manager . . . . Julien Smith, Jr.  
 Program Director . . . . . Miss Jule Donald  
 Chief Announcer . . . . . Crawford Rice  
 Chief Engineer . . . . . T. F. Kelly, Jr.

## W F E B

**SYLACAUGA—EST. 1935**

MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts\*  
 Owned-Operated By . . . . . Alabama Bcstg. Co.,  
 Inc.

Business-Studio Address . . 527 North Broadway  
 Phone Number . . . . . 160  
 Transmitter Location . . . . 527 North Broadway  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Donald Cooke  
 Membership . . . . . NAB  
 President . . . . . E. E. Forbes, Sr.  
 General Manager . . . . . R. B. Taber

## CALL LETTERS TO BE ASSIGNED (C.P.)

**SYLACAUGA**

Frequency: 1290 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . Marble City Bcstg. Co.  
 President . . . . . James S. Stowers, Jr.

## W H T B

**TALLADEGA**

MBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned Operated By . . Voice of Talladege, Inc.  
 Business Address . . . . . Court Square  
 Phone Number . . . . . 3733, 2360  
 Studio Address . . . . . So. Court Square  
 Transmitter Location . . . . . Isbell Springs  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, SESAC  
 Representative . . . . . Homer Griffith  
 Membership . . . . . NAB, BMB  
 President . . . . . Melvin Hutson  
 Sta. Comm. Sales Prom. Mgr. . . Jimmy Trippe  
 Pgm. Dir., Prod. Mgr. . . . . Otis Dodge  
 Publicity Director . . . . . Geo. Shadoin  
 Musical Director . . . . . Sarah Martin  
 Chief Engineer . . . . . Franklin Nor is  
 Farm Editor . . . . . Buddy Murray

## W T B F

**TROY—EST. 1947**

MBS AIA, BCSTG. SYSTEM

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Troy Bcstg. Corp.  
 Business Address . . . . . Troy, Ala.  
 Phone Number . . . . . 680-1  
 Transmitter . . . . . Troy, Ala.  
 Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Keystone  
 Membership . . . . . NAB  
 President . . . . . J. Roy Crow  
 Actg. General Manager . . . . . D. H. Motes  
 Station Mgr., Exec. Dir., Comm. Mgr. . . William  
 C. Needham  
 Pgm. Dir., Chief Announcer . . . . Jesse Jordan  
 Chief Engineer . . . . . Joe W. Gilchrist

**W J R D**

TUSCALOOSA—EST. 1936  
ALABAMA—KBS

Frequency: 1150 Kc. Power: 5000 Watts d;  
1000 Watts n  
Owned Operated By.....Jamse R. Doss, Jr.  
Bus. Studio Add.....First National Bank Bldg.  
Phone Number.....4464-2540  
Transmitter Location.....Fayette Highway,  
Northport, Ala.  
Air Time.....6 a.m.-10:30 p.m.  
News Service.....INS  
Transcription Service.....World, MacGregor,  
Capitol  
Representative.....Gene Grant  
Membership.....NAB  
Owner, Gen. Mgr.....James R. Doss, Jr.  
Pgm., Musical Director.....Mrs. J. R. Doss, Jr.  
Publicity Director.....George Bell  
Chief Announcer.....Paul Raymon  
Chief Engineer.....J. G. Cobble

**W T B C**

TUSCALOOSA—EST. 1946  
MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned By.....Tuscaloosa Bcstg. Co.  
Operated By.....Bet Bank, T. H. Todd, Jeff  
Coleman, Lama, Branscomb  
Business-Studio Address.....City Hall Bldg.  
Phone Number.....5523  
Transmitter Location...15th St., across from  
Forest Lake  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Sears & Ayer  
Membership.....NAB  
General Station Manager.....Bet Bank  
Commercial Manager.....W. T. Forrester  
Program Director.....Rhea Yarbrough  
Chief Announcer.....Otis Henley  
Chief Engineer.....T. H. Todd

**ARIZONA**

*Estimated Population 657,000—% Increase +31.6—Radio Homes 144,091  
Farms with Radios 10,216—Stations in State 26*

**K S U N**

BISBEE—EST. 1933  
CBS—ARIZ. NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Carlton W. Morris  
Business Address.....P. O. Drawer C, Lowell  
Station  
Phone Number.....9  
Studio-Transmitter.....Naco Rd.  
Air Time.....6:30 a.m.-11:15 p.m.  
News Service.....UP  
Transcription Service.....World  
Representative.....John Blair  
Membership.....NAB, BMB  
Pres.-Owner, Gen. Sta. Mgr.....Carleton W.  
Morris  
Commercial Manager.....Hilda Nielsen  
Program Director.....Russell Savery  
Publicity Director.....F. Jean Frazier  
Chief Engineer.....David C. Karbach  
Farm Editor.....J. Earl Hickman

**K T O R (CP)**

COLLIDGE

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Operated By.....Gila Bcstg. Co.  
Business Address.....1218 6th Ave., Safford

**K A W T**

DOUGLAS

NBC-ARIZ. BCSTG. SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Carleton W. Morris  
Business Address.....Box 1118  
Phone Number.....173  
Studio-Transmitter.....Douglas, Ariz.  
Air Time.....16½ hrs daily  
News Service.....AP, INS, UP  
Transcription Service.....Associated  
Representative.....Paul Raymer  
Membership.....NAB, BMB  
President-Owner.....Carleton W. Morris  
Gen. Comm. Sales Promotion Mgr.....John King  
Program Director.....Justin S. Kilness  
Chief Announcer.....Leon Bonar  
Chief Engineer.....Justin S. Kilness

**K S M R (CP)**

DOUGLASS

Frequency: 570 Kc. Power: 1000 Watts  
Owned Operated By.....Douglas Bcstg. Co.  
Business Address.....455 N. Rodeo Dr.,  
Beverly Hills, Cal.  
Partners.....Wm. N. Goodwin, Jos. P. Wrenn

**K F A K (CP)**

FLAGSTAFF

Frequency: 1240 Kc. Power 250 Watts  
Owned-Operated By.....Gene Eprke Brophy

**KWRZ**

**FLAGSTAFF—EST. 1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By Grand Canyon Bcstg. Co.  
 Operated By James L. Stapleton, Jesse M. Neil, Jr., Duard K. Nowlin  
 Business Address P. O. Box 519  
 Phone Number 899  
 Studio Address 220 E. Birch Ave.  
 Transmitter Half Mi. S. Flagstaff, Highway 89  
 Air Time 7 a.m.-10 p.m.  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Ariz. Bcstg. System  
 President-Owner James L. Stapleton  
 General Manager John C. Parker  
 Sales or Commercial Manager L. E. Peterman  
 Program Director Katherine L. Turner  
 Chief Announcer Mark A. Sapp  
 Chief Engineer Martin F. Turner, Jr.

**KRUX**

**GLENDALE-PHOENIX—EST. 1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Gene Burke Brophy  
 Business Address 615 N. Central Ave.  
 Phone Number 2-2371  
 Studio Transmitter Address Glendale, Ariz.  
 Air Time 18 hrs. Mon.; 24 hrs., Tues.-Sun.  
 News Service UP  
 Transcription Service Standard, Cole  
 Representative William G. Rambeau  
 Membership NAB  
 President-Owner Gene Burke Brophy  
 Program Director Frank Redfield  
 Chief Engineer Charles Breeding

**KWJB**

**GLOBE—EST. 1938**

NBC—ARIZONA BROADCASTING SYSTEM  
 Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Gila Bcstg. Co., Inc.  
 Business Address Box 2343  
 Phone Number 41  
 Transmitter-Studio Location S. Globe, Ariz.  
 Air Time 6:30 a.m.-11 p.m.  
 Transcription Service Standard-Capitol  
 Representative Paul H. Raymer  
 President Louis F. Long  
 General Manager Paul Merrill  
 Station Mgr., Pgm. Director Willard Shoecraft  
 Commercial Manager John D. Seater, Jr.  
 Chief Announcer Leo Barnard  
 Chief Engineer Frank Toomey

**KARV**

**MESA—EST. 1946**

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By Arizona Radio & Television, Inc.  
 Address Radio Center, 44 Pepper Lane, Mesa, Ariz.  
 Phone Number 678  
 Transmitter Location Radio Center, 44 Pepper Lane, Mesa, Ariz.  
 Air Time 6 a.m.-12 M.  
 Transcription Service Lang-Worth, Cole  
 Representative Forjoe & Co.  
 Membership NAB  
 General Manager John C. McPhee

**KTYL**

**MESA—EST. 1947**

KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned Oper. By Sun Valley Bcstg. Co., Inc.  
 Business Studio Address Box 885  
 Phone Number Mesa 903  
 Transmitter Location 1/2 mile of Mesa on Highway 89  
 Air Time 6 a.m.-11 p.m.  
 News Service UP  
 Transcription Service Associated, Standard  
 Membership NAB  
 President Howard Roberts  
 Gen. Station Manager E. W. Malone  
 Comm. Sales Prom. Mgr. Henry Riddick  
 Pgm. Dir., Prod. Mgr., Chief Announcer Ken Hooker  
 Chief Engineer Bill Harrison

**KNOG (CP)**

**NOGALES**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Border Bcstg. Co., Inc.  
 Business Address 126 Morley Ave.

**KOOL**

**PHOENIX—EST. 1947**

MBS-DON LEE

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Operated By Maricopa Bcsters., Inc.  
 Business-Studio Address Adams Hotel Bldg.  
 Phone Number 2-1748  
 Transmitter Chicago Ave.  
 Air Time 6 a.m.-12 M.  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative George P. Hollingbery  
 Membership NAB  
 President-General Manager Carl D. Haymond  
 Station Manager Robert E. Bausman  
 Commercial Manager Agnes McGillvra  
 Sales Promotion Manager Joseph M. Miller  
 Program Director Verne E. Sawyer  
 Production Manager Gilbert Alzua  
 Publicity Director Graham H. Moore  
 Chief Announcer Lew Lowry  
 Chief Engineer Owen J. Ford

**K O Y**

**PHOENIX—EST. 1922**  
CBS—ARIZ. NETWORK

Frequency: 550 Kc.....Power: 1000 Watts  
Owned-Oper. by...Salt River Valley Bcstg. Co.  
Business Studio Address...836-838 N. Central  
Ave., P. O. Box 2671  
Phone Number .....4-4144  
Transmitter.....12th St. & Camelback Rd.  
Air Time.....18 hrs. daily  
News Service.....Transradio; UP  
Transcription Service.....Associated, World  
Representative.....John Blair  
Membership.....NAB, BMB  
Chief Executive.....Burridge D. Butler  
Station Manager.....Albert D. Johnson  
Sales or Commercial Manager...John L. Hogg  
Sales Promotion Manager...Leroy E. Struble, Jr.  
Program Director.....John R. Williams  
Production Mgr.-Chief Announcer...Bill Lester  
Publicity Director.....Leroy E. Struble, Jr.  
Musical Director.....Alfred Becker  
Chief Engineer.....Clifford Miller  
Farm Editor.....Ernest Douglas

**K P H O**

**PHOENIX**  
ABC

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Phoenix Bcstg., Inc.  
Business-Studio Address....Adams Hotel Bldg.  
Phone Number .....4-7367  
Transmitter Location...2400 W. Buckeye Rd.  
Air Time.....5:45 a.m.-12 M.  
News Service.....INS  
Transcription Service...Lang-Worth, McGregor  
Membership.....NAB  
President, General Manager.....Rex Schepp  
Commercial Manager.....Arnold J. Gregory  
Program-Publicity-Musical  
Director.....Dwight Greenwood  
Chief Announcer.....Bill Reddick  
Chief Engineer.....Selwyn Kirby

**K P S C (CP)**

**PHOENIX**

Frequency: 1270 Kc.....Power: 5000 Watts  
Owned-Operated By...Sun Country Bcstg. Co.  
Business Address.....Security Bldg.  
Phone Number .....2-3471  
President-Owner.....J. R. Heath  
General Manager.....J. R. Heath  
Business Manager.....Dallas G. Hall  
Commercial Manager...J. Theodore Kennedy  
Program Director.....D. Paul Gribben  
Production Manager.....Frank L. Orth  
Chief Engineer.....Walter M. Kidwell

**K T A R**

**PHOENIX—EST. 1922**  
NBC—ARIZONA BCSTG. SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts  
Owned By.....KTAR Bcstg. Co.  
Business Studio Address...711 Heard Building  
Phone Number .....4-4161  
Transmitter Location.....36th St. & East  
Thomas Road  
Time on the Air.....18 hrs., 5 min. Sun-Fri;  
19 hrs. Sat.  
News Service.....AP  
Transcription Service...Thesaurus, Standard,  
Capitol  
Representative.....Paul H. Raymer  
Membership.....NAB, BMB  
Ch. of Bd.....John J. Louis  
President-General Station  
Manager.....Richard O. Louis  
Commercial Manager.....E. W. Harvey  
Sales Promotion Manager...John Edwin Miller  
Program Director.....J. Howard Pyle  
Production Manager.....Paul Hughes  
Publicity Director.....Myron Drake  
Musical Director.....Pierson Bancroft  
Chief Engineer.....A. C. Anderson  
Farm Editor.....Rol Laughner

**K Y C A**

**PRESCOTT—EST. 1940**  
NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio Station KTAR  
Business-Studio Address.....E. Gurley St.  
Phone Number .....244  
Transmitter.....E. Gurley St.  
Air Time.....6:30 a.m.-11 p.m.  
News Service.....AP, INS  
Transcription Service...Standard, Thesaurus  
Representative.....Paul H. Raymer  
Membership.....NAB, BMB  
President.....John J. Louis  
General Station Manager.....Harold Ritter  
Program Director.....Roberta M. Pfister  
Publicity Director.....Marcia Gates  
Chief Announcer.....Byron McCall  
Musical Director.....John Nagley  
Chief Engineer.....George Eitel

**K G L U**

**SAFFORD—EST. 1938**  
NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts  
Owned-Operated By.....Gila Bcstg. Co.  
Business-Studio Address.....1218 Sixth Ave.  
Phone Number .....15  
Transmitter...2½ mi. E. of Safford, Lone Star,  
on Highway 70  
Air Time.....5:30 a.m.-12 M.  
News Service.....AP, INS, UP

Transcription Service ..... World  
 Representative ..... Paul H. Raymer  
 Membership ..... BMB  
 President ..... Louis F. Long  
 General Station Manager ..... Paul Merrill  
 Commercial Sales Promotion  
 Manager ..... Edward E. Furman  
 Program Director- Production Manager-  
 Publicity Director ..... William F. Parady  
 Chief Announcer ..... Lester McBride  
 Musical Director ..... Marjorie Bowen  
 Chief Engineer ..... Herbert Hartman  
 Farm Editor ..... Pete C. Dillman

## KCNA

TUCSON—EST. 1947

MBS—DON LEE—RADIO NET OF ARIZ.

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Catalina Bcstg. Co.  
 Business-Studio Address ..... 1511 E. 16th St.,  
 Box 2348  
 Phone Number ..... 4396  
 Transmitter ..... 1511 E. 16th St.  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... George P. Hollingbery  
 Membership ..... NAB  
 President ..... Erskine Caldwell  
 Station Manager ..... Wayne Sanders  
 Commercial Manager ..... Bart Hazlett  
 Sales Promotion Manager ..... Harry Chambers  
 Program Director ..... Lou Eaton  
 Production Manager ..... Ray Helgesen  
 Publicity Director ..... Jeanne Richey  
 Chief Announcer ..... Jim Officer  
 Chief Engineer ..... W. J. Karpisek

## KOPO

TUCSON—EST. 1947

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Old Pueblo Bcstg. Co.  
 Business-Studio Address ..... 115 W. Drachman  
 St.  
 Phone Number ..... 1752-3  
 Transmitter ..... 115 W. Drachman St.  
 Air Time ..... 6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service ..... AP  
 Transcription Service ..... MacGregor  
 Representative ..... Homer-Griffith  
 President ..... H. C. Tovrea  
 Vice-President ..... Charles H. Garland  
 General-Station Manager ..... E. S. Mittendorf  
 Commercial Manager ..... S. J. Kossack  
 Sales Promotion-Production Manager-  
 Publicity Director ..... Allan S. Brown  
 Program Director ..... Matt Lemen  
 Chief Announcer-Farm Editor ..... R. A. Williams  
 Musical Director ..... Matt Lemen  
 Chief Engineer ..... Louis Halpern

## KTSC (CP)

TUCSON

Frequency: 580 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Sun Country Bcstg. Co.  
 Business Address ..... 628 N. Stone Ave.  
 Phone Number ..... 1-337  
 President-Owner ..... J. R. Heath  
 Station Manager ..... Park G. Parker

## KTUC

TUCSON—EST. 1929

CBS—ARIZ. NETWORK

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned By ..... Tucson Bcstg. Co.  
 Operated By ..... Burdidge D. Butler  
 Business-Studio Address ..... 900 E. Broadway,  
 P. O. Box 390  
 Phone Number ..... 1400  
 Transmitter ..... 900 E. Broadway  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... World, Associated,  
 SESAC  
 Representative ..... John Blair  
 Membership ..... NAB, BMB  
 President ..... Burdidge D. Butler  
 General-Station Manager ..... Lee Little  
 Commercial-Sales Promotion  
 Manager ..... George Bradley  
 Business Mgr. .... John Crowley  
 Program-Musical Director ..... Gerry O'Brien  
 Production-Chief Announcer ..... Scott Henderson  
 Publicity Director ..... Warren Middleton  
 Chief Engineer ..... Cliff Livingston

## KVOA

TUCSON—EST. 1929

NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1290 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Arizona Bcstg. Co., Inc.  
 Business-Studio Address ..... 48 E. Broadway,  
 P. O. Box 2911  
 Phone Number ..... 3703  
 Transmitter Location ..... 10th and Lee Streets  
 Time on the Air ..... 3:55 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, Standard,  
 Capitol  
 Representative ..... Paul H. Raymer  
 Membership ..... NAB, BMB  
 General-Sales Commercial  
 Mgr. .... R. W. Williams  
 Business Mgr. .... Harper M. Phillips  
 Sales Promotion Mgr. .... Fred J. Gerletti  
 Program Director ..... Ben L. Slack, Jr.  
 Production Manager ..... Jean T. Lely  
 Chief Engineer ..... Ray H. Holsclaw

# K S O L (CP)

YUMA

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Gene Burke Brophy  
 Address.....2214 N. Central Ave., Phoenix

# K Y S C

YUMA—EST. 1948

Frequency: 1190 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Yumesa Bcstg. Co.  
 Business Address.....601 Orange Ave.  
 President.....N. S. McCallum  
 V.P. & Mgr. Director.....J. R. Heath

# K Y U M

YUMA—EST. 1940

NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By.....Yuma Bcstg. Co.  
 Business Address.....P. O. Box 351, 1901 1st St.  
 Phone Number.....88  
 Transmitter-Studio Location.....1901 1st St.  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....Capitol, Thesaurus  
 Representative.....Paul Raymer  
 Membership.....NAB, BMB  
 President.....Richard Lewis  
 General-Station Manager.....Ray C. Smucker  
 Commercial Manager.....Roy L. Jorgensen  
 Sales Promotion Manager.....George A. Chavez  
 Program Director.....Paul W. Dawson  
 Production Manager.....Carl Duncan  
 Publicity Director.....William Doane  
 Chief Announcer.....Samuel Siegel  
 Musical Director.....George L. Hathaway  
 Chief Engineer.....Leavenworth Wheeler  
 F.a.m. Editor.....Maurice Higgins

# ARKANSAS

*Estimated Population 1,903,000—% Increase —2.4—Radio Homes 427,144  
 Farms with Radios 133,416—Stations in State 28*

# K V R C (CP)

ARKADELPHIA

MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Cecil W. Cupp  
 Business Address.....506 Main St.  
 Phone Number.....789  
 News Service.....AP  
 Transcription Service.....World  
 President-Owner.....Cecil W. Cupp  
 General & Coml. Mgr.....J. M. Moore  
 Program Director.....Bill Deaton  
 Chief Engineer.....Robert G. King

# K L C N

BLYTHEVILLE—EST. 1922

ARKANSAS NETWORK

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Harold L. Sudbury  
 Address.....2nd & Walnut Sts.  
 Phone Number.....2093  
 Transmitter Location.....Armoral, Ark.  
 Air Time.....Daytime only  
 News Service.....UP  
 Transcription Service.....World, Cole  
 Representative.....The John E. Pearson Co.  
 General Manager.....Harold L. Sudbury

# K A M D

CAMDEN—EST 1946

KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Camden Radio, Inc.  
 Business-Studio Address.....South Carolina St.  
 Phone Number.....791-2  
 Transmitter Location.....South Carolina St.  
 Air Time.....6:30 a.m.-11 p.m.; 7 a.m.-11 p.m.,  
 Sun.  
 News Service.....AP  
 Transcription Service.....Keystone, SESAC  
 Membership.....NAB, BMB  
 President.....C. E. Palmer  
 General Manager.....Frank O. Myers  
 Station Manager.....David Crockett  
 Commercial-Sales Promotion  
 Manager.....James Waggoner  
 Program Director, Production Manager,  
 Publicity Director.....Paul Crawford  
 Chief Announcer, Musical Director.....Cal Carter  
 Chief Engineer.....E. L. Smith  
 F.a.m. Editor.....Cal Carter

# K E L D

EL DORADO—EST. 1935

ABC—ARK., RAZORBACK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Enterprises, Inc.  
 Business-Studio Address.....Home Finance Bldg.  
 Phone Number.....1313

Transmitter Location . . . . .Country Club Colony  
 Air Time . . . . .6:30 a.m.-11 p.m.  
 News Service . . . . .AP  
 Transcription Service . . . . .World  
 Representative . . . . .Cox & Tanz  
 Membership . . . . .NAB, BMB  
 President . . . . .W. N. McKinney  
 Vice President, General-Station  
   Manager . . . . .Leon M. Sipes  
 Sales Promotion Manager, Publicity  
   Director . . . . .J. R. Duerson  
 Program Director, Production  
   Manager . . . . .W. N. McKinney  
 Musical Director . . . . .Martha Craig  
 Chief Engineer . . . . .S. E. Eckhardt  
 Farm Editor . . . . .Paul Norton

## KGRH

**FAYETTEVILLE—EST. 1946**

MBS

Frequency: 1450 Kc. . . . .Power: 250 Watts  
 Owned-Operated By . . . . .Fayetteville Bcstg. Co.  
 Business Address . . . . .922 Leverett St.  
 Phone Number . . . . .862  
 Transmitter Location . . . . .922 Leverett St.  
 Air Time . . . . .6 a.m.-11 p.m.  
 News Service . . . . .AP  
 Transcription Service . . . . .Standard  
 Membership . . . . .NAB  
 Representative . . . . .Burke, Kuipers & Mahoney,  
   Inc.  
 General Manager . . . . .Russell Bennitt  
 Commercial Manager . . . . .Royce A. Collier

## KFPW

**FORT SMITH—EST. 1930**

MBS—RAZORBACK ARKANSAS STATE

Frequency: 1400 Kc. . . . .Power: 250 Watts  
 Owned-Operated By . . . . .Southwestern  
   Hotel Co.  
 Address . . . . .Goldman Hotel  
 Phone Number . . . . .4106-4107-7069-5554  
 Transmitter Location . . . . .Albert Pike  
   & Kelley Highway  
 Air Time . . . . .6 a.m.-11 p.m.,  
   Sundays, 8 a.m.-10 p.m.  
 News Service . . . . .UP, PA  
 Transcription Service . . . . .Cole, World  
 Representative . . . . .The Walker Co.  
 Membership . . . . .NAB, BMB  
 President . . . . .John A. England  
 General Manager . . . . .R. E. Rives

## KFSA

**FORT SMITH—EST. 1947**

ABC

Frequency: 950 Kc. . . . .Power: 1000 Watts d;  
   500 Watts n.  
 Owned-Operated By . . . . .Donald W. Reynolds  
 Business Address . . . . .Southwestern House

Phone Number . . . . .3126  
 News Service . . . . .INS  
 Transcription Service . . . . .Lang-Worth  
 Representative . . . . .Taylor-Howe-Snowden  
 President . . . . .Donald W. Reynolds  
 Promotion Manager . . . . .J. A. D. McKim  
 Program Director . . . . .John Trotter  
 Chief Engineer . . . . .Robert Platt

## KRKN

**FORT SMITH—EST. 1947**

Frequency: 1230 Kc. . . . .Power: 250 Watts  
 Owned-Operated By . . . . .Arkansas-Oklahoma  
   Bcstg. Corp.  
 Business Address . . . . .100 N. 6th St.

## KWHN

**FORT SMITH—EST. 1947**

Frequency: 1320 Kc. . . . .Power: 5000 Watts  
 Owned-Operated By . . . . .KWHN Bcstg. Co. Inc.  
 Business-Studio Address . . . . .421-423 Garrison  
   Ave.  
 Phone Number . . . . .8967-8  
 Transmitter Location . . . . .End of Plum St.  
 Air Time . . . . .6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service . . . . .AP  
 Transcription Service . . . . .Capitol, Associated  
 Membership . . . . .NAB  
 Sec. & Treas. . . . .H. S. Nakdimen  
 General Manager . . . . .Walter S. Kline  
 Program Director . . . . .Edward Harvey  
 Chief Engineer . . . . .Bruce Dennis  
 Farm Editor . . . . .Jack Clark

## KHOZ

**HARRISON—EST. 1946**

MBS—RAZORBACK

Frequency: 1240 Kc. . . . .Power: 250 Watts  
 Owned-Operated By . . . . .Harrison Bcstg. Corp.  
 Business-Studio Address . . . . .Box 382  
 Phone Number . . . . .840  
 Transmitter Location . . . . .Box 382  
 Air Time . . . . .6 a.m.-11 p.m.  
 News Service . . . . .UP  
 Transcription Service . . . . .Standard Radio  
 Membership . . . . .NAB  
 President . . . . .Beloit Taylor  
 General Manager . . . . .Loren C. Watkins, Jr.  
 Commercial Manager . . . . .Lewis C. Fielden  
 Program Director . . . . .James N. Jobs  
 Chief Engineer . . . . .Loren C. Watkins, Jr.

## KFFA

**HELENA—EST. 1941**

MBS-KBS

Frequency: 1360 Kc. . . . .Power: 1000 Watts  
 Owned-Operated By . . . . .Helena Bcstg. Co.

. . .      **AR K A N S A S**      . . .

Business-Studio Address.....215 York St.  
 Phone Number.....Main 59  
 Transmitter Location.....215 York St.  
 Air Time.....5 a.m.-11 p.m.  
 Transcription Service.....Lang-Worth  
 Membership.....NAB, BMB  
 President-General Mgr.....Sam Anderson  
 Commercial-Sales Promotion Mgr.....Ted Woods  
 Program Director.....Harry J. Webb  
 Publicity Director.....Hugh Smith  
 Chief Announcer.....Bob Ruckle  
 Musical Director.....Elizabeth Wellborn  
 Chief Engineer.....A. P. Decker  
 Farm Editor.....Harry Webb

**K X A R**

**HOPE—EST. 1947**  
 MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Hope Bcstg. Co.  
 Business Address.....P. O. Box 398  
 Phone Number.....508  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 President.....A. H. Washburn  
 General Manager.....Robert L. Mitchell  
 Program Director.....Marshall Hendrix  
 Chief Engineer.....Luther B. Tooley

**K T H S**

**HOT SPRINGS—EST. 1924**  
 ABC

Frequency: 1090 Kc.....Power: 10,000 D, 1,000 N  
 Owned By.....Times Publishing Company, Ltd.  
 Operated By.....Radio Broadcasting, Inc.  
 Business-Studio Address.....130 Benton Street  
 Phone Number.....1160-1  
 Transmitter Location.....Malvern Rd.  
 Air Time.....6:00 a.m.-12 M.  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth  
 Representative.....The Branham Co.  
 Membership.....NAB, BMB  
 President-Owner.....John D. Ewing  
 General Manager.....John J. Wolever, Jr.  
 Commercial Manager.....Ed. C. Appler  
 Program Director.....Jon F. Karber  
 Chief Announcer.....Wm. S. Bailey  
 Musical Director.....Harry Lockhart  
 Chief Engineer.....Cecil L. Suitt

**K W F C**

**HOT SPRINGS—EST. 1940**  
 MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Clyde E. Wilson  
 Business-Studio Address.....Malco Building  
 Phone Number.....412-3  
 Transmitter Location.....Malco Bldg.  
 Air Time.....6:30 a.m.-11 p.m.

News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Sears & Ayers  
 Membership.....NAB, BMB  
 President-Owner.....Clyde E. Wilson  
 General-Station Manager.....Bob Choate  
 Program Director.....Sidney Ducote  
 Chief Engineer.....Tom Wilson

**K B T M**

**JONESBORO—EST. 1930**  
 MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Regional Bcstg. Co.  
 Business-Studio Address.....KBTM Bldg., 630  
 Madison St.  
 Phone Number.....5597  
 Transmitter Location.....Route No. 4  
 Air Time.....6:00 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NAB, BMB  
 Owners.....Jay P. & Veda Beard  
 General-Station Manager.....Jay P. Beard  
 Commercial Manager.....Richard Crane  
 Program Director.....Ted Harding  
 Chief Engineer.....J. E. Hitt

**K A R K**

**LITTLE ROCK—EST. 1928**

NBC-SOUTHCENTRAL QUALITY NETWORK  
 ARKANSAS NETWORK

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Arkansas Radio and  
 Equipment Co.  
 Business-Studio Address.....Radio Center, 114  
 East Capitol Ave.  
 Phone Number.....LD 99  
 Transmitter Location.....Jackson Blvd., North  
 Little Rock, Ark.  
 Air Time.....5:30 a.m.-12 M., 6:45-12 M., Sun  
 News Service.....AP, UP  
 Transcription Service.....Standard  
 Representative.....Edward Petry  
 Owner.....T. H. Barton  
 Vice President-General-Station  
 Manager.....G. E. Zimmerman  
 Commercial-Sales Promotion  
 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**  
 ABC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KGHI Bcstg. Service

Address... Union Life Insurance Bldg., 306 W. 3rd St.  
 Phone Number .....9166  
 Transmitter Location..... Cantrell Rd.  
 Air Time..... 6 a.m.-12 M.  
 Transcription Service..... Associated, Cole  
 Representative ..... Walker Co.  
 General Manager..... S. C. Vinsonhaler  
 Commercial Manager..... D. R. Corbett

**KLRA**

LITTLE ROCK—EST. 1928

CBS

Frequency: 1010 Kc... Power: 10,000 Watts D, 5,000 Watts N

Owned By..... Gazette Publishing Co.  
 Operated By..... Arkansas Bcstg. Co.  
 Business-Studio Address..... Gazette Bldg.  
 Phone Number ..... 2-5427  
 Transmitter Location... On Highway 70, 7 Mi. E. of Little Rock

Air Time..... 5:30 a.m.-12 M.  
 News Service..... AP, UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Tawlor-Howe-Snowden  
 Membership ..... NAB, BMB  
 President ..... J. N. Heiskell  
 General Manager, Sec.-Treas... W. C. Allsopp  
 Managing Supervisor, Commercial  
 Manager..... Ed. V. Murphy  
 Program Director, Production  
 Manager ..... Harris Owen  
 Chief Engineer..... Kermit F. Tracy

**KVLC (CP)**

LITTLE ROCK

Frequency: 1050 Kc... Power: 1000 Watts d.  
 Owned-Operated By... Southwestern Bcstg. Co.  
 Business Address..... 527 Pyramit Bldg.

**KVMA (CP)**

MAGNOLIA

Frequency: 630 Kc... Power: 1000 Watts d.  
 Owned-Operated By..... Magnolia Bcstg. Co.  
 Business Address..... McKay Bldg.

**KXLR**

NORTH LITTLE ROCK—EST. 1946

MBS—ARK., RAZORBACK

Frequency: 1450 Kc... Power: 250 Watts  
 Owned By..... Ark. Airwaves Co.  
 Operated By..... Radio Station KXLR  
 Business Address... 209½ West Second Street, Little Rock, Arkansas  
 Phone Number ..... 2-2155  
 Studio-Transmitter Address... Cotton Belt Bldg., W. Washington Ave., North Little Rock, Ark.

Air Time..... 6 a.m.-12 M., Mon.-Fri.; 6 a.m.-1:30 a.m. Sat.; 6 a.m.-12 M. Sun.

News Service..... UP  
 Transcription Service..... Capitol, Standard  
 Representative ..... Homer Griffith  
 Membership ..... NAB  
 President..... John F. Wells  
 General-Station Manager..... Melvin P. Spann  
 Commercial Manager... George W. Dickinson  
 Sales Promotion Manager, Publicity  
 Director ..... Jack Rathbun  
 Program Director, Production Manager,  
 Musical Director... William H. Hadley, Jr.  
 Chief Announcer, Farm  
 Editor ..... William B. Foreman  
 Chief Engineer..... Earl H. Butler

**KDRS**

PARAGOULD—EST. 1947

KBS

Frequency: 1490 Kc... Power: 250 Watts  
 Owned-Operated By... Progressive Bcstg. Co.

Address ..... Box 491  
 Transmitter Location... ½ mile East of Paragould, Highway 25

Air Time..... 6 a.m.-10 p.m.; Sunday, 7 a.m.-10 p.m.

News Service ..... AP  
 Transcription Service ..... Standard  
 Membership ..... NAB  
 General Manager..... Ted Rand  
 Business Manager..... T. M. Self  
 Chief Engineer..... J. E. Douglas

**KCLA**

PINE BLUFF—EST. 1947

ARIZ., RAZORBACK

Frequency: 1400 Kc... Power: 250 Watts  
 Owned-Operated By..... Radio Engineering Service

Business Address..... Box 752  
 Phone Number ..... 1900

Studio-Transmitter Address... 2900 West 28th  
 Air Time ..... Unlimited

News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... NAB  
 Co-Owners, Kenneth Kesterson & Charles Penix  
 General Manager..... Kenneth Kesterson  
 Commercial Manager..... Clyde Martin  
 Chief Announcer..... A. B. Finch, Jr.  
 Chief Engineer..... Charles Penix

**KOTN**

PINE BLUFF—EST. 1934

MBS—KBS

Frequency: 1490 Kc... Power: 250 Watts  
 Owned-Operated By... Universal Bcstg. Corp.  
 Business-Studio Address..... 505½ Main S.

. . .      **AR K A N S A S**      . . .

Phone Number ..... 721  
 Transmitter Location..... 501½ Main St.  
 Air Time..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NAB, BMB  
 President, General-Station  
   Manager..... B. J. Parish  
 Commercial Manager..... R. W. Etter  
 Program Director..... Lois Sloan  
 Publicity Director..... R. W. Etter  
 Chief Engineer..... J. J. Benonis

**K X R J**

**RUSSELLVILLE—EST. 1946**

MBS—KBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... The Valley Bcstrs.  
 Business Address..... Russellville, Ark.  
 Phone Number ..... 299-786  
 Studio Transmitter Address..... North El Paso  
 Air Time..... 5:30 a.m.-11 p.m.  
 Transcription Service ..... Capitol  
 Membership ..... NAB, BMB  
 Owners & Operating  
   Mgrs.... Jerrell A. Shepherd & C. R. Horne  
 Commercial Manager, Program  
   Director..... R. L. McCarrell  
 Chief Announcer..... James Lipsey  
 Chief Engineer..... John Riley

**K U O A**

**SILOAM SPRINGS—EST. 1943**

MBS—KBS

Frequency: 1290 Kc..... Power: 5,000 Watts  
 Owned-Operated By..... KUOA, Inc.  
 Business-Studio Address.. Siloam Springs, Ark.  
 Phone Number ..... 77  
 Transmitter Location..... Siloam Springs, Ark.

Air Time..... 6 a.m.-Local Sunset  
 News Service ..... UP  
 Transcription Service..... World, Standard  
 Representative ..... Homer Griffith  
 Membership ..... NAB, BMB  
 President..... John E. Brown  
 Commercial Manager..... Storm Whaley  
 Program Director..... Ralph Kennedy  
 Production Manager, Chief  
   Announcer ..... Clinton Fowler  
 Chief Engineer..... Kenneth Maxwell  
 Farm Editor..... Charles E. Hoke

**KWAK (CP)**

**STUTT GART**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By... Stuttgart Bcstg. Corp.  
 Business Address..... 1818 S. Buerkle St.

**K W E M**

**WEST MEMPHIS—EST. 1947**

ARIZ., RAZORBACK

Frequency: 990 Kc..... Power: 1000 Watts d.  
 Owned By..... West Memphis Bcstg. Corp.  
 Operated By..... George P. Mooney  
 Business-Studio Address..... 229 Broadway  
 Phone Number..... Memphis 80518,  
   W. Memphis 463  
 Transmitter Location..... Highway 70, West  
   Memphis  
 Air Time..... Local sunrise-local sunset  
 News Service ..... UP  
 Transcription Service..... Lang-Worth, Capitol  
 President..... J. C. Johnson  
 General Station Manager... George P. Mooney  
 Commercial Manager..... Bill Trotter  
 Program Director..... Frank Page  
 Chief Announcer..... Douglas Clark  
 Chief Engineer..... Vernon Dillaplain

For the best in news quality . . .

**A P**

Membership!



**KLAC**

**KYA**

*2 Great Stations  
serving  
two great markets*



National Representative: ADAM J. YOUNG Jr. Inc., New York—Chicago

# CALIFORNIA

Estimated Population 9,876,000—% Increase +43—Radio Homes 2,679,935  
Farms with Radios 119,188—Stations in State 128

## KAFY

**BAKERSFIELD—EST. 1946**

MBS—DON LEE

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Bakersfield Bcstg. Co.  
Business-Studio Address . . . 2015 Chester Ave.  
Phone Number . . . . . 88700-77800  
Transmitter Location . . Poplar Lane at Rosedale  
Highway

Air Time . . . . . (Unlimited) 5 a.m.-12 M.  
Transcription Service . . . . . Lang-Worth; Cole  
Representative . . Adam Young, Jr., New York;  
Western Radio Advertising, Hollywood

Membership . . . . . NAB, BMB  
President . . . . . George Crome  
Sec.-Treas. . . . . Fisk Harolow  
General Manager . . . . . Sheldon Anderson  
Station Manager . . . . . Frank Wilbur  
Sales Promotion Manager . . Dwight Johnston  
Program Director, Production

Manager . . . . . Art Brock  
Publicity Director . . . . . Bob Turnbull  
Chief Announcer . . . . . Fred White  
Musical Director . . . . . Ben Cain  
Chief Engineer . . . . . John Boles

## KERN

**BAKERSFIELD—EST. 1932**

CBS

Frequency: 1410 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . McClatchy Bdcstg. Co.  
Business-Studio Address . . Elk's Club Building  
Phone Number . . . . . 8-8431  
Transmitter Location . . . Oak and Ming Streets  
Air Time . . . 18-hours Mon.-Sat.; 17-hours Sun.  
News Service . . . . . AP, INS, UP  
Transcription Service . . . World, MacGregor,  
SESAC

Representative . . . . . Paul H. Raymer  
Membership . . . . . NAB, BMB  
President . . . . . Eleanor McClatchy  
Station Manager . . . . . Hal Brown  
Sales Manager . . . . . Walter L. Baziuk  
Chief Engineer . . . . . Luverne Shatto  
Farm Editor . . . . . Edward Sturgeon

## KERO

**BAKERSFIELD—EST. 1946**

NBC

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . J. E. Rodman  
Address . . . . . 1420 Truxton Ave.  
Phone Number . . . . . 44549  
Transmitter Location . . . . 19th & "I" Streets  
Air Time . . . . . 5 a.m.-1 a.m.

News Service . . . . . UP  
Transcription Service . . . . Capitol, Associated,  
Standard

Representative . . . . . Avery Knodel, Inc.  
Membership . . . . . NAB  
Owner . . . . . J. E. Rodman  
General Manager . . . . . Paul R. Bartlett  
Station Manager . . . . . Gene DeYoung

## KPMC

**BAKERSFIELD—EST. 1924**

ABC

Frequency: 1560 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . Pioneer Mercantile Co.  
Address . . . . . 307½ E. 21st St.  
Phone Number . . . . . 8-8157  
Transmitter Location . . . . 307½ East 21st St.  
Air Time . . . . . Full time  
News Service . . . . . UP, AP  
Representative . . . . . W. S. Grant  
Membership . . . . . NAB  
Manager . . . . . L. A. Schamblin

## KPAS

**BANNING—EST. 1946**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Pass Bcstg. Co.  
Business Address . . . . . 4425 W. Ramsey St.  
Phone Number . . . . . 515  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Gene Grant  
Partners . . . . . Carl Robert, John Phillips  
General Manager . . . . . Carl Phillips  
Commercial Manager . . . . . George Grayson  
Program Director . . . . . Marvin L. Bryan  
Adv. Counselor . . . . . Charles A. Poteet, Jr.  
Chief Engineer . . . . . Francis Dunn

## KWTC

**BARSTOW—EST. 1947**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Mojave Valley Bcstg. Co.  
Business Address . . . Radio Center, P. O. Box 1230  
Phone Number . . . . . 4001  
Studio Address . . . . . Radio Center  
Transmitter Location . . . 1.2 Miles NW Barstow  
Air Time . . . . . 6 a.m.-12 M.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Station Representative . . . . Gene Grant  
Membership . . . . . NAB  
Pres.-Owner . . . . . W. T. Brown  
General-Station Manager, Chief  
Engineer . . . . . Burton C. Boatright  
Commercial Manager . . . Maynard M. Marquardt

Sales Promotion Manager.....W. T. Brown  
 Farm Editor.....Robert E. Reno  
 Production Manager.....Worcester Bowen

## KRE

BERKELEY—EST. 1922

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Central California  
 Broadcasters, Inc.  
 Address.....601 Ashby Avenue  
 Phone Number.....Ashberry 7715  
 Air Time.....Full time  
 News Service.....AP  
 Transcription Service.....Standard  
 Membership.....NAB  
 President-Station Manager... Arthur Westlund

## KUCB (CP)

BLYTHE

CALIF. RURAL—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Bcstg Corp. of  
 America  
 Business Address.....P. O. Box 578  
 Phone Number.....4341  
 News Service.....AP  
 Transcription Service.....World, Associated  
 Representative.....Pearson  
 President, General Mgr.....W. L. Gleeson  
 Station-Commercial Mgr.....Bob Wareham  
 Promotion Mgr.....Wm. Simpson  
 Chief Engineer.....Stan Reynolds

## KWIK

BURBANK—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Burbank Bcstrs., Inc.  
 Business-Studio Address..20 W. Burbank Blvd.  
 Phone Number.....Charleston 0-2111  
 Transmitter Location..Glenoaks Park, 239 E.  
 Amherst Dr.  
 Air Time.....6 a.m.-3 a.m.  
 News Service.....UP  
 Transcription Service..Lang-Worth, Standard  
 Member.....NAB, FMA, SCBA  
 President, Commercial-Sales Promotion  
 Manager.....Sam Kerner  
 General-Station Manager.....Don Forbes  
 Program Director.....Robert Campbell  
 Publicity Director.....Albert Gail  
 Chief Engineer.....Eugene L. Mlecsko

## KROP

BRAWLEY—EST. 1945

ABC—KBS

Frequency: 1300 Kc.....Power: 1000 Watts d.;  
 500 Watts n.

Owned-Operated By..Bcstg. Corp. of America  
 Business-Studio Address.....P. O. Box 238;  
 Studios in Del Rio Country Club

Phone Number.....980  
 Transmitter Location...Del Rio Country Club  
 Air Time..5:30 a.m.-12:30 a.m.; 6 a.m.-10 p.m.  
 Sun.

News Service.....AP  
 Transcription Service.....Associated, World,  
 Keystone

Representative.....John E. Pearson  
 Membership.....NAB  
 President, General Manager...W. L. Gleeson  
 Station-Commercial Mgr.....Glenn Dunham  
 Program Director, Production Manager, Chief  
 Announcer, Farm Editor.....Chap Rollins  
 Chief Engineer.....Bill A. Geddes

## KICO

CALEXICO—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Charles R. Love  
 Business Address.....P. O. Box 786  
 Phone Number.....918  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Griffith  
 Owner, General Mgr.....Charles R. Love  
 Program Director.....Bob Reel  
 Chief Engineer.....James P. Hutton

## KHSL

CHICO—EST. 1935

MBS—DON LEE

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Golden Empire  
 Bcstg. Co., Inc.

Address.....4th & Broadway Sts.  
 Phone Number.....237-8  
 Transmitter Location.....Hooker Oak &  
 Madrone Aves.

Air Time.....7 a.m.-11 p.m.; 8 a.m.-11 p.m.,  
 Sun.

News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Gene Grant  
 General Manager.....Hugh McClung

## KBUC (CP)

CORONA

Frequency: 1370 Kc.....Power: 500 Watts  
 Owned-Operated By..American Pacific Radic  
 Bcstg. Co.

Business Address.....4629 Encinas Dr., La  
 Canada, Calif.  
 Partners..John G. Buckrum, Elmer J. Buckrum

# KRDU

DINUBA—EST. 1946

UNITED PACIFIC

Frequency: 1130 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By. . . . . Radio Dinuba Co.  
 Business-Studio Address. . . . . 110 N. "L" St.  
 Phone Number . . . . . 500  
 Transmitter Location. . . . . Engleheart & Nebraska  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service. Lang-Worth, MacGreggor  
 President. . . . . Egan A. Hafer  
 General-Station Manager. . . . . Gray L. Banks  
 Commercial Manager. . . . . John C. Cohen  
 Sales Promotion Manager. . . . . Harold Sparks  
 Program Director, Production Manager,  
 Farm Editor. . . . . Dave L. Hofer, Jr.  
 Publicity Director. . . . . Ruby Thiesen  
 Chief Announcer. . . . . Don Plumb  
 Chief Engineer. . . . . John M. Banks

# KXO

EL CENTRO—EST. 1927

MBS—DON LEE

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Valradio Inc.  
 Business Address. . . . . Box 140  
 Phone Number . . . . . 1100  
 Transmitter-Studio Location. . . . . South 4th St.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative. . . . . Paul H. Raymer  
 Membership . . . . . NAB, BMB  
 President. . . . . Paul A. Jenkins  
 General-Station Manager. . . . . Doyle Osman  
 Commercial Manager. . . . . Belle Hovey  
 Sales Promotion Manager. . . . . Richard Berry  
 Program Director, Production  
 Manager . . . . . Keith Gordon  
 Chief Engineer. . . . . James Coin

# KHUM

EUREKA—EST. 1947

ABC

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Carroll R. Hauser  
 Business Address. . . . . 431 F St.  
 Phone Number . . . . . 3831  
 Studio Address. . . . . Vance Hotel  
 Transmitter Location. . . . . 1025 W. Murray St.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . W. S. Grant  
 Membership . . . . . NAB  
 President-Owner, General  
 Manager. . . . . Carroll R. Hauser

Sales Promotion Manager, Program Director,  
 Production Manager. . . . . Frank Robinson Brown  
 Chief Engineer. . . . . Edward P. Strople

# KIEM

EUREKA—EST. 1933

MBS—DLBS

Frequency: 1480 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By Redwood Bdcstg. Co., Inc.  
 Business-Studio Address. . . . . Radio Center E. at  
 Sixth Sts.  
 Phone Number . . . . . 4000  
 Transmitter Location. . . . . Eureka Inlet, Humboldt  
 Bay  
 Air Time . . . . . 5:55 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service. . . . . MacGreggor, World,  
 Standard, Cole  
 Representative . . . . . John Blair  
 Membership . . . . . NAB, BMB  
 President, General Manager. . . . . Wm. B. Smullin  
 Dir. Sales & Programs. . . . . Chas. Paul Corbin  
 Sales Promotion Manager. . . . . Robert Stach  
 Technical Director. . . . . John G. Bauriedel  
 Office Manager. . . . . George Thomson  
 Chief Engineer. . . . . Alvor E. Olson

## CALL LETTERS TO BE ASSIGNED

(C.P.)

### FORT BRAGG

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By: . . . . . Mendocino Coast Bcstg.  
 Co.  
 Business Address. . . . . 314 Main St.  
 Partners. . . . . Tony R. Amarante, J. A. Brush,  
 Mathew Thompson, Edward Mertle

# KARM

FRESNO—EST. 1938

CBS

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By. . . . . KARM, The George  
 Harm Station  
 Business-Studio Address. . . . . 1333 Van Ness Ave.  
 Phone Number . . . . . 4-2966  
 Transmitter Location. . . . . Van Ness and Alluvial  
 Avenues  
 Air Time. . . . . 6 a.m.-12 M. Mon-Sat.; 8 a.m.-12 M.  
 Sun.  
 News Service. . . . . AP, INS  
 Transcription Service . . . . . Standard  
 Representative. . . . . Edward Pety  
 Membership . . . . . NAB  
 President-Owner . . . . . Hattie Harm  
 General-Station Manager. . . . . Clyde F. Coombs  
 Sales Promotion Manager. . . . . Eldora Roth  
 Program Director. . . . . John Garrick  
 Chief Engineer. . . . . R. M. Dorothy  
 Farm-News Editor. . . . . Ed Clough

# THE HOLLYWOOD BANDSTAND

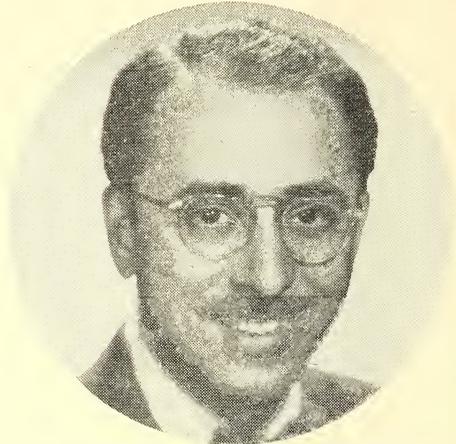
*6 hours of music*

10 A.M. - 4 P.M. DAILY

*with*



**BILL ANSON**



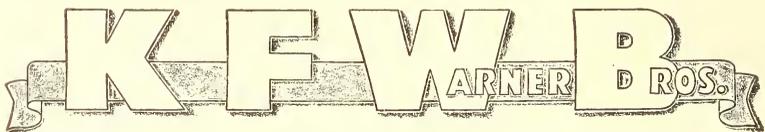
**MAURICE HART**

*invites you to join this distinguished roster of sponsors:*

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LUCKY STRIKE CIGARETTES  
MILANI FOODS  
MUSIC HALL THEATRES  
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MY-T-FINE DESSERTS  
PACIFIC TELEPHONE &  
TELEGRAPH CO.  
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PROCTER & GAMBLE  
RED HEART DOG FOOD  
RKO PICTURES, INC.  
SQUIBB'S TOOTHPASTE  
SAFEWAY STORES  
TWENTIETH CENTURY-FOX  
STUDIOS



Hollywood's First Independent Station

REPRESENTED NATIONALLY BY WILLIAM G. RAMBEAU CO.

**K F R E**

**FRESNO—EST. 1942**

ABC

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: J. E. Rodman  
 Business-Studio Address: T. W. Patterson Bldg.  
 Phone Number: 4-5001  
 Transmitter Location: First & Clinton Sts.  
 Air Time: 5 a.m.-12 M.; 6 a.m.-12 M., Sun.  
 News Service: UP  
 Transcription Service: Associated, World, Capitol  
 Representative: Avery-Knodel  
 Membership: NAB  
 Owner: J. E. Rodman  
 General-Station Manager: Paul R. Bartlett  
 Commercial Manager: Sidney H. Halls  
 Program Director: Ed J. Frech  
 Chief Announcer: Jack Grady  
 Chief Engineer: Harold R. Brown

**K M J**

**FRESNO—EST. 1922**

NBC

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By: McClatchy Bdcstg. Co.  
 Business-Studio Address: 1559 Van Ness Ave.  
 Phone Number: 3-6277  
 Transmitter Location: Kerman, Calif.  
 Air Time: 24 hrs. daily, 12:01-6 a.m. Mon.  
 News Service: AP, UP  
 Transcription Service: Thesaurus, McGregor, SESAC  
 Representative: Paul H. Raymer  
 Membership: NAB, BMB  
 President: Eleanor McClatchy  
 Station Manager: Keith B. Collins  
 Commercial Manager: Coyle Chambers  
 Program-Musical Director: Andrew Patterson  
 Traffic Manager: David Roberts  
 Publicity Director: Jack Griffith  
 Chief Engineer: William Wallace  
 Farm Editor: Norman Katen

**K Y N O (CP)**

**FRESNO**

MBS—DON LEE

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Operated By: The Voice of Fresno  
 Business Address: Hotel Fresno  
 Phone Number: 2-6141  
 News Service: UP  
 Transcription Service: Western, Lang-Worth  
 Representative: Young  
 President: Robert Schuler  
 General Manager: L. E. Chenault  
 Program Dir.: Warren Tufts  
 Chief Engineer: Bert Williamson

**K I E V**

**GLENDALE—EST. 1932**

Frequency: 870 Kc. Power: 250 Watts d.  
 Owned-Operated By: Cannon System, Ltd.  
 Address: Glendale Hotel  
 Phone Number: Chapman 5-2388  
 Transmitter Location: Glendale Hotel  
 Air Time: 6 a.m. to local sunset  
 News Service: UP  
 Transcription Service: Standard  
 Membership: NAB  
 President: David H. Cannon  
 General Mgr.: Cal Cannon  
 Chief Engineer: Vern Schumann

**K G F N**

**GRASS VALLEY—EST. 1947**

KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Forty-Niner Bdcstg. Co.  
 Business Address: P. O. Box No. 924  
 Phone Number: 1100  
 Transmitter-Studio Location: Grass Valley-  
 Nevada City Highway  
 Air Time: 7 a.m.-12 M.; 8 a.m.-10:30 Sun.  
 News Service: AP  
 Transcription Service: Standard, Keystone  
 Representative: Tracy Moore & Associates;  
 W. S. Grant  
 Membership: NAB  
 General-Station Manager: Ed Kihn  
 Sales Promotion Manager: Victor Tamietti  
 Program Director, Production Manager,  
 Publicity Director: Jim Fisk  
 Chief Announcer: Garnett Marks  
 Chief Engineer: Ed Peters

**K F W B**

**HOLLYWOOD—EST. 1925**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Operated By: Warner Bros. Bcstg.  
 Corp.  
 Business-Studio Address: 5833 Fernwood Ave.  
 Phone Number: HE 5151  
 Transmitter Location: 5775 W. Jefferson,  
 Los Angeles, Calif.  
 Air Time: 5 a.m.-2 a.m.  
 News Service: AP, INS, UP  
 Representative: Wm. G. Rambeau  
 Membership: NAB  
 General Manager: Harry Maizlish  
 Asst. Manager: Wm. V. Ray  
 Commercial Manager: Berne W. Wilkins  
 Program Director, Production  
 Manager: Thomas Freebairn-Smith  
 Musical Director: Dion Romandy  
 Chief Engineer: Harry Myers

# KNGS

HANFORD—EST. 1947

Frequency: 620 Kc.....Power: 1000 Watts  
 Owned-Operated By..Hanford Publishing Co.  
 Business Address.....223 W. 7th St.  
 Phone Number.....620  
 News Service.....INS, UP  
 Transcription Service...Associated, Thesaurus  
 Representative.....Grant  
 Partners.....Stanley S. Beaubaire, W. Keith  
 Topping  
 General Mgr.....Don C. Reeves  
 Commercial Mgr.....Don C. Robbins  
 Program Dir.....Bob Claire  
 Assoc. Mgr. & Chief Engineer....Jack H. Sole

# KGFJ

HOLLYWOOD—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ben S. McGlashan  
 Business-Studio Address....6314 Sunset Blvd.  
 Phone Number.....Hillside 0201  
 Transmitter Location...Washington & Oak Sts.



HOLLYWOOD'S FASTEST  
 GROWING STATION  
 SUNSET AND VINE • HOLLYWOOD  
 THELMA KIRCHNER, *Manager*

Air Time.....24 hrs. daily  
 News Service.....INS, UP  
 Transcription Service.....Associated  
 Membership.....NAB  
 Owner.....Ben S. McGlashan  
 General-Station Manager, Commercial  
 Manager.....Thelma Kirchner  
 Program Director, Production Manager,  
 Musical Director.....Elmitt Eastcott  
 Chief Engineer.....Homer Obuchon

# KREO

INDIO—EST. 1946

ABC—CALIF. RURAL NETWORK—KBS  
 Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..Bcstg. Corp. of America  
 Business-Studio Address.....Calhoun Dr.,  
 P. O. Box 707  
 Phone Number.....7403  
 Transmitter Location.....Calhoun Dr.  
 Air Time.....5:30 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service..World, Associated, Key-  
 stone, Standard  
 Representative.....John E. Pearson  
 Membership.....NAB, BMB  
 President & General Mgr..William L. Gleason  
 Station Manager.....Riley Gibson  
 Sales or Commercial Manager....Bill Sinor  
 Sales Promotion Manager.....Bill Simpson  
 Program Director, Chief  
 Announcer.....Doug Caplette  
 Chief Engineer.....Stanley G. Reynolds

# KCVR

LODI—EST. 1946

KBS

Frequency: 1570 Kc.....Power: 250 Watts  
 Owned-Operated By...Central Valley Radio  
 Business Address.....P. O. Box 600  
 Phone Number.....Lodi 1700  
 Studio Address.....Lodi, Calif.  
 Transmitter Location...1.8 mi. N.W. of Lodi  
 Air Time.....Day time only  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NAB  
 President, General Mgr....Herbert W. Brown  
 Station Manager, Program  
 Director.....Harold C. O'Donnell  
 Commercial Manager.....Joe Sturgess  
 Chief Engineer.....Clare Starkey

# KFOX

LONG BEACH—EST. 1924

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By..Nichols & Warinner, Inc.  
 Address.....220 E. Anaheim Street  
 Phone Number.....672-81

Transmitter Location... 220 E. Anaheim Street  
 Air Time..... 5 a.m.-12 midnight  
 News Service ..... UP  
 Transcription Service.. Standard, Lang-Worth,  
 SESAC, Cole  
 Representative ..... Burns-Smith  
 Membership ..... NAB, BMB  
 President, Gen. Mgr..... Hal G. Nichols  
 Commercial Mgr., Chief  
 Engineer..... Lawrence W. McDowell

## KGER

### LONG BEACH—EST. 1926

Frequency: 1390 Kc..... Power: 5,000 Watts  
 Owned-Operated By.... Consolidated Bcstg.  
 Corp., Ltd.  
 Business Address..... 435 Pine Ave.  
 Phone Number..... Long Beach 727-85  
 Studio Address.. 435 Pine Ave., Long Beach 2;  
 643 South Olive St., Los Angeles 14  
 Transmitter Location.... 6417 E. Olive Ave.,  
 Hynes, Calif.  
 Air Time..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service.... World, Lang-Worth,  
 Associated  
 Representative..... J. H. McGillvra  
 Membership ..... NAB  
 General Manager..... Lee Wynn  
 Sales Manager..... Earl Rutledge  
 Program Director..... Felix Adams  
 Musical Director..... Helene Smith  
 Chief Engineer..... Luther Crumbaugh

## KECA

### LOS ANGELES—EST. 1929

ABC

Frequency: 790 Kc..... Power: 5000 Watts  
 Owned-Operated By.. American Bcstg. Co., Inc.  
 Business-Studio Address.. 1440 No. Highland  
 Ave.  
 Phone Number..... HUDson 2-3141  
 Transmitter Location.... 2951 S. Fairfax Ave.  
 Air Time.. 5:30 a.m.-12 M. Mon-Sat.; 7 a.m.-  
 12 M., Sun.  
 News Service..... AP, INS, UP  
 Transcription Service.. Lang-Worth, Thesaurus  
 Representative..... ABC Spot Sales  
 Membership ..... NAB, BMB  
 President..... Mark Woods  
 General Manager..... Clyde P. Scott  
 Sales Manager..... Leo O. Ricketts  
 Program Director..... J. Donald Wilson  
 Production Manager..... Rollo Hunter  
 Publicity Director..... Virginia West  
 Chief Announcer..... Dresser Dahlstead  
 Western Div. Mgr. of Technical  
 Operations..... T. B. Palmer

## KFAC

### LOS ANGELES—EST. 1931

Frequency: 1330 Kc..... Power: 5000 Watts  
 Owned-Operated By... Los Angeles Bcstg. Co.  
 Business-Studio Address.. 645 S. Mariposa Ave.  
 Phone Number..... Fitzroy 1231  
 Transmitter Location... 3725 Chesapeake Ave.  
 Air Time..... 24 hrs. daily  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Membership ..... NAB, BMB  
 President, General-Station-Commercial-  
 Sales Promotion Manager... Calvin J. Smith  
 Program Director, Production  
 Manager ..... Carlyle Stevens  
 Chief Announcer..... Carlyle Stevens  
 Musical Librarian..... Barbara Capell  
 Chief Engineer..... Ron Oakley

## KFI

### LOS ANGELES—EST. 1922

NBC

Frequency: 640 Kc..... Power: 50,000 Watts  
 Owned-Operated By.. Earle C. Anthony, Inc.  
 Business-Studio Address.. 141 N. Vermont Ave.  
 Phone Number..... FAirfax 2121  
 Transmitter Location..... Buena Pk.  
 Air Time..... 24 hrs. daily  
 News Service..... AP, UP  
 Transcription Service.... Capitol, Associated  
 Representative ..... Edward Petry  
 Membership ..... NAB, BMB  
 President-Owner..... Earle C. Anthony  
 General-Station Manager... William B. Ryan  
 Commercial Manager..... Haan J. Tyler  
 Sales Promotion Manager, Publicity  
 Director ..... Dean Moxley  
 Program Director..... Charles Brown  
 Production Manager..... Bob Heistand  
 Chief Engineer.. Curtis Mason, H. L. Blatterman  
 Farm Editor..... Nelson McIninch

## KFVD

### LOS ANGELES—EST. 1936

Frequency: 1020 Kc..... Power: 5,000 Watts d.  
 Owned-Operated By..... Standard Bcstg. Co.  
 Business-Studio Address.. 338 South Western  
 Ave.  
 Phone Number..... FAirfax 6361  
 Transmitter Location.. 5526 East Cortland—Lyn-  
 wood, Calif.  
 Air Time ..... Limited  
 News Service ..... UP  
 Transcription Service.... Cole; Lang-Worth;  
 McGregor  
 Representative ..... Donald Cooke  
 Membership ..... NAB  
 President ..... J. Frank Burke  
 General-Sales Manager..... Frank Burke

Commercial-Sales Promotion-Production  
 Manager ..... Harry Patterson  
 Program-Publicity Director..... Carl Brewster  
 Chief Announcer..... Hunter Hancock  
 Chief Engineer..... Leonard Reeves  
 Farm Editor..... George Milne

**K H J**

LOS ANGELES—EST. 1922

MBS—DON LEE

Frequency: 930 Kc.....Power: 5,000 Watts  
 Owned-Operated By...Don Lee Bcstg. System  
 Business-Studio Address... 5515 Melrose Ave.  
 Phone Number.....HUDSON 2-2133  
 Transmitter Location..... Venice Blvd.  
 Air Time..... 6 a.m.-1 a.m.  
 News Service..... AP, INS  
 Representative ..... John Blair  
 Membership ..... NAB  
 President..... Thomas S. Lee  
 Vice. Pres. General-Station

Manager.....Lewis Allen Weiss  
 Sales Manager..... Sydney Gaynor  
 Asst. Sales Manager..... Henry Gerstenkorn  
 Program Director..... Charles Bulotti  
 Production Manager..... Robert Forward  
 Publicity Director..... Mark Finley  
 Chief Announcer..... Tony La Frano  
 Musical Director..... Harry Zimmerman  
 Chief Engineer..... Frank Kennedy  
 Farm Editor..... Les Mawhinney

**KLAC**

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power: 5000 d.;  
 1000 n.

Owned-Operated By..... KMTR Radio Corp.  
 Address.....1000 Cahuenga Blvd.  
 Phone Number.....Hillside 1161  
 Transmitter Location..... 1000 Cahuenga Blvd.  
 Air Time... 6 a.m.-1 a.m.; Sun.: 7 a.m.-1 a.m.  
 News Service..... AP, UP, INS  
 Transcription Service..... Standard, Capitol,  
 SESAC

Representative..... Adam J. Young, Jr.  
 Membership ..... NAB  
 President..... Dorothy S. Thackrey  
 General Manager..... Don J. Fedderson  
 Commercial Manager..... D. E. Lundy  
 Prog. Dir..... Fred Henry  
 Chief Engineer..... Paul C. Schulz

(See Page 326)

**KMPC**

LOS ANGELES—EST. 1927

Frequency: 710 Kc.....Power: 50,000 Watts  
 Owned-Operated By...KMPC, The Station of  
 the Stars, Inc.  
 Business-Studio Address... 5939 Sunset Blvd.  
 Phone Number.....Hollywood 5341

Transmitter Location... 12755 Burbank Blvd.,  
 N. Hollywood, Calif.

Air Time..... 6 a.m.-12 M.  
 News Service..... AP, INS, UP  
 Transcription Service..... Associated, World,  
 Lang-Worth

Representative..... Paul H. Raymer  
 President-Owner..... G. A. Richards  
 Asst. to President..... Harry Wismer  
 Vice President- General  
 Manager..... Robert O. Reynolds  
 Asst. Manager and Sales  
 Manager..... Herbert H. Wixson  
 Publicity and Promotion  
 Manager..... Betty Ann Hudson

Program Director..... C. G. Renier  
 Director of Public Affairs..... Cleo Roberts  
 Chief Announcer..... John Baird  
 Chief Engineer..... Loyd Sigmon

**KNX**

LOS ANGELES—EST. 1937

CBS—COLUMBIA PACIFIC NETWORK

Frequency: 1070 Kc.....Power: 50,000 Watts  
 Owned-Operated By... Columbia Bcstg. System,  
 Inc.

Business-Studio Address... 6121 Sunset Blvd.  
 Phone Number..... Hollywood 1212  
 Transmitter Location..... Torrance, Calif.  
 Air Time..... 5:45 a.m.-1:30 a.m.  
 News Service..... AP, INS, UP  
 Transcription Service... Associated; Lang-Worth  
 Representative ..... Radio Sales  
 Membership ..... NAB, BMB  
 President (CBS)..... Frank Stanton  
 Vice-President Western Div.; General

Manager KNX..... D. W. Thornburgh  
 Assistant General Manager..... Harry Witt  
 Sales Manager..... Wayne Steffner  
 Sales Promotion Manager..... Ralph Taylor  
 Program Director..... Hal Hudson  
 Production Manager..... Ben Paley  
 Publicity Director..... Lloyd Brownfield  
 Chief Engineer..... Les Bowman

**KRKD**

LOS ANGELES—EST. 1927

Frequency: 1150 Kc....Power: 2500 d.; 1000 n.  
 Owned-Operated By... Radio Broadcasters,  
 Inc.

Business Address..... 541 So. Spring St.  
 Phone Number..... Tucker 7111  
 Studio Address..... 312 Spring Arcade Bldg.  
 Transmitter Location..... Glendale Blvd.  
 Air Time..... 5:30 a.m.-7:45 p.m.  
 News Service ..... INS  
 Transcription Service ..... Associated  
 Membership ..... NAB  
 General-Commercial Manager... Ned Connor  
 Program Director..... Venna Taylor  
 Chief Engineer..... Willis O. Freitag

**K M Y C**

**MARYSVILLE—EST. 1940**

**MBS—DON LEE**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Marysville-Yuba City  
 Bcstrs., Inc.  
 Business Address... P. O. Box 631  
 Phone Number... 2080  
 Studio Address... 519 E. St.  
 Transmitter Location... Laurellan Rd., District 10  
 Air Time... 6 a.m.-12 M.  
 News Service... UP  
 Transcription Service... World  
 Representative... W. S. Grant  
 Membership... NAB  
 President... H. E. Thomas  
 General-Station Manager... Joe D. Carroll  
 Sales Manager... Hedley Hall  
 Sales Promotion Manager... A. J. Powell, Jr.  
 Program Director, Production  
 Manager... William R. Cleveland  
 Publicity Director... Kenny Alford  
 Chief Announcer... William R. Cleveland  
 Chief Engineer... Loyd McQueary

**K Y O S**

**MERCED—EST. 1936**

**MBS—DON LEE**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Merced Bcstg. Co.  
 Business Address... P. O. Box 717  
 Phone Number... Merced 1430  
 Transmitted-Studio Location... 1 1/4 mi. N. by E.  
 of Merced  
 Air Time... 5:30 a.m.-12 M.  
 Transcription Service... Standard, Thesaurus  
 Representative... W. S. Grant  
 Membership... NAB  
 President-Gen. Mgr... Hugh McClung  
 Station Manager... Charles H. Kinsley, Jr.  
 Com.-Sales Promotion Mgr... A. J. Krisik  
 Program Dir.-Production Mgr... Rebecca Krisik  
 Chief Announcer... Malcolm Beavers  
 Chief Engineer... Russell B. Pope  
 Farm Editor... Joel Buffington

**K T R B**

**MODESTO—EST. 1933**

Frequency: 860 Kc. Power: 1000 Watts  
 Owned By... KTRB Bcstg. Co., Inc.  
 Operated By... William Bates, Jr.  
 Business Address... P. O. Box 593  
 Phone Number... 744 Modesto  
 Transmitter-Studio Location... Norwiegen Ave.  
 Air Time... 5 a.m.-1 a.m.  
 Transcription Service... World, Lang-Worth,  
 Cole, MacGregor  
 Representative... W. S. Grant  
 Membership... NAB, BMB

Pres.-Gen.-Station Mgr... William H. Bates, Jr.  
 Com.-Sales Promotion Mgr... James Van Parks  
 Program-Production Mgr... Gene D'Accardo  
 Publicity Director... Milton Hibdon  
 Chief Announcer... Charles McEwen  
 Musical Director... Harold Hinman  
 Chief Engineer... William H. Bates, Jr.  
 Farm Editor... Charles McEwen

**K D O N**

**MONTEREY—EST. 1935**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Monterey Peninsula  
 Broadcasting Co.  
 Business Address... 468 Calle Principal  
 Phone Number... 8501  
 Studio Address... 275 Pearl St.; 137 Monterey  
 St., Salinas  
 Transmitter Location... Monterey Municipal  
 Wharf  
 Air Time... 18 hours daily  
 News Service... UP  
 Transcription Service... Associated, Cole  
 Membership... NAB  
 President... Paul H. Caswell  
 General-Promotion Mgr... Reed Pollock  
 Commercial Manager... George Ross  
 Program Director... Bob Sabin  
 Chief Engineer... Omer N. Wright

**K W S D**

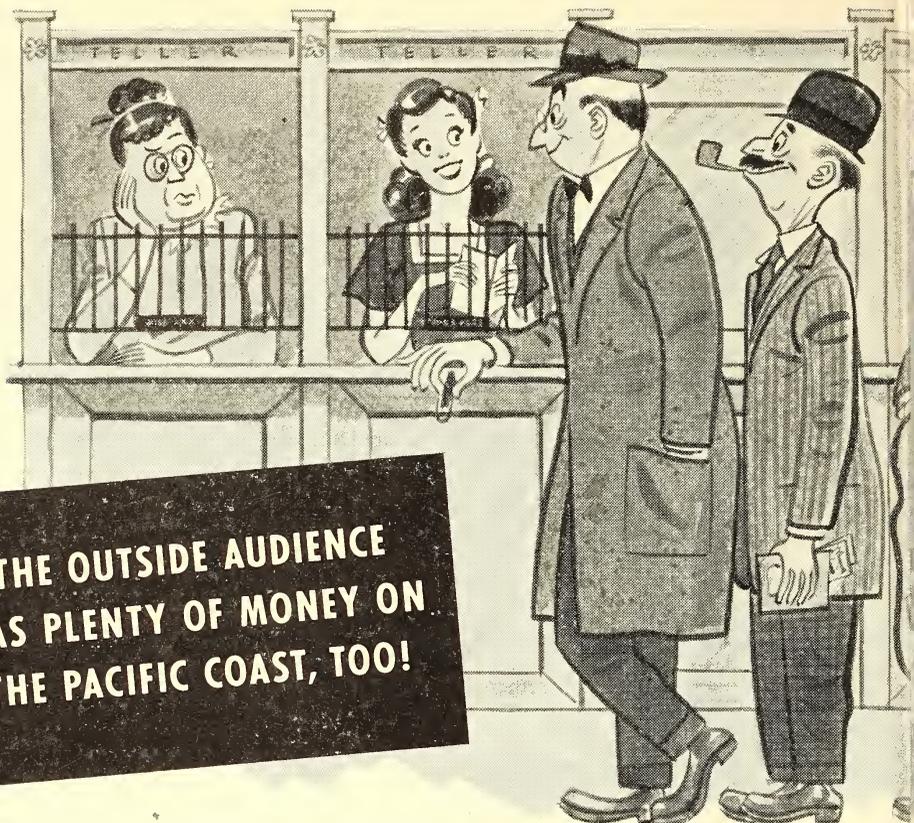
**MOUNT SHASTA—EST. 1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Shasta Cascade Bcstg.  
 Corp.  
 Business Address... Alma St.  
 Phone Number... 101  
 News Service... AP  
 Transcription Service... Standard  
 Representative... Griffith  
 General-Commercial Mgr... Arthur Adler  
 Station Manager... David H. Rees  
 Promotion Manager... David H. Rees  
 Program Director... John Pennington  
 Chief Engineer... David H. Rees

**K V O N**

**NAPA—EST. 1947**

Frequency: 1440 Kc. Power: 500 Watts  
 Owned-Operated By... Napa Bcstg. Co.  
 Business Address... P. O. Box 427  
 Phone Number... 2606  
 News Service... AP  
 Transcription Service... World  
 Representative... Forjoe  
 President-General Mgr... Elwyn F. Quinn  
 Commercial-Promotion Mgr... Julien J. Nielsen  
 Program Director... Albert C. Priddy  
 Chief Engineer... Earl H. Holtman



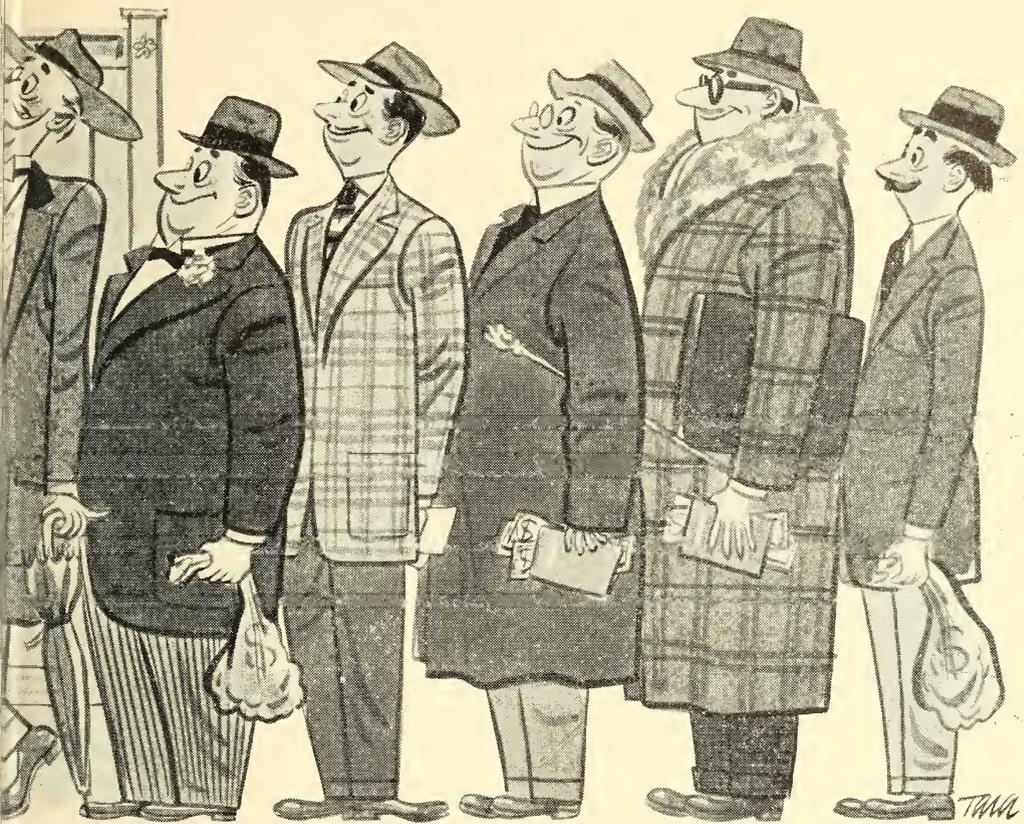
**THE OUTSIDE AUDIENCE  
HAS PLENTY OF MONEY ON  
THE PACIFIC COAST, TOO!**

**T**RUST DON LEE to line up the wealthy customers! Over 5½ billion dollars of yearly buying income circulate in the *exclusive Don Lee outside market*, the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane. Only Don Lee completely covers this outside market—a C. E. Hooper 276,019 coincidental telephone-call survey proves

THOMAS S. LEE, *Pres.* • LEWIS ALLEN WEISS, *Vice-Pres., Gen. Mgr.* • SYDNEY GAYNOR, *Gen. Sales*

*The Nation's Greatest Regional Network*





it. 44 local Don Lee stations, two and three times as many stations as any of the other networks, bring your sales messages to every one of the 44 important Pacific Coast markets...markets not influenced by long-range broadcasting because of the thousands of high mountains on the Pacific Coast. For results you can bank on, buy Don Lee. Don Lee delivers the *inside* market plus the *exclusive Don Lee outside market* at a lower cost per thousand radio families.

515 MELROSE AVE., HOLLYWOOD 38, CAL. • Represented Nationally by John Blair & Company

*Mutual*  
**DON LEE**  
BROADCASTING SYSTEM







**THE OUTSIDE AUDIENCE  
HAS PLENTY OF MONEY ON  
THE PACIFIC COAST, TOO!**

**T**RUST DON LEE to line up the wealthy customers! Over 5½ billion dollars of yearly buying income circulate in the *exclusive Don Lee outside market*, the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane. Only Don Lee completely covers this outside market—a C. E. Hooper 276,019 coincidental telephone-call survey proves

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5515 MELROSE AVE., HOLLYWOOD 38, CAL. • Represented Nationally by John Blair & Company

*Mutual*  
**DON LEE**  
BROADCASTING SYSTEM



# K S F E (CP)

NEEDLES

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..Shelley Radio Electric  
 Co.  
 Owner.....Oscar D. Shelley

# K L X

OAKLAND—EST. 1922

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By...Tribune Building Co.  
 Business Studio Address.....Tribune Tower  
 Phone Number.....GLencourt 1-0660  
 Transmitter Location.....Tribune Tower  
 Air Time.....6-12 M.  
 News Service.....AP  
 Transcription Service.....Capitol, World  
 Representative.....Homer Griffith  
 Membership.....BMB  
 President.....J. R. Knowland, Jr.  
 Gen. Station Manager.....Glenn Shaw  
 Commercial Manager....Harold R. Gaisford  
 Sales Promotion Mgr.-Pub. Dir...Howard Luck  
 Gossage  
 Pgm. Dir.-Prod. Mgr.....Jerry Morton  
 Chief Announcer.....Deane Banta  
 Musical Director.....Lou Dean Grow

Chief Engineer.....Roswell S. Smith  
 Farm Editor.....Milton Blake

# K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Krow, Inc.  
 Business Studio Address.....464-19th St.  
 Phone Number.....TWinoaks 3-9600  
 Transmitter Location.....1520-8th Ave.  
 Air Time.....18 hrs. daily  
 News Service.....UP  
 Transcription Service...Standard, Associated  
 Membership.....NAB  
 President.....Sheldon F. Sackett  
 Gen. Mgr.-Sales Mgr.....Wilton Gunzendorfer  
 Asst. to Gen. Mgr.....Richard C. D. Bell  
 Program Director.....Russ Coughlan  
 Publicity Director.....Mercedes Prosser  
 Musical Director.....Louise Stevens  
 Chief Engineer.....C. E. Downey

# K W B R

OAKLAND—EST. 1920

UNITED PACIFIC NETWORK

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Operated By...S. W. & E. N. Warner  
 Business Studio Address.....327-21st St.  
 Phone Number.....Higate 4-1212  
 Transmitter Location.....327-21st St.  
 Air Time.....20 hrs. daily  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 President-Owner-Gen. Mgr....S. W. Warner  
 Station Mgr.....F. Wellington Morse  
 Sales Manager.....Edward B. Smith  
 Program Director.....Evelyn Dewsnup  
 Publicity Director.....Shirley Ryman  
 Chief Announcer.....George Oxford  
 Musical Director.....Sam Watts  
 Chief Engineer.....Paul Gregg

**23 YEARS OF  
 COMMUNITY  
 LEADERSHIP**



OAKLAND, CALIFORNIA

*The Key to the  
 Oakland Market*

SHELDON F. SACKETT

PRESIDENT

WILT GUNZENDORFER

GENERAL MANAGER

# K O C S

ONTARIO—EST. 1947

Frequency: 1510Kc.....Power: 250 Watts  
 Owned-Operated By...The Daily Report Co.  
 Business Address.....222 E. "B" St.  
 Phone Number.....Ontario 627-54  
 Studio Address.....Radio Center Bldg.  
 Transmitter Location...4th and San Antonio  
 Air Time.....Local sunrise—Local sunset  
 Transcription Service...Thesaurus, Associated  
 Membership.....NAB  
 President.....Mrs. Jerene Appleby Harnish  
 Advising Manager.....Ernest L. Spencer  
 Commercial Manager.....J. A. Downey  
 Program Director.....R. W. Hergonson  
 Pub. Dir. & Office Mgr...Helen Faye Burington  
 Chief Engineer.....Floyd Hall

# K D A N (CP)

OROVILLE

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oroville Mercury  
 Bcstg. Co.  
 News Service .....UP  
 President .....Dan L. Beebe  
 General-Commercial Mgr.....Arden Booth  
 Chief Engineer.....Ted R. Peixotto

# K G E W (CP)

OROVILLE

Frequency: 980 Kc....Power: 1000 Watts d.  
 Owned-Operated By....Stanley S. Beaubaire  
 Business Address.....117 Broadway, Chico

# K C M J

PALM SPRINGS—EST. 1946  
 CBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Palm Springs Bcstg Co.  
 Business Studio Address.....Box KK  
 Phone Number.....2911; 2253-4  
 Transmitter Location.....RadiOasis  
 Air Time.....6:30 a.m.-12 M.  
 Air Time.. 6:30 a.m.-12 M.; 8 a.m.-11 p.m., Sun.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....W. S. Grant  
 Membership .....NAB  
 Co-Owners.....Dick Joy and Don McBain  
 Gen. Station-Commercial-Sales Promotion Mgr.  
 Publicity Director.....Dick Joy  
 Los Angeles Sales Mgr.....George Irwin  
 Pgm. Dir.-Prod. Mgr.....Roland Vaile  
 Chief Engineer.....J. Donald Clay

# K A G H

PASADENA—EST. 1948

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Rose Bowl Bcstrs.  
 Address.....800 Sierra Madre Villa  
 Phone Number.....RYan 1-7641  
 Transmitter Location..800 Sierra Madre Villa  
 Air Time.....Local sunrise-local sunset  
 Transcription Service...Standard, Associated  
 General Manager.....John R. Rider  
 Program Director.....Don Doolittle

# K W K W

PASADENA—EST. 1924

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Southern Calif. Bcstg. Co.  
 Business Studio Address...425 E. Green St.  
 Phone Number.....Ryan 1-6744  
 Transmitter Loc...924 Vista, San Gabriel, Calif.

Air Time.....5:30 a.m.-Local Sunset  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative .....ForJoe  
 Membership .....NAB  
 President.....Marshall S. Neal  
 Gen. Station-Comm. Mgr.-Pub. Dir.....Claire  
 Hughes  
 Sales Promotion Mgr.....Claire Hughes  
 Pgm. Dir.-Chief Announcer-Farm Editor...Ken  
 Barton  
 Production Manager.....Sam Rowland  
 Chief Engineer.....Paul W. Spargo

# K X L A

PASADENA—EST. 1942

Frequency: 1110 Kc.....Power: 10,000 Watts  
 Owned-Operated By..Pacific Coast Bcstg. Co.  
 Business Address...1401 So. Oak Knoll Ave.  
 Phone Number.....Ryan 1-6991  
 Transmitter Location...N. Lexington-Gallatin  
 Rd.-El Monti  
 Air Time.....24 hrs. daily  
 News Service .....AP  
 Transcription Service...Langworth, Associated  
 World  
 President-Gen. Mgr.....Loyal K. King  
 Chief Announcer.....Carl Saunders  
 Chief Engineer.....Jack Reader

# K P R L

PASO ROBLES—EST. 1946

MBS—DON LEE—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By....Leslie Henry Hacker  
 Business Studio Address...32nd & Oak Sts.  
 Phone Number .....2-0-4  
 Transmitter Location.....32nd & Oak Sts.  
 Air Time.....17½ hrs. daily; 17 hrs. Sun.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....W. S. Grant  
 Pres.-Owner-Gen. Mgr...Leslie Henry Hacker  
 Station Mgr. Pgm. Dir.....Arthur J. Hapgood  
 Comm.-Sales Prom. Mgr....Jos. Shuttleworth  
 Prod. Mgr.-Musical Dir.....John Hamilton  
 Chief Announcer.....Jack Clifton  
 Chief Engineer.....Robert Otto  
 Farm Editor.....Dick Maphet

# K P M O

POMONA—EST. 1947

Frequency: 1600 Kc.....Power: 250 Watts  
 Owned-Operated By..Valley Broadcasting Co.  
 Business Address.....1240 E. Holt St.  
 Transmitter Location.....1240 E. Holt St.  
 Air Time.....6 a.m.-12 mid.  
 News Service .....UP  
 Transcription Service..Standard, World, Capitol

Partners. Myron E. Kluge, Dean H. Wickstrom  
 General Manager. . . . . Dean Wickstrom  
 Commercial Manager. . . . . Stanley Davis  
 Program Director. . . . . Al Kiersey  
 Chief Engineer. . . . . Granville Esch

## K T I P

**PORTERVILLE—EST. 1946**

KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . J. F. Tighe  
 Business Address. . . . . 207 Mill St.  
 Phone Number. . . . . 1265  
 Studio Address. . . . . Newcomb & Grand  
 Transmitter Location. . . 3 Mi. N. W. of Porterville  
 Air Time. . . . . 6 a.m.-12 M.  
 News Service. . . . . UP  
 Transcription Service. . . Capital, Associated  
 Representative. . . . . Gene Grant  
 Membership. . . . . NAB  
 President-Owner. . . . . J. F. Tighe  
 Gen. Station-Sales Mgr. . . Robert B. McGinnis  
 Program Director. . . . . Peter Tewksbury  
 Musical Director. . . . . Bob Clare  
 Chief Engineer. . . . . Jim Tennyson

## K B L F

**RED BLUFF—EST. 1946**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned By. . . . . KBLF Bcstrs.  
 Business Address. . . . . P. O. Box 431  
 Phone Number. . . . . 354  
 Studio Address. . . . . Oak and Main Sts.  
 Transmitter Location. . . Red Bluff  
 Air Time. . . . . 6:30 a.m.-10 p.m.  
 News Service. . . . . AP  
 Transcription Service. . . World  
 Representative. . . Donald Cooke, Gene Grant  
 Membership. . . . . NAB  
 Station Mgr.-Pgm. Dir.-Prod. Mgr.- Pub-Dir.-  
 Farm Editor. . . . . Wm. B. Murphy  
 Chief Announcer. . . . . Harold Houston  
 Chief Engineer. . . . . Howard L. Parsons

## K V C V

**REDDING—EST. 1938**

MBS—DON LEE

Frequency: 600 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By. . . Golden Empire Broad-  
 casting Co.  
 Business Address. . . . . Highway 99, South  
 Phone Number. . . . . 1646-7  
 Transmitter Location. . . Highway No. 99 South  
 Air Time. . . . . 6 a.m.-12 p.m.  
 News Service. . . . . UP  
 Transcription Service. . . Standard, Cole  
 Representative. . . . . W. S. Grant  
 President-General Mgr. . . . Hugh McClung  
 Station Manager. . . . . Fred M. Stuelpnagel  
 Commercial Manager. . . . . H. E. McCarty

Prog. Dir. . . . . Lyle Mathis  
 Prom. Mgr. . . . . Robert Hoskins  
 Chief Engineer. . . . . Russell Pope

## K P R O

**RIVERSIDE—EST. 1941**

KBS

Frequency: 1440 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By. . . Broadcasting Corpora-  
 tion of America  
 Business Address. . . . . 3401 Russell St.  
 Phone Number. . . Riverside 6290, San Bernar-  
 dino 5157  
 Studio Address. . . 3401 Russell St., Riverside  
 480th 5th St., San Bernardino  
 Transmitter Location. . . 3401 Russell St.  
 Air Time. . . . . 5:30 a.m.-12:30 a.m.  
 News Service. . . . . AP  
 Transcription Service. . . Associated, World,  
 MacGregor  
 Representative. . . . . John E. Pearson Co.  
 Membership. . . . . NAB, BMB  
 President-General Manager. . . W. L. Gleeson  
 Commercial Manager. . . . Richard Williams  
 Program Director. . . . . Doris Mann  
 Publicity Director. . . . . William Simpson  
 Chief Engineer. . . . . Stan Reynolds

## K C R A

**SACRAMENTO—EST. 1944**

NBC

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . Central Valleys Bcstg Co.  
 Business Studio Address. . . 604 Calif. State  
 Life Bldg.  
 Phone Number. . . . . 2-0758  
 Transmitter Location. . . 3 mi. NW of town  
 Air Time. . . . . 6 a.m.-12 M.  
 News Service. . . . . AP  
 Transcription Service. . . World, Capitol  
 Station Representative. . . Weed  
 Membership. . . . . NAB, BMB  
 Gen. Station-Sales Mgr. . . . Ewing C. Kelly  
 Program Director. . . . . Robert R. Alexander  
 Chief Enigneer. . . . . Marvin D. Myers

## K F B K

**SACRAMENTO—EST. 1923**

ABC

Frequency: 1530 Kc. . . . . Power: 10,000 Watts  
 Owned-Operated By. . . McClatchy Bcstg. Co.  
 Business Studio Address. . . 708 I St.  
 Phone Number. . . . . 3-1745  
 Transmitter Location. . . 5 mi. W. of studio in  
 Yolo County  
 Air Time. . . . . 6 a.m.-12 M.  
 News Service. . . . . UP  
 Transcription Service. . . Thesaurus  
 Representative. . . . . Paul H. Raymer  
 Membership. . . . . NAB, BMB

President.....Eleanor McClatchy  
 Station Manager.....Leo O. Ricketts  
 Sales Manager.....Dick Brothers  
 Program Manager.....James Eakins  
 Traffic Manager.....Howard Evanson  
 Publicity Director.....Austin B. Chaney, Jr.  
 Chief Engineer.....Stam Sronce  
 Farm Bureau.....Charley Marshall  
 Chief, Bureau Special Events & News...Tony  
 Koester

## K R O Y

SACRAMENTO—EST. 1937  
CBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Harmco, Inc.  
 Business-Studio Address...Hotel Sacramento  
 Phone Number.....3-2525  
 Transmitter Location.....3402 65th St.  
 Air Time.....6 a.m.-12 M.  
 News Service.....INS  
 News Service.....INS, UP  
 Transcription Service.....Associated  
 Representative.....Avery-Knodel  
 Membership.....NAB  
 V.P.-Mgr.....Clyde F. Coombs  
 Commercial Manager.....Benton Paschall  
 Program Director.....William J. Ratcliff  
 Chief Engineer.....Howard Martineau  
 Farm Editor.....Scotty Mortland

## K X O A

SACRAMENTO—EST. 1945  
MUTUAL—MBS—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Sacramento Broad-  
 casters, Inc.  
 Business Studio Address:.....1617—30th St.  
 Phone Number.....6-4728  
 Transmitter Location.....1617—30th St.  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service...Associated, Langworth  
 Representative...Adam J. Young, Jr., West-  
 ern Radio Adv.  
 Membership.....NAB  
 President-Gen. Station Mgr....Lincoln Dellar  
 Commercial Sales Promotion Mgr....Morton  
 Sidley  
 Program Dir.-Prod. Mgr.....Lincoln W. Miller  
 Chief Engineer.....Lincoln W. Miller

## K S B W

SALINAS—1947  
MBS-DON LEE

Frequency: 1380 Kc.....Power: 1,000 Watts  
 Owned-Operated By....Salinas Bcstg Corp.  
 Business Address.....Glikborg Bldg.  
 Phone Number.....21635  
 Transmitter Studio Location....Airport Rd.  
 Air Time.....6 a.m.-12 M., 7 a.m.-12 M. Sun.

News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Western Radio Inc.  
 Membership.....NAB  
 President-Gen. Station Mgr.- Chief  
 Engineer.....J. M. Hall  
 Commercial Manager.....James W. Tressel  
 Sales Promotion Mgr.-Pub. Dir.....William  
 M. Oates  
 Pgm. Dir.-Farm Editor.....Don Wells  
 Musical Director.....Vern Marcoe

## K C S B

SAN BERNARDINO—EST. 1948

Frequency: 1350 Kc.....Power: 500 Watts  
 Owned-Operated By..San Bernardino Valley  
 Ectrs.  
 Studio Address...770 Mill St., P. O. Box 486  
 Business Address.....200 Fleming Bldg.  
 4th and E Sts.  
 Transmitter location.....770 Mill St.  
 Phone Number.....6808  
 Air Time.....7 a.m.-6 p.m.  
 News Service.....AP  
 Owner.....Woodrow Miller  
 General Manager-Program  
 Director.....Richard T. Sampson  
 News and Sports Director.....Ernie Peeler  
 Chief Engineer.....Hal Elzig

## K F X M

SAN BERNARDINO—EST. 1929  
MBS—DON LEE

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned By.....Lee Bros. Bcstg. Co.  
 Operated By.....J. C. Lee and E. W. Lee  
 Business Studio Address.....512 Fifth St.  
 Phone Number.....4761  
 Transmitter Location.....S. E' St.  
 Air Time.....5:45 a.m.-12 M. Mon.-Fri.; 5:45  
 a.m.-1 a.m., Sat., 6:45 a.m.-12 M. Sun.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....John Blair  
 Co-Partners.....J. C. Lee and E. W. Lee  
 Station Manager.....Gene W. Lee  
 Sales Manager.....Don Cummings  
 Program Director.....Larry Shields  
 Publicity Director.....E. W. Lee  
 Chief Announcer.....Ernest J. Ford  
 Chief Engineer.....George W. Ewing  
 Farm Editor.....Howard Baichly

## K I T O

SAN BERNARDINO—EST. 1947  
ABC

Frequency: 1290 Kc.....Power: 1000 Watts  
 (C. P. 5000)  
 Owned-Oper. By...San Bernardino Bcstg. Co.  
 Inc.  
 Business Studio Address.....569 Fourth St.

Phone Number.....7807  
 Transmitter Location.....¼ Mi. E. of Stirling Ave., 1-4 Mi. north of Base Line  
 Air Time.....18 hrs. daily  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....George P. Hollingbery  
 President.....Carl E. Haymond  
 Station-Sales-Mgr.....Maury A. Vroman  
 Pgm. Director-Prod. Mgr.....Charles B. Foll  
 Chief Engineer.....Owen Ford

**K R N O**

**SAN BERNARDINO—EST. 1948**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..Western Empire Bctrs., Inc.  
 Address.....990 Colton Ave  
 Phone Number.....2-4282  
 Transmitter Location.....990 Colton Ave.  
 Air Time.....24 hrs. daily  
 News Service.....AP  
 Transcription Service.....Standard  
 President.....James W. Gerard  
 V.P. & Gen. Mgr.....Norman H. Rogers  
 V.P. & Chief Engineer.....George W. Brock  
 Program Director.....Dave Shaw  
 Chief Announcer.....Wyn Stewart  
 News Editor.....Jim Young  
 Traffic Director.....Marie Davis

**K F M B**

**SAN DIEGO—EST. 1941**

NBC

Frequency: 1450 Kc. (C. P. 550 Kc.).....Power 250 Watts (C. P. 1000 Watts)  
 Owned-Operated By....Jack Gross Bcstg. Co.  
 Business Address-Studio Address.....1375 Pacific Blvd.  
 Phone Number.....Main 2114  
 Transmitter Location.....Spreckels Bldg.  
 Air Time....6 a.m.-12 M., 8 a.m.-12 M. Sun.  
 News Service.....AP  
 Transcription Service.....Standard, SESAC  
 Representative.....The Branham Co.  
 President-Gen. Commercial Mgr....Jack Gross  
 Pam. Director-Prod. Manager..John Harrison  
 Publicity Director.....Philomene Hemen  
 Chief Engineer.....Robert E. Lee, Jr.

**K F S D**

**SAN DIEGO—EST. 1926**

NBC

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Airfan Radio Corp.  
 Business Address.....326 Broadway  
 Phone Number.....Franklin 8353  
 Studio Address.....U. S. Grant Hotel  
 Transmitter Location.....Emerald Hills  
 Air Time.....6 a.m.-12 M.

News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 President.....Thomas E. Sharp  
 Manager.....M. R. Harris  
 Sales Manager.....Larry L. Scalf  
 Program Director.....Alys Phreaner  
 Chief Engineer.....John Merino

**K G B**

**SAN DIEGO—EST. 1928**

MBS—DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Don Lee Holding Co.  
 Address.....1017 First Ave.  
 Phone Number.....Franklin 6151  
 Transmitter Location.....Pickwick Hotel  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....John Blair & Co.  
 President.....Thomas S. Lee  
 General Manager.....F. D. Ide  
 Commercial-Sales Promotion Manager.....Hobby Myers  
 Production Manager.....Jerry Lee Pecht  
 Program Director.....James Dillon  
 Chief Engineer.....William G. Collins

**K L I K (CP)**

**SAN DIEGO**

Frequency: 750 Kc.....Power: 5000 Watts  
 Owned-Operated By...Balboa Radio Corp.

**K S D J**

**SAN DIEGO—EST. 1946**

CBS

Frequency: 1170 Kc...Power: 5000 Watts d., 1000 n.  
 Owned-Operated By...Clinton D. MacKinnon  
 Business Studio Address.....5th & Ash Sts.  
 Phone Number.....Franklin 1315  
 Transmitter Location...62nd & El Cajon Blvd.  
 Air Time.....6 a.m.-12 M.; 8 a.m.-12 M., Sun.  
 News Service.....UP  
 Transcription.....Capitol, SESAC  
 Representative.....Free & Peters  
 Membership.....NAB  
 President-Owner-Gen. Mgr..Clinton D. MacKinnon  
 Station Manager.....Edgar L. Tidwell  
 Commercial Manager.....Amos D. Baron  
 Sales Promotion Manager.....Fred T. Foster  
 Production Manager.....Dean S. Long  
 Publicity Director.....George Dawkins  
 Chief Announcer.....Daniel Cubberly  
 Musical Director.....Don Hatch  
 Chief Engineer.....Charles Sherburne  
 Farm Editor.....Howard Keddie

# KSON

SAN DIEGO—EST. 1947

KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Studebaker Bcstg. Co.  
 Business Studio Address . . . Maryland Hotel  
 Phone Number . . . . . Franklin 5175  
 Transmitter Location . . . . . Main & Rigel St.  
 Air Time . . . . . 24 hrs. daily  
 News Service . . . . . AP  
 Transcription Service . . . Lang-Worth, Capitol,  
 Cole  
 Representative . . . . . Homer Griffith  
 Membership . . . . . NAB  
 Executive Director . . . John Gordon Studebaker  
 Gen.-Station-Commercial Mgr. . . . . C. Frederic  
 Rabell  
 Sales Promotion Mgr.-Pub. Dir. . . . . Dorothy  
 Johnson  
 Pgm. Dir.-Prod. Mgr. . . . . Carl Green Jr.  
 Chief Announcer . . . . . Van Voorhis  
 Musical Director . . . . . Carl Greene  
 Chief Engineer . . . . . Bill Tomberlin

# KUSN

SAN DIEGO—EST. 1947

Frequency: 1510 Kc. . . Power: 5000 Watts d.  
 1000 n.

Owned-Operated By . . San Diego Bcstg. Co.  
 Business Studio Address . . 1029 Second Ave.  
 Phone Number . . . . . Main 2041  
 Transmitter Location . . . . 63rd & Montezuma  
 Air Time . . . . . 18 hrs daily  
 News Service . . . . . UP  
 Transcription Service . . Associated, Lang-Worth  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB  
 General Manager . . . . . Jack Heintz  
 Station Mgr.-Commercial Mgr. . . . Paul Jones  
 Pgm. Director . . . . . Wilson Edwards  
 Publicity Director . . . . . Diana Matthews  
 Chief Announcer . . . . . John Black  
 Chief Engineer . . . . . Vern Milton

# KYOR

SAN DIEGO—EST. 1947

Frequency: 1130 Kc. . . Power: 250 d.; CP-5000  
 Owned-Operated By . . Silver Gate Broadcast-  
 ing Co.

Address . . . . . 399 W. Broadway  
 Phone Number . . . . . Franklin 9-5121  
 Transmitter Location . . . . 399 W. Broadway  
 Air Time . . . . . Sun-up to sun-down  
 News Service . . . . . AP  
 Transcription Service . . . MacGregor, Standard,  
 SESAC  
 Representative . . . . . Grant  
 General Manager . . . . . John A. Bohn  
 Comm.-Prom. Mgr. . . . . Pete Watts  
 Program Director . . . . . Wm. W. Phreaner  
 Chief Engineer . . . . . Ben Leff

# KFRC

SAN FRANCISCO—EST. 1924

MBS—DON LEE

Frequency: 610 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . Don Lee Bcstg. System  
 Business-Studio Address . . 1000 Van Ness Ave.  
 Phone Number . . . . . Prospect 5-0107  
 Transmitter Location . . . . 1000 Van Ness Ave.  
 Air Time . . . . . a.m.-12 M., Mon-Sat.; 7 a.m. to  
 12 M., Sun.  
 News Service . . . . . AP, INS.  
 Transcription Service . . . . . World  
 Representative . . . . . John Blair  
 Membership . . . . . NAB  
 President . . . . . Thomas Lee  
 General Manager . . . . . William D. Pabst  
 Sales Manager . . . . . Merwyn L. McCabe  
 Sales Promotion Mgr.-Pub. Dir. . . . Robert L.  
 Templeton  
 Program Dir.-Prod. Mgr. . . . . Mel Venter  
 Chief Announcer . . . . . Lewis Pfeifer  
 Musical Director . . . . . Lyle Bardo  
 Chief Engineer . . . . . E. G. Underwood

# KGO

SAN FRANCISCO—EST. 1924

ABC

Frequency: 810 Kc . . . Power: 50,000 Watts  
 Owned-Operated By . . . American Bcstg. Co.  
 Business Address . . . . . 155 Montgomery St.  
 Phone Number . . . . . Exbrook 2-6544  
 Studio Address . . . . . Taylor & O'Farrell Sts.  
 Transmitter Location . . . . Near Newark, Calif.  
 Air Time . . . . . 18½ hrs. daily  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . Standard, Associated,  
 Capitol  
 Representative . . . . . ABC Spot Sales  
 Membership . . . . . NAB, BMB  
 President . . . . . Mark Woods  
 V.P. Western Div. . . . . Don Searle  
 General Manager . . . . . Gayle V. Grubb  
 Sales or Commercial Mgr. . . Kirkham Torney  
 Sales Promotion-Prod. Mgr.-Pub. Dir. . . Robert  
 F. Laws  
 Program Director . . . . . Bloyce Wright  
 Chief Announcer . . . . . John Galbraith  
 Musical Director . . . . . Phil Bovero  
 Chief Engineer . . . . . A. E. Evans

# KJBS

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . KJBS Bcstrs.  
 Business Studio Address . . . . 1470 Pine St.  
 Phone Number . . . . . Ordway 3-4148  
 Transmitter Location . . . . . 1470 Pine St.  
 Air Time . . . . . 5 a.m.-Local Sunset  
 News Service . . . . . AP, INS

Transcription Service...Standard, MacGregor,  
Lang-Worth, Associated  
Representative .....Headley-Reed  
Membership .....NAB  
General-Station Mgr.....Edwin P. Franklin  
Commercial Mgr.-Sales Promotion Mgr...Stan-  
ley G. Breyer  
Pgm. Dir.-Prod. Mgr...Charles F. Pendleton  
Musical Director.....Mildred Bowyer  
Chief Engineer.....Wayne Berthold

## KNBC

SAN FRANCISCO—EST. 1922

NBC

Frequency: 680 Kc....Power: 50,000 Watts  
Owned-Operated By....National Bcstg. Co.  
Bus. Studio Address...Taylor & O'Farrell Sts.  
Phone Number.....GRaystone 4-8700  
Transmitter Location.....Belmont, Calif.  
Air Time.....6 a.m.-1 a.m.  
News Service.....AP, INS, UP.  
Transcription Service...Thesaurus, Standard  
Representative.....NBC Spot Sales  
Membership .....NAB, BMB  
President (NBC) .....Niles Trammell  
General-Station Manager....John W. Elwood  
Sales Manager.....Alfred W. Crapsey  
Sales Promotion Manager. Miss Ethel Gilchrist  
Program Director.....Harry Bubeck  
Publicity Director.....John Thompson  
Chief Announcer.....Hal Wolf  
Musical Director.....Tony Freeman  
Chief Engineer.....Curtis Peck  
Farm Editor.....Henry Schacht

## KQW

SAN FRANCISCO—EST. 1912

CBS

Frequency: 740 Kc.....Power: 5000 Watts  
Owned-Operated By.....Pacific Agricultural  
Foundation Ltd.  
Business Address.....140 Jesse St.  
Phone Number.....Exbrook 2-3233  
News Service.....AP, UP  
Transcription Service...MacGregor, Standard  
Representative .....Petry  
President.....Ralph R. Brunton  
General Manager.....C. L. McCarthy  
Sales Manager.....Richard E. Goebel  
Program Director.....Fred Ruegg  
Promotion Manager.....Walter S. Zahrt  
Chief Engineer.....Allan N. Cormack

## KSAN

SAN FRANCISCO—EST. 1925

Frequency: 1450 Kc....Power: 250 Watts  
Owned-Operated By...Golden Gate Bcstg. Co.  
Business Studio Address.....1355 Market St.  
Phone Number.....Market 1-8171

Transmitter Location.....1355 Market St.  
Air Time.....Mon. Thru Sat.: 6 a.m.-12 M.;  
7 a.m.-11 p.m., Sun  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....William Rambeau  
Membership.....NAB  
President.....S. H. Patterson  
Gen. Station Manager.....Lee Mikesell  
Pgm. Dir.-Prod. Mgr.....Clint Sherwood  
Chief Engineer.....Norwood Patterson

## KSFO

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc....Power: 5000 Watts d.,  
1000 n.  
Owned-Operated By..The Associated Bcstrs.,  
Inc.  
Business Studio Address..Mark Hopkins Hotel  
Phone Number.....EXbrook 2-4567  
Transmitter Location...Islais Creek, Pier 92  
Air Time.....18½ hrs. daily  
News Service.....INS, UP  
Transcription Service..Standard; Associated  
Representative.....Bolling  
Membership .....NAB, BMB  
President.....W. I. Dumm  
V.P.-Gen.-Station Mgr.....Philip G. Lasky  
Sales or Commercial Mgr...John G. Campbell  
Sales Promotion Mgr.-Pub. Dir..Patricia Harris  
Pgm. Dir.-Prod. Mgr.....Keith Kerby Lakin  
Dir. of Engineering.....A. E. Towne  
Farm Editor.....Herb Kennedy

## KYA

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc....Power: 5000 Watts d.,  
1000 n.  
Owned-Operated By..Palo Alto Radio Station,  
Inc.  
Business Studio Address...Hearst Bldg., Third  
& Market Sts.  
Phone Number.....DOuglas 2-2536  
Transmitter Location...Candlestick Pt., Bay  
View Park  
Air Time...5:30 a.m.-12 M., 7 a.m.-12 M. Sun.  
News Service.....AP, INS, UP  
Transcription Service.....World  
Representative.....Adam J. Young, Jr.  
Membership.....NAB  
Owner.....Dorothy S. Thackrey  
President.....Bartley C. Crum  
Exec. V.P.-Gen. Station Mgr...Don Fedderson  
Commercial-Sales Promotion Mgr...David E.  
Lundy  
Program Director.....Verne Wilson  
Production Manager.....Lu Hurley  
Chief Engineer.....Paul C. Schulz

(See Page 326)

**K S G N**

**SANGER—EST. 1947**

Frequency: 900 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Sanger Co.  
 Business Address.....P. O. Box 338  
 Phone Number.....490  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Universal  
 General Manager.....Edward L. Terry  
 Commercial Manager.....Albert Blain  
 Program Director.....Wilson Monroe  
 Chief Engineer.....Lyman Treaster

**K E E N**

**SAN JOSE—EST. 1947**

Frequency 1370 Kc.....Power 1000 Watts  
 Owned-Operated By...United Bcstg. Co., Inc.  
 Business Studio Address....Hotel De Anza  
 Phone Number.....Columbia 1370  
 Transmitter Location..Wayne Ave. & Oakland  
 Highway  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service...Associated, McGregor  
 Representative.....For Joe  
 Membership.....NAB  
 President.....George M. Mardikian  
 Vice-Pres. & Genl. Mgr.....Floyd Farr  
 Secy.-Treas. & Pgm. Mgr.....George Snell  
 Publicity Director.....Harold Woolley  
 Chief Announcer.....Tom Duggan  
 Musical Director.....Myrra Mosher  
 Chief Engineer.....John S. Stevens  
 Farm Editor.....Alan Armer

**K L O K**

**SAN JOSE—EST. 1946**

Frequency: 1170 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Valley Bcstg Co.  
 Business Address.....40 W. San Antonio St.  
 Phone Number.....Columbia 1483  
 Studio Address.....Rt. 3, Box 323A  
 Transmitter Location.....King Rd. at Aborn  
 Air Time.....Local Sunrise-Local Sunset  
 News Service.....AP  
 Transcription Service.....Capitol  
 Station Representative...Donald Cooke, Gene  
 Grant  
 Membership.....NAB, BMB  
 General Manager.....E. L. Barker  
 Sales Manager.....R. E. Ryan  
 Program Director.....Ruth Poindexter  
 Chief Engineer.....J. T. Bindner  
 Farm Editor.....H. McKenzie

**K Q W**

**SAN JOSE—EST. 1912**

CBS

Frequency: 740 Kc.....Power: 5,000 Watts  
 Owned-Operated By.....Pacific Agricultural  
 Foundation, Ltd.  
 Business Studio Address....140 Jessie St.,  
 San Francisco, Calif.  
 Phone Number.....EXbrook 2-3233  
 Transmitter Location.....Alviso, Calif.  
 Air Time....6 a.m.-12 M., 6:45 a.m.-12 M. Sun.  
 News Service.....AP, UP  
 Transcription Service...Standard, MacGregor  
 Representative.....Edward Petry  
 Membership.....NAB  
 President.....Ralph R. Brunton  
 Gen.-Station Manager.....C. L. McCarthy  
 Sales or Commercial Mgr..Richard E. Goebel  
 Sales Prom. Mgr.-Pub. Dir.....Walter S. Zahrt  
 Program Director.....Fred Ruegg  
 Musical Director.....Ray Hackett  
 Chief Engineer.....Alan N. Cormack  
 Farm Editor.....Bert Buzzini

**K S J O**

**SAN JOSE—EST. 1946**

Frequency: 1590 Kc....Power: 1000 Watts d.,  
 500 n.  
 Owned-Operated By...Santa Clara Bcstg. Co.  
 Business Address.....P. O. Box 995  
 Phone Number.....Ballard 3660  
 Transmitter Studio Loc....Story and Lucretia  
 Avenues  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, Standard  
 Representative.....W. S. Grant  
 Membership.....NAB  
 Gen. Station Manager....Donald H. Telford  
 Sales P.romotion Manager...Frank Kilpatrick  
 Pgm-Musical Dir.-Farm Editor...Norman Paul  
 Production Manager.....Ralph Rogers  
 Publicity Director.....Charles F. Mallory  
 Chief Announcer.....Ralph Rogers  
 Chief Engineer.....Larry King

**K X R X (CP)**

**SAN JOSE**

Frequency: 1500 Kc.....Power: 1000 Watts  
 Owned-Operated By.....San Jose Bcstg. Co.  
 Business Address.....266 S. First St.  
 Phone Number.....Columbia 1397  
 President.....Joe E. Levitt

**K P I K**

**SAN LUIS OBISPO—EST. 1947**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...San Luis Obispo Bcstg. Co.  
 Business Studio Address....1130 Garden St.  
 Phone Number.....3171

Transmitter Location.....500 Price St.  
 Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service.....UP  
 Transcription Service.....World, Capitol  
 Station Representative.....Tracy Moore  
 Membership.....NAB  
 Gen. Station Mgr.-Pgm. Dir...James L. Harris  
 Commercial Sales Promotion Mgr...Aram S.  
 Rejebian  
 Production Manager.....William Schember  
 Chief Engineer.....Charles C. Squires  
 Farm Editor.....Albert Auf der Heide

## K V E C

SAN LUIS OBISPO—EST. 1937

MBS-DON LEE—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.;  
 500 n.

Owned-Operated By...The Valley Electric Co.  
 Business Studio Address...Mt. View & Hill Sts.  
 Phone Number.....1100-1  
 Transmitter Location...1½ mi. N. of San Luis  
 Obispo on Roosevelt Highway  
 Air Time.....6 a.m.-12M., 7 a.m.-12 M., Sun.  
 News Service.....AP  
 Transcription Service...Thesaurus, Standard  
 Representative.....W. S. Grant  
 Membership.....NAB  
 President-Owner.....Christina M. Jacobson  
 Gen. Station Mgr.....Les Hacker  
 Commercial Promotion Mgr.-Pub. Dir....Joe  
 Shuttleworth  
 Program Director-Prod. Mgr....Robert Wilton  
 Chief Announcer, Musical Dir....John Ferm  
 Chief Engineer.....Earle Travis  
 Farm Editor.....Dick Maphet

## K S M O

SAN MATEO—EST. 1947

Frequency: 1550 Kc.....Power: 1000 Watts  
 Owned-Operated By...Amphlett Printing Co.  
 Address.....811 "B" St.  
 Phone Number.....4-2594  
 Studio Address. Arthur Bldg., 9th & "B" Sts.  
 Transmitter Location...E. Bayshore Highway  
 Air Time.....18 hrs. daily  
 News Service.....AP  
 Transcription Service...Standard, Lang-Worth  
 Representative.....George D. Close, Inc.  
 President.....J. Hart Clinton  
 General Manager.....John H. Schacht  
 Program Director.....W. Bill DeMarco  
 Chief Engineer.....H. Neil Black

## K V S M

SAN MATEO—EST. 1946

Frequency: 1050 Kc.....Power: 250 Watts  
 Owned-Operated By...The San Mateo County  
 Bcstrs.  
 Business Studio Address...279 Baldwin Ave.

Phone Number.....4-4385, 4-2541  
 Transmitter Location...Third Ave. at Seal Creek  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service...Capitol, Associated,  
 SESAC  
 Representative...Donald Cooke, Gene Grant  
 Membership.....NAB  
 President.....Hugh H. Smith  
 Gen. Station Manager...Gordon D. France  
 Commercial Manager...Robert M. Bruce  
 Sales Promotion Manager...W. H. Ellerman  
 Pgm. Dir.-Prod. Manager...Clenton W. Price  
 Publicity Director...Frank M. Campbell  
 Chief Announcer.....Aaron Edwards  
 Musical Director.....Ingeborg North  
 Chief Engineer.....Merwyn F. Planting

## K T I M

SAN RAFAEL—EST. 1947

KBS

Frequency: 1510 Kc.....Power: 1000 Watts  
 Owned-Operated By...Marin Bcstg. Co., Inc.  
 Business Studio Address...1117 Fifth Ave.  
 Phone Number.....1510  
 Transmitter Location...College Ave., Kentfield,  
 Calif.  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service...Lang-Worth  
 Membership.....NAB, BMB  
 President.....Roy A. Brown  
 V.P.-Gen. Station Mgr...Ernest L. Smith  
 Commercial Sales Promotion Mgr...Alan B.  
 Johnstone  
 Program-Pub. Dir. .... Beth McVicar  
 Prod. Mgr.-Farm Editor.....Gordon Greb  
 Chief Announcer.....Robert L. Albertson  
 Musical Director.....Mary Ellen Shelton  
 Chief Engineer.....Melvin H. Murphy

## K V O E

SANTA ANA—EST. 1926

MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Operated By...The Voice of the Orange  
 Empire, Inc., Ltd.  
 Business Address.....206-N. Main St.  
 Phone Number.....4209, 4901-R  
 Transmitter Studio Location...12531 East  
 Willowick Drive—Santa Ana, Calif.  
 Air Time.....7 a.m.-12 M.; 7 a.m.-11 p.m. Sun.  
 Transcription Service...Standard, MacGregor,  
 SESAC  
 Representative.....W. S. Grant  
 Membership.....NAB, BMB  
 President-Gen. Station Mgr...Ernest L. Spencer  
 Commercial Manager.....L. S. Nicholson  
 Sales Promotion Manager...Carol Jean Young  
 Pgm. Dir.-Prod. Mgr.-Musical Dir....W. S.  
 Wiggins

Publicity Director.....Ames Fischer  
 Chief Announcer.....Lesley Chatfield  
 Chief Engineer.....W. S. Wiggins  
 Farm Editor.....Lynn Thomas

## K D B

SANTA BARBARA—EST. 1921

MBS—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Don Lee Bcstg. System  
 Business-Studio Address.....1309 State St.  
 Phone Number .....4131  
 Transmitter Location.....E. Haley St.  
 Air Time.....6:30 a.m.-12:15 a.m.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....John Blair  
 President.....Thomas S. Lee  
 General Manager.....Lewis Allen Weiss  
 Station Manager.....Edward K. Kemble  
 Sales Manager.....James S. Blomfield  
 Program Director.....Donald Roberts  
 Chief Announcer.....George Humphrey  
 Chief Engineer.....Forrest Choate

## KIST

SANTA BARBARA—EST. 1946

NBC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Harry C. Butcher  
 Business-Studio Address.....Balboa Bldg.  
 Phone Number .....3981-2-3  
 Transmitter Location.....735 State St.  
 Air Time.....6 a.m.-12 M.  
 News Service .....UP  
 Transcription Service....Associated, Capitol  
 Representative.....Joseph Hershey McGillvra  
 Membership .....NAB, BMB  
 President-Owner.....Harry C. Butcher  
 General-Station Manager, Commercial  
 Manager .....Fin Hollinger  
 Sales Promotion Manager, Publicity  
 Director .....Gordon Hittenmark  
 Program Director.....Mary Ann Casey  
 Production Manager.....James McBride  
 Chief Announcer.....Stan Saueressig  
 Chief Engineer.....Philip C. Little

## K T M S

SANTA BARBARA—EST. 1937

ABC

Frequency: 1250 Kc.....Power: 1000 Watts  
 Owned-Operated By...Santa Barbara News-  
 Press Publishing Co.  
 Business-Studio Address..de la Guerra Plaza  
 Phone Number .....6111  
 Transmitter Location.....Goleta, Calif.  
 Air Time.....17½ hrs. daily  
 News Service .....AP  
 Transcription Service .....Lang-Worth

Representative.....Paul H. Raymer  
 Membership .....NAB, BMB  
 P.esident.....Thomas M. Storke  
 General-Station Manager...Kenneth E. Peters  
 Publicity .....John Willis  
 Chief Announcer.....Ted Scott  
 Musical Director.....Marion Keen  
 Chief Engineer.....Albert Nicolay  
 Farm Editor.....Don Russell

## K R U Z (CP)

SANTA CRUZ

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Monterey Bay  
 Broadcast Co.  
 Business Address....133 Middlefield Rd., Palo  
 Alto  
 Partners.....L. John Miner, Taft R. Wrathall,  
 Grant R. Wrathall

## K S C O

SANTA CRUZ—EST. 1947

Frequency: 1080 Kc.....Power: 1000 watts  
 Owned-Operated By.....Radio Santa Cruz  
 Business Address.....21 Locust St.  
 Partners.....Charles Vernon Berlin, Fred D.  
 McPherson, Jr., Mahlon D. McPherson

## K C O Y

SANTA MARIA—EST. 1947

ABC—TRI-COUNTY NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...News-Press Publishing  
 Co.  
 Business-Studio Address.....114 W. Cook St.  
 Phone Number .....104  
 Transmitter Location.....N. Blosser Rd.  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative.....Paul H. Raymer  
 Membership .....NAB, BMB  
 Chief Executives.....Thomas M. Storke,  
 Charles A. Storke  
 General Manager.....Frank B. Weltmer  
 Commercial Manager.....Kenneth Morton  
 Program Director.....Duane F. Johnson  
 Chief Announcer.....Rick Cuetara  
 Chief Engineer.....Emmet Ferguson  
 Farm Editor.....Don Russell

## 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  
 Transcription Service . . . . . Associated Representative  
 Representative . . . . . Homer Griffith Co.

**K O W L**

**SANTA MONICA—EST. 1947**

Frequency: 1580 Kc. . . . . Power: 5000 Watts d.  
 Owned-Operated By . . . . . Arthur H. Croghan  
 Business-Studio Address . . . . . Ambassador Hotel  
 Phone Number . . . . . 5-1580  
 Transmitter Location . . . . . 11637 Charnock Rd.  
 Los Angeles 25, Calif.  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Standard  
 Representative . . . . . The Walker Co.  
 Membership . . . . . NAB  
 Owner, Commercial-Sales Promotion  
 Manager . . . . . Arthur H. Croghan  
 General-Station Manager, Program Director,  
 Production Manager . . . . . Clay Osborne  
 Chief Announcer . . . . . Warren K. Deem  
 Chief Engineer . . . . . John Morecroft

**K S P A**

**SANTA PAULA—EST. 1948**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Ventura County Radio  
 Center, Inc.  
 Business-Studio Address . . . . . Box 112  
 Phone Number . . . . . 1400  
 Transmitter Location . . . . . W. Main St. & Middle Rd.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, World, Cole  
 Membership . . . . . NAB, BMB  
 General-Station-Sales Promotion  
 Manager . . . . . F. Clinton Jones  
 Chief Engineer . . . . . Maj. Claude Turner  
 Agricultural Dir. . . . . Montague Everitt

**K S R O**

**SANTA ROSA—EST. 1937**

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Mrs. Ruth W. Finley  
 Business-Studio Address . . . . . P. O. Box 570,  
 425 Mendocino Avenue  
 Phone Number . . . . . 110  
 Transmitter Location . . . . . Finley Ave.  
 Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth, MacGregor,  
 Cole  
 Representative . . . . . W. S. Grant Co.  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . Mrs. Ruth W. Finley  
 General-Station Manager . . . . . Eddie Handley  
 Commercial-Sales Promotion  
 Manager . . . . . Lee Fleming

Program Director, Production Manager, Pub-  
 licity Director, Chief Announcer, Musical Di-  
 rector, Farm Editor . . . . . Jack Murphy  
 Chief Engineer . . . . . Vern Hassett

**K G I L**

**SHERMAN OAKS—EST. 1947**

Frequency: 1260 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . San Fernando Valley  
 Bcstg. Co.  
 Business Address . . . . . 4919 Van Nuys Blvd.  
 Phone Number . . . . . State 4-6291  
 Studio Addresses . . . . . 4919 Van Nuys Blvd., Sher-  
 man Oaks; 14808 Lassen St., San Fernando,  
 Calif.  
 Transmitter Location . . . . . 14808 Lassen St., San  
 Fernando, Calif.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, Standard  
 Membership . . . . . NAB  
 President-General Manager . . . . . J. G. Paltridge  
 Program Director . . . . . Bob Seal  
 Chief Announcer . . . . . Jim Powell

**K G D M**

**STOCKTON—EST. 1926**

CBS

Frequency: 1140 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . E. F. Peffer  
 Business-Studio Address . . . . . 519 E. Market St.  
 Phone Number . . . . . 4-4551  
 Transmitter Location . . . . . Highway 99, 3 mi. from  
 Stockton  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . INS  
 Transcription Service . . . . . World  
 Representative . . . . . John Blair  
 Membership . . . . . NAB  
 President-Owner, General  
 Manager . . . . . E. F. Peffer  
 Station Manager . . . . . E. Smith  
 Commercial Manager, Chief  
 Announcer . . . . . Bill Hill  
 Sales Promotion-Production  
 Manager . . . . . B. Lange  
 Program Director . . . . . Velma Swan  
 Publicity Director . . . . . E. Smith  
 Musical Director . . . . . Lillian Best  
 Chief Engineer . . . . . Bey Green  
 Farm Editor . . . . . Cliff Hagen

**K S T N (CP)**

**STOCKTON**

Frequency: 1420 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . San Joaquin Bcstg. Co.  
 Business Address . . . . . 311 California St., San  
 Francisco  
 Partners . . . . . A. Dwight Newton, W. H. Wood,  
 A. John Anton, Charles F. Green

**K W G**

STOCKTON—EST. 1921

ABC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... McClatchy Bcstg. Co.  
 Business Address... Hotel Wolf  
 Phone Number... 5-5728  
 Studio Addresses... Hotel Wolf, also Weber  
 and E Sts.  
 Transmitter Location... Weber and E Sts.  
 Air Time... 6 a.m.-12 M., 7 a.m.-12 M. Sun.  
 News Service... AP, UP  
 Transcription Service... Capitol, MacGregor,  
 SESAC  
 Representative... Paul H. Raymer  
 Membership... NAB, BMB  
 President... Eleanor McClatchy  
 Station Manager... Howard L. Bailey  
 Program Director... James E. Longe  
 Publicity Director... Gail K. Mayers  
 Chief Engineer... Russell Bennett  
 Farm Editor... John Mackenzie

**K X O B**

STOCKTON—EST. 1947

MBS—DON LEE

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Operated By... Valley Bcstg. Co.  
 Business-Studio Address... 2013 Pacific Ave.  
 Phone Number... 5-5896  
 Transmitter Location... Beyer Lane  
 Air Time... 6 a.m.-12 M.  
 News Service... UP  
 Transcription Service... Associated  
 Representative... Adam Young, Jr., Western  
 Radio Adv., Inc.  
 Membership... NAB  
 President... Lincoln Dellar  
 Station-Commercial Manager... Herb Ferguson  
 Program Director... Earle Russell  
 Chief Technician... Walt Berger

**K S U H (CP)**

SUSANVILLE

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Hollowell & McKahan  
 News Service... UP

**K T K R (CP)**

TAFT

Frequency: 1310 Kc. Power: 500 Watts d.  
 Owned-Operated By... Taft Bcstg. Co.  
 Business Address... Box 125 Rt. 2, Visalia  
 Partners... Kenneth Aitken, Geo. J. Tschumy

**K C O K**

TULARE—EST. 1945

MBS—DON LEE—CALIFORNIA "A" GROUP  
 Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Herman Anderson  
 Business Address... P. O. Box 119  
 Phone Number... 800-1  
 Transmitter-Studio Location... Mooney Blvd.  
 Air Time... 5 a.m.-12 M.  
 News Service... UP  
 Transcription Service... Associated, SESAC  
 Representative... Adam J. Young, Jr., Western  
 Radio Adv., Inc.  
 Membership... NAB, BMB  
 President-Owner... Herman Anderson  
 General Manager... Sheldon Anderson  
 Station-Commercial-Sales Promotion  
 Manager... Richard A. Wegener  
 Program Director, Production Manager,  
 Farm Editor... Joe C. Drilling, Jr.  
 Publicity Director... Wanda Woods  
 Chief Announcer... Paul Freiman  
 Musical Director... Paul Salvo  
 Chief Engineer... James Morrison

**K U K H (CP)**

UKIAH

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Wm. Edwin Richardson

**K G Y W**

VALLEJO—EST. 1947

Frequency: 1190 Kc. Power: 250 Watts d.  
 Owned-Operated By... California-Nevada  
 Bcstg. Co.  
 Business-Studio Address... 141 Highway 29  
 Phone Number... Vallejo 3-5667  
 Transmitter Location... 141 Highway 29  
 Air Time... Local sunrise-local sunset  
 News Service... UP  
 Transcription Service... Lang-Worth  
 Representative... Tracy Moore  
 General-Station Manager... David McKay  
 Program Director... Betty Barnum  
 Chief Engineer... Kenneth Owen  
 News Editor... Jack Borges

**K V E N (CP)**

VENTURA

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Coast Ventura Co.

**K V V C (CP)**

VENTURA

Frequency: 1590 Kc. Power 1000 Watts  
 Owned-Operated By... Voice of Ventura Co.  
 Business Address... Ventura Hotel

Phone Number .....6185  
 News Service .....AP  
 Transcription Service...Thesaurus, Standard,  
 SESAC  
 Representative ..... Grant  
 President..... William H. Haupt  
 V. P. & General Mgr..... John W. Swallow  
 V. P., Commercial Mgr., Promotion Mgr.  
 Alan LaVine  
 Program Director..... Aubrey Dson  
 Chief Announcer..... Aubrey Dson  
 Chief Engineer..... William Pickering

## KKIN

VISALIA—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..... KKIN, Inc.  
 Address.....119 E. Acequia St.  
 Phone Number .....456  
 Transcription Location..One mile N. of Visalia  
 Time on the Air.....6:00 a.m. to 12 midnight  
 News Service .....UP  
 Transcription Service..Capitol, C. P. McGregor,  
 Standard  
 Representative..... Forjoe & Co.  
 President-Owner.....D. O. Kinnie  
 Gen.-Commercial Mgr....Stanley S. Simpson  
 Program Director.....Lyman Patterson  
 Program Manager.....George Flansburg  
 Chief Engineer.....Kenneth Aitken

## KT KC

VISALIA—EST. 1937

ABC

Frequency: 940 Kc.....Power: 5000 Watts  
 Owned-Operated By...Tulare-Kings Counties  
 Radio Associates  
 Business Address.....Box 511  
 Phone Number .....575-6  
 Transmitter-Studio Location...1¼ mi. SW of  
 Visalia  
 Air Time.....5:45 a.m.-12 M.  
 News Service .....AP  
 Transcription Service.....Lang-World, World  
 Representative..... Wm. Rambeau Co.  
 Membership .....NAB, BMB  
 General-Station Manager...Charles P. Scott  
 Commercial Manager.....Millard Kibbe  
 Sales Promotion Manager.....Jean Banks  
 Program Director, Production  
 Manager.....George Lindsay  
 Publicity Director.....Chas. Niete  
 Chief Announcer.....Ben Ott  
 Chief Engineer.....Herbert Stratton  
 Farm Editor.....John Daniels

## KHUB

WATSONVILLE—EST. 1937

UNITED PACIFIC NET.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Luther E. Gibson  
 Business-Studio Address.....Atkinson Lane  
 Phone Number .....1700  
 Transmitter Location.....Atkinson Lane  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service .....AP  
 Transcription Service.....World, Capitol  
 Representative.....W. S. Grant  
 Membership .....NAB  
 President-Owner.....Luther E. Gibson  
 General Manager.....Roger R. Hunt  
 Sales Manager.....Allan L. Berg  
 Program Director.....Don DeWald  
 Chief Engineer.....Rod Richards

### CALL LETTERS TO BE ASSIGNED

(C.P.)

## WOODLAND

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Yolo Bcstg. Co.  
 Partners.....T. E. Brown, Neal Chalmer

## KSYC

YREKA—EST. 1947

KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Siskiyou County Bcstg.  
 Co.  
 Business Address.....P. O. 597  
 Phone Number .....624  
 Transmitter-Studio Location..Lawrence Lane &  
 South Oregon St.  
 Air Time.....7 a.m.-10 p.m.  
 News Service .....AP  
 Transcription Service.....Keystone, World  
 Membership .....NAB, BMB  
 President.....E. G. Millbourn  
 General Manager.....Holt Wardrip  
 Station-Commercial-Sales Promotion Manager,  
 Publicity Director, Chief  
 Engineer.....Jack R. Wagner  
 Program Director, Production  
 Manager.....Jack Matranga  
 Chief Announcer, Musical  
 Director.....Jack Mitchell  
 Chief Operator.....Carl Arndt

## KUBA (CP)

YUBA CITY

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned-Operated By...Peach Bowl Broadcasters  
 Partners.....Beverly B. Ballard, Dewey  
 Allread, Jr., Clyde L. Goodnight, Raymond F.  
 Linn, Chester V. Ullom.

# COLORADO

Estimated Population 1,159,000—% Increase +3.2—Radio Homes 298,501  
Farms with Radios 390,956—Stations in State 30

## KGIW

ALAMOSA—EST. 1929

KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By E. L. Allen  
Address Alamosa  
Phone Number 26  
Air Time 7:00 a.m. to 9:30 p.m.  
News Service UP  
Pres.-General Mgr. E. L. Allen  
Comm. Mgr., Program Dir. Lloyd Allen  
Chief Engineer George H. Kettle

## KBOL

BOULDER—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Boulder Radio KBOL, Inc.  
Business-Studio Address 1617 Pearl  
Phone Number 1490  
Transmitter Location 29th & Pearl  
Air Time 7 a.m.-11 p.m.  
News Service AP  
Transcription Service Standard, Lang-Worth  
Membership NAB  
President-Owner or Chief  
Executive Herb Hollister  
General-Station Manager Jack Todd  
Sales Manager Russel Shaffer  
Program Director Ros Roulston  
Chief Engineer Blair E. Dobbins

## KRLN

CANON CITY—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Royal Gorge Bcstrs, Inc.  
Business-Studio Address 1615 Central Ave.  
Phone Number 1100  
Transmitter Location 1615 Central Avenue, Canon City, Colorado  
Air Time 7 a.m.-7 p.m.  
News Service UP  
Transcription Service Cole, BMI  
Representative Homer Griffith  
President, General-Station-Sales Manager Raymond M. Beckner  
Program Director, Production Manager  
Musical Director G. C. Underhill  
Chief Engineer John L. Antic  
Farm Editor R. M. Beckner

## KCSM (CP)

COLORADO SPRINGS

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By James L. Frank  
Business Address 155 E. 48th St., N. Y., N. Y.

## KRDO

COLORADO SPRINGS—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Pikes Peak Bcstg. Co.  
Business-Studio Address 118 N. Cascade Ave., Alta Vista Hotel  
Phone Number Main 1125  
Transmitter Location Cascade & Kiowa  
Air Time 6 a.m.-12 M., 8 a.m.-12 M. Sun.  
News Service AP  
Transcription Service Standard, Lang-Worth, Cole  
Representative Homer Griffith  
Membership NAB  
President, General-Station Manager Joseph H. Rohrer  
Commercial-Sales Promotion Manager, Publicity Director Cecil Seavey  
Program Director Beth Forcum  
Production Manager Ed Lewis  
Chief Announcer Ed Lewis  
Musical Director Jean Gitz  
Chief Engineer Joseph H. Rohrer  
Farm Editor Bill Totten

## KVOR

COLORADO SPRINGS—EST. 1922

CBS

Frequency: 1300 Kc. Power: 1000 Watts  
Owned-Operated By Out West Bcstg. Co.  
Business-Studio Address 800 Exchange National Bank Bldg.  
Phone Number Main 278  
Transmitter Location 2803 E. Platte Ave.  
Air Time 6:30 a.m.-11:30 p.m., 6:30 a.m.-12 M., Sat.  
News Service AP  
Transcription Service World  
Representative The Katz Agency  
President E. K. Gaylord  
Station Manager Everett Shupe  
Program Director, Farm Editor Conrad M. Brown  
Chief Engineer H. Cozine Strang

## KRAI (CP)

CRAIG

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Newel S. Cahoon

**CALL LETTERS TO BE ASSIGNED  
(C.P.)  
DENVER**

Frequency 990 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Landon Bcstg. Co.  
Owner ..... Alf M. Landon

**K F E L**

**DENVER—EST. 1923**

MBS

Frequency: 950 Kc. .... Power: 5,000 Watts  
Owned-Operated By .. Eugene P. O'Fallon, Inc.  
Business-Studio Address ..... Albany Hotel  
Phone Number ..... Alpine 4681  
Transmitter Location ..... 5350 W. 20th St.  
Air Time ..... 24 hrs. daily  
News Service ..... AP, INS  
Transcription Service ..... Standard, Associated,  
Cole, SESAC  
Representative ..... John Blair  
Membership ..... NAB  
President-Owner, General  
Manager ..... Gene O'Fallon  
Station Director ..... Frank Bishop  
Commercial Manager ..... Mark Crandall  
Sales Promotion Manager, Publicity  
Director ..... Leo Fremont  
Program Director, Production Manager,

Musical Director ..... Paul Godt  
Chief Announcer ..... Norman Teska  
Chief Engineer ..... Tom G. Morrissey  
Farm Editor ..... Gus Swanson

**KLZ**

**DENVER—EST. 1922**

CBS

Frequency: 560 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... KLZ Bcstg. Co.  
Business-Studio Address .. Shirley Savoy Hotel  
Phone Number ..... Main 4271  
Transmitter Location ..... Englewood, Colo.  
Air Time ..... 6 a.m.-12:15 a.m.  
News Service ..... AP, INS  
Transcription Service ..... Standard, Capitol  
Representative ..... The Katz Agency  
Membership ..... NAB, BMB  
President ..... E. K. Gaylord  
General Manager ..... Edgar T. Bell  
Station Manager ..... Hugh B. Terry  
Sales or Commercial Mgr. .... R. Main Morris  
Promotion Manager ..... Lee Fondren  
Program Director, Production  
Manager ..... Charles Roberts  
Musical Director ..... Lester Weelans  
Chief Engineer ..... Harvey Wehrman  
Farm Editor ..... Lowell Watts

*Ask A John Blair Man!*

HE CAN OFFER YOU  
SPOTS IN LOCALLY-  
PRODUCED PROGRAMS  
LIKE THESE ON **KFEL**  
IN DENVER

*Welcome Ladies*  
11:15 a.m. to 12 noon  
**MONDAY**  
THRU  
**FRIDAY**

*"The*  
**RAY PERKINS**  
**SHOW"**  
2:30 - 4:30 p.m.  
MON. thru SAT.

**Rush Hughes**  
**"SONG AND**  
**DANCE PARADE"**  
6:00 - 6:30 p.m.  
**MONDAY**  
THRU  
**FRIDAY**

**KFEL** **MUTUAL**  
DIAL **950**  
Denver's Only All-Night Station

## KMYR

**DENVER—EST. 1941**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KMYR Bcstg. Co.  
 Business-Studio Address . . . . . 1626 Stout St.  
 Phone Number . . . . . MAin 4161  
 Transmitter Location . . . . . 1626 Stout Street  
 Air Time . . . . . 6 a.m.-1:30 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth, Capitol,  
 Cole  
 Representative . . . . . Wm. G. Rambeau  
 Membership . . . . . NAB  
 President-General Manager . . . . . F. W. Meyer  
 Secretary-Treasurer-Station  
 Manager . . . . . A. G. Meyer  
 Station Director . . . . . E. H. Meyer  
 Program Director . . . . . Dolores Pleased  
 Production Manager . . . . . Lowell Switzer  
 Chief Announcer . . . . . Bill Butterfield  
 Musical Director . . . . . Wilma Lundy  
 Chief Engineer . . . . . Glenn James  
 News Editor . . . . . William Glines

## KOA

**DENVER—EST. 1924**

NBC

Frequency: 850 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . National Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 1625 California St.  
 Phone Number . . . . . Main 6211  
 Transmitter Location . . . . . Aurora, Colo.  
 Air Time . . . . . 5:30 a.m.-12 M., 6:30 a.m.-12 M.  
 Sun.  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . . . . Thesaurus, Associated  
 Representative . . . . . NBC Spot Sales  
 Membership . . . . . NAB, BMB  
 President . . . . . Niles Trammell  
 General Station Manager . . . . . Lloyd E. Yoder  
 Commercial Manager . . . . . James R. MacPherson  
 Sales Promotion Manager . . . . . Randolph Smith  
 Program Director . . . . . Clarence Moore  
 Production Manager . . . . . Earle C. Ferguson  
 Publicity Director . . . . . Donald E. Allen  
 Musical Director . . . . . Milton Shrednik  
 Chief Engineer . . . . . Robert H. Owen  
 Farm Editor . . . . . Harley Renollet

## KVOD

**DENVER—EST. 1925**

ABC

Frequency: 630 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Colorado Radio Corp.  
 Business-Studio Address . . . . . Midland Savings  
 Bldg.  
 Phone Number . . . . . TAbor 2291

Transmitter Location . . . . . 53rd & Pecos (North of  
 Denver)  
 Air Time . . . . . 18½ hrs.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Cole,  
 Associated  
 Representative . . . . . Free & Peters  
 Membership . . . . . NAB  
 President . . . . . Wm. D. Pyle  
 Station Manager . . . . . T. C. Ekrem  
 Sales Promotion Manager . . . . . Con Hecker  
 Program Director . . . . . V. W. Corbett  
 Publicity Director . . . . . Ben H. Stanton  
 Chief Engineers . . . . . W. D. Pyle, T. C. Ekrem  
 Farm Editor . . . . . Leslie Stark

## KIUP

**DURANGO—EST. 1935**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . San Juan Bcstg. Co.,  
 Inc.  
 Business-Studio Address . . . . . 2800 Main Ave.  
 Phone Number . . . . . 117  
 Transmitter Location . . . . . 2800 Main Ave.  
 Air Time . . . . . 15 hrs. daily, Mon.-Sat.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, Cole  
 Representative . . . . . Homer Griffith  
 Membership . . . . . BMB  
 General-Station Manager . . . . . John A. Griffin  
 Program Director . . . . . Ande Banner  
 Production Manager . . . . . Jim Laramore  
 Chief Announcer . . . . . Don Hoover  
 Chief Engineer . . . . . Russell A. Walz

## KCOL

**FT. COLLINS—EST. 1947**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The Northern Colorado  
 Bcstg. Co.  
 Business-Studio Address . . . . . 1600 La. Porte Ave.  
 Phone Number . . . . . 2600  
 Transmitter Location . . . . . 1600 La Porte Ave.  
 Air Time . . . . . 6 a.m.-12 M., Mon.-Sat., 7:30 a.m.-  
 12 M. Sun.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Homer Griffith  
 Membership . . . . . NAB, BMB  
 President, General-Station  
 Manager . . . . . Douglas D. Kahle  
 Commercial-Sales Promotion  
 Manager . . . . . Dave Schlothauer  
 Program-Publicity Director . . . . . Jack Hitchcock  
 Production Manager, Musical  
 Director . . . . . Harry Parkinson  
 Chief Engineer . . . . . Harold Austin  
 Farm Editor . . . . . Max Brown

## KEXO (CP)

GRAND JUNCTION

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By....Voice of Western Colo.  
 Business Address.....2208 North Ave.  
 News Service .....UP  
 Transcription Service..Capitol, Cole, Thesaurus  
 President.....D. Spencer Grow  
 Gen. Mgr., Comm. Mgr.....Abbott Tesson  
 Program Director.....Bob Collins

## KFXJ

GRAND JUNCTION—EST. 1926

MBS-KBS

Frequency: 920 Kc....Power: 1000 Watts d;  
 500 Watts n.  
 Owned-Operated By....Western Slope Bcstg.  
 Co.  
 Business-Studio Address....Hillcrest Manor  
 Phone Number.....Grand Junction 1300-1301  
 Transmitter Location.....Hillcrest Manor  
 Air Time..6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.  
 News Service .....UP  
 Transcription Service..Standard, SESAC, Cole,  
 Lang-Worth  
 Representative...Hal Holman; Homer Griffith  
 Membership .....NAB, BMB  
 President, General-Station  
 Manager .....Rex Howell  
 Auditor .....Chas. Howell  
 Sales Promotion Manager.....Helen Rose  
 Traffic-Publicity Director...Rosa Lee Samuels  
 Production Manager, Chief  
 Announcer .....Jack Lund  
 Chief Engineer.....Chas. Hay

## KFKA

GREELEY—EST. 1921

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned By.....Mid-Western Radio Corp.  
 Operated By.....Radio Station KFKA  
 Business-Studio Address.....620—8th Ave.  
 Phone Number .....450  
 Transmitter Location....Highway 85, N. of  
 Greeley  
 Air Time. ....Shares Time  
 News Service .....UP  
 Transcription Service.....Lang-Worth, Cole  
 Representative.....Thomas F. Clark  
 President, General Manager....Francis Price  
 Program Director.....Robert W. Jones  
 Chief Announcer.....Keneth Perry  
 Chief Engineer.....Harry P. Brewer  
 Farm Editor.....Carl Jordan

## KOKO

LA JUNTA—EST. 1937

KBS

SOUTHERN COLORADO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..The Southwest Bcstg. Co.  
 Business Address.....P. O. Box 225  
 Transmitter Location...4 miles W. of La Junta  
 on U. S. Highway No. 50  
 Air Time.....7:15 a.m. to 3:00 p.m.;  
 5:30 p.m. to 10:00 p.m.  
 Phone Number .....42  
 News Service.....UP

## KLMR (CP)

LAMAR

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..The Southeast Colorado  
 Bcstg. Co.  
 Business Address.....North Santa Fe Trail  
 Phone Number .....804  
 President.....Ralph E. Eaton  
 Vice President.....W. R. Henry  
 Secy.-Treas.-Mgr.....L. K. Christolear  
 Program Director.....Robert L. McGrath

## KUBC

MONTROSE—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..Uncompahgre Bcstg. Co.  
 Business Address.....P. O. Box 179  
 Phone Number .....199  
 News Service .....UP  
 Transcription Service..Thesaurus, Capitol, Cole  
 General Manager.....D. E. Towne  
 Asst. Mgr. ....Douglas Gary  
 Commercial Manager.....M. A. Davey  
 Program Director.....Henry M. Long  
 Chief Engineer.....Craig M. Wills

## KADP (CP)

PUEBLO

Frequency: 1490 Kc.....Power 250 Watts  
 Owned-Operated By.....Alva B. Adams  
 Business Address.....102 W. Orman Ave.

## KCSJ

PUEBLO—EST. 1947

MBS

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Star Bcstg. Co., Inc.

Business-Studio Address . . . . .211 West 5th St.  
 Phone Number . . . . .8521  
 Transmitter Location . . . . .E. of Rountail River  
 Air Time . . . . .6 a.m.-12 M.  
 News Service . . . . .AP  
 Transcription Service . . . . .Lang-Worth, SESAC  
 Representative . . . . .Taylor-Howe-Snowden  
 Membership . . . . .NAB, BMB  
 President . . . . .Frank S. Hoag, Jr.  
 General Manager . . . . .Dale W. Scott  
 Commercial Manager . . . . .James E. Cobb  
 Continuity Director . . . . .Roy Borden  
 Chief Announcer . . . . .Guss King Babb  
 Musical Director . . . . .Lee Wilson  
 Chief Engineer . . . . .Harry Mason

## K D Z A (CP)

PUEBLO

Frequency: 1230 Kc. . . . .Power: 250 Watts  
 Owned-Operated By . . . . .Pueblo Radio Co.  
 Business Address . . . . .522 N. Center St.,  
 Colorado Spring

## K G H F

PUEBLO—EST. 1928

ABC

Frequency: 1350 Kc. . . . .Power: 1000 Watts d.  
 500 Watts n.  
 Owned-Operated By . . . . .Colorado Bcstg. Co., Inc.  
 Business-Studio Address . . . . .304 N. Main St.  
 Phone Number . . . . .3877  
 Transmitter Location . . . . .Lake & Maryland Aves.  
 Air Time . . . . .6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service . . . . .UP  
 Transcription Service . . . . .Thesaurus  
 Representative . . . . .Joseph Hershey McGillvra  
 Membership . . . . .NAB, BMB  
 President . . . . .Gifford Phillips  
 Station Manager . . . . .Robert D. Ellis  
 Commercial Manager . . . . .Kenneth Russell  
 Sales Promotion Manager, Publicity  
 Director . . . . .Howard Myers  
 Program Director, Farm  
 Editor . . . . .Clifford Hendrix  
 Chief Announcer . . . . .William Bruce  
 Chief Engineer . . . . .Willis Shanks

## K R O M (CP)

PUEBLO

Frequency: 930 Kc. . . . .Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By . . . . .Rockey Mount Bcstg. Co.  
 Business Address . . . . .429 Thatcher Bldg.

## K G E K

STERLING—EST. 1927

KBS

Frequency: 1230 Kc. . . . .Power: 100 Watts  
 Owned-Operated By . . . . .Elmer G. Beehler  
 Address . . . . .3rd & Beech Sts.  
 Phone Number . . . . .679  
 Transmitter Location . . . . .Fleming Road  
 Air Time . . . . .11:30 a.m. to 1:30 p.m.  
 News Service . . . . .Transradio  
 Owner-Gen. Mgr.-Sta. Mgr. . . . .Elmer G. Beehler

## K C R T

TRINIDAD—EST. 1946

KBS

Frequency: 1240 Kc. . . . .Power: 250 Watts  
 Owned-Operated By . . . . .H. L. Corley  
 Address . . . . .South Country Club Drive  
 Phone Number . . . . .772  
 Transmitter Location . . . . .South Country Club Drive  
 Air Time . . . . .7:00 a.m.-10:00 p.m.  
 News Service . . . . .UP  
 Transcription Service . . . . .Standard, Lang-Worth  
 President-Gen. Mgr. Chief Engr. . . . .H. L. Corley  
 Program Director . . . . .Marguerit Spurr

## K S F T

TRINIDAD—EST. 1946

MBS—COLORADO RADIO NETWORK

Frequency: 1280 Kc. . . . .Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Operated By . . . . .Trinidad Bcstg. Corp.  
 Business-Studio Address . . . . .225 N. Commercial  
 St.  
 Phone Number . . . . .414  
 Transmitter Location . . . . .1.9 mi. E. of Trinidad on  
 Highway 350  
 Air Time . . . . .6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service . . . . .AP  
 Transcription Service . . . . .Thesaurus  
 Representative . . . . .Forjoe  
 Membership . . . . .NAB, BMB  
 General Manager . . . . .George H. Bowles  
 Station Manager . . . . .John D. Reed  
 Program Director . . . . .Mae Dene Ellis  
 Chief Announcer . . . . .Ben Presser  
 Chief Engineer . . . . .Lloyd L. Wilson  
 Farm Editor . . . . .Harold G. Reed

## K P H C (CP)

WALSENBURG

Frequency: 1450 Kc. . . . .Power: 250 Watts  
 Owned-Operated By . . . . .Walsenberg Bcstg. Corp.  
 Business Address . . . . .10th St., 501 West Pueblo

# CONNECTICUT

Estimated Population 2,020,000—% Increase +18.2—Radio Homes 502,375  
Farms with Radios 20,436—Stations in State 24

## W I C C

BRIDGEPORT—EST. 1926

MBS—YANKEE

Frequency: 600 Kc. Power: 1000 Watts d.,  
500 Watts n.

Owned By..... General Tire & Rubber Co.  
Operated By..... The Yankee Network, Inc.  
Business-Studio Address...144 Golden Hill St.  
Phone Number.....6-1121  
Transmitter Location.....Pleasure Beach  
Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.  
News Service...AP, INS, Yankee Network News  
Transcription Service...Standard, Associated  
Representative.....Edward Petry  
Membership.....NAB, BMB  
Chairman of the Board...John Shepard, 3rd  
President-Owner.....William O'Neil  
Station Manager.....Joseph T. Lopez  
Sales Manager.....Norman Whittaker  
Program Director...Florence Ballou Robinson  
Chief Announcer.....Louis La Haye  
Musical Director.....Rita A. Ertle  
Chief Engineer.....George P. Keich

## W L I Z

BRIDGEPORT—EST. 1946

Frequency: 1300 Kc. Power: 1000 Watts d.  
Owned-Operated By...The Bridgeport Bcstg Co.  
Business Address.....114 State St.  
Phone Number.....5-4144  
Transmitter-Studio Location...Cilco Terminal  
Air Time.....6:45 a.m.-local sunset  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Taylor-Howe-Snowden  
Membership.....NAB  
President.....William Elliott  
Executive V.P.....Emanuel Slotnick  
Sales Mgr.....Sol Robinson  
Program Mgr.....Wallace Dunlap  
Music Librarian.....Robert E. Dreier  
Chief Engineer.....Cayford Holt  
Sports Editor.....Manning Slater

## W N A B

BRIDGEPORT—EST. 1941

ABC—CONN. STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Harold Thomas  
Business-Studio Address.....991 Broad St.  
Phone Number.....3-3112  
Transmitter Location...Locomobile Pt., Seaside  
Pk.  
Air Time.....17 hrs. daily; 15 hrs. Sun.

News Service.....UP  
Transcription Service.....Standard  
Representative.....William G. Rambeau  
Membership.....NAB  
Owner.....Harold Thomas  
General Manager.....Levon Thomas  
Station Manager, Commercial  
Manager.....Torrence McGough  
Sales Promotion-Production Manager,  
Publicity Director.....Harry Osborne  
Program Director, Chief  
Announcer.....Jack Dahlby  
Musical Director.....Marcia Robinson  
Chief Engineer.....Harold Thomas

## Call Letters To Be Assigned (C.P.)

BRISTOL

Owned-Operated By.....The Bristol Co.  
President.....Dr. Benjamin Sachner

## W L A D

DANBURY—EST. 1947

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Operated By...Berkshire Bcstg. Corp.  
Business Address.....297 Main St.  
Phone Number.....8-0580  
News Service.....UP  
Transcription Service.....SESAC, World  
Representative.....McGeehan and O'Mara  
President-General Mgr.....John Deme  
Commercial Manager.....J. Thomas Mathers  
Program Director.....Jerry Arthur  
Chief Engineer.....Robert V. Harris

## W C C C

HARTFORD—EST. 1947

Frequency: 1290 Kc. Power: 500 Watts  
Owned-Operated By...Greater Hartford Bcstg.,  
Inc.  
Business Address.....Bond Hotel  
Phone Number.....5-6648  
Transmitter Location...South Quaker Lane,  
W. Hartford  
Air Time.....Local sunrise-local sunset  
News Service.....UP  
Transcription Service.....Associated  
Representative.....Wm. G. Rambeau  
President.....William Savitt  
Secretary-Treasurer.....Max Savitt  
General Manager.....Harry LeBrun  
Program Director.....Walter Nielson  
Traffic Manager.....Irene Dolin  
Musical Director.....Barbara Nelson  
Chief Engineer.....Howard Wessenberg

# W D R C

HARTFORD—EST. 1922

CBS

Frequency: 1360 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . The Connecticut Bcstg Co.  
 Business-Studio Address . . . . . 750 Main St.  
 Phone Number . . . . . 7-1188  
 Transmitter Location . . . . . 869 Blue Hills Ave.,  
 Bloomfield, Conn.  
 Air Time . . . . . 6:15 a.m.-12 M.; 8 a.m.-12 M. Sun.  
 News Service . . . . . UP  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB, BMB  
 President . . . . . Franklin M. Doolittle  
 Station Manager . . . . . Walter B. Haase  
 Commercial Manager . . . . . William F. Malo  
 Program Manager . . . . . Harvey H. Olson  
 Publicity Director . . . . . Jack Zaiman  
 Chief Engineer . . . . . Italo A. Martino

# W O N S

HARTFORD—EST. 1935

MBS—YANKEE NETWORK

Frequency: 1410 Kc. . . . . Power: 5,000 Watts  
 Owned By . . . . . General Tire & Rubber Co.

# W C C C

THE MUSIC STATION

# W C C C

HARTFORD, CONN.

Hotel Bond

1290 DIAL 1290

Operated By . . . . . The Yankee Network  
 Business-Studio Address . . . . . 54 Pratt St.  
 Phone Number . . . . . 7-9131  
 Transmitter Location . . . . . Newington, Conn.  
 Air Time . . . . . 6 a.m.-1 a.m.; 7:45 a.m.-1 a.m. Sun.  
 News Service . . . . . INS, UP, Yankee Network News  
 Transcription Service . . . . . Standard, Associated  
 Representative . . . . . Edward Petry  
 Membership . . . . . NAB, BMB  
 Chairman of the Board . . . . . John Shepard, 3rd  
 President . . . . . William O'Neil  
 Station Manager . . . . . Robert Manby  
 Sales Manager . . . . . Linus Travers  
 Program Director, Production  
 Manager . . . . . Ralph Klein  
 Musical Director . . . . . Maurice Sechtman  
 Chief Engineer . . . . . Rogers Holt

# W T H T

HARTFORD—EST. 1936

ABC—CONN. STATE NETWORK

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . The Hartford Times, Inc.  
 Business-Studio Address . . . . . 555 Asylum St.  
 Phone Number . . . . . 2-0237  
 Transmitter Location . . . . . 555 Asylum St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Lang-Worth  
 Representative . . . . . J. P. McKinney  
 Membership . . . . . NAB, BMB  
 General Manager . . . . . Glover De Laney  
 Sales Manager . . . . . Leonard Schoenfeld  
 Program Director . . . . . Elliott P. Miller  
 Publicity Director . . . . . Sereno Gammell  
 Musical Director . . . . . Charlotte Anderson  
 Technical Director . . . . . Richard Blackburn

# W T I C

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK  
 Frequency: 1080 Kc. . . . . Power: 50,000 Watts  
 Owned By . . . . . Travelers Bcstg. Service Corp.  
 Operated By . . . . . The Travelers Insurance Cos.  
 Business-Studio Address . . . . . 26 Grove St., Hart-  
 ford, Conn.  
 Phone Number . . . . . 2-3181  
 Transmitter Location . . . . . Talcott Mt., Avon, Conn.  
 Air Time . . . . . 5:25 a.m.-1 a.m.; 7:30 a.m.-1 a.m.  
 Sun.  
 News Service . . . . . AP, INS, Transradio  
 Transcription Service . . . . . Thesaurus, Lang-Worth  
 Representative . . . . . Weed  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . Jesse W. Randall  
 Vice President & General  
 Manager . . . . . Paul W. Morency  
 Asst. Genl. Mgr. & Sales  
 Manager . . . . . Walter Johnson

. . . **CONNECTICUT** . . .

Asst. Sales Mgr. . . . . Irwin Cowper  
 Program Manager . . . . . Leonard J. Patricelli  
 Asst. Program Mgr. . . . . Paul Lucas  
 Production Manager . . . . . George Bowe  
 Director Public Relations . . . . . Bernard Mullins  
 Chief Announcer . . . . . Philip Becker  
 Musical Directors . . . . . Moshe Paranov,  
 Rudy Martin  
 Plant Manager . . . . . Herman Taylor  
 Farm Program Director . . . . . Frank Atwood

**W M M W**

**MERIDEN—EST. 1947**

Frequency: 1470 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Silver City Crystal Co.,  
 Inc.  
 Business Address . . . . . Palace Bldg.  
 Phone Number . . . . . 2600  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 President . . . . . Carl A. Schultzt  
 General Manager . . . . . Gustav A. Kruttschnitt  
 Commercial Manager . . . . . Carl W. Scykytz  
 Program Director . . . . . Bernard Morley  
 Technical Director . . . . . James A. Iodice  
 Chief Engineer . . . . . G. Langfelder

**W K N B**

**NEW BRITAIN—EST. 1945**

Frequency: 840 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . The New Britain Bcstg.  
 Co.  
 Business-Studio Address . . . . . 213 Main St.  
 Phone Number . . . . . 703  
 Transmitter Location . . . . . Newington, Conn.  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, World  
 Representative . . . . . Adam J. Young  
 Membership . . . . . NAB  
 President, General Manager . . . . . Julian Gross  
 Station Manager . . . . . L. H. Martineau  
 Commercial Manager . . . . . Peter B. Kenney  
 Program Director . . . . . David Scott  
 Chief Engineer . . . . . W. R. Atkinson

**W A V Z**

**NEW HAVEN—EST. 1947**

**CONN. INDEPENDENT BCSTRS.**

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . New Haven Bcstg. Corp.  
 Business-Studio Address . . . . . 152 Temple St.  
 Phone Number . . . . . 7-0171  
 Transmitter Location . . . . . Foot of Thill St.,  
 W. Haven, Conn.  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World

Representative . . . . . Donald Cooke  
 Membership . . . . . NAB  
 President . . . . . Edward S. Minor  
 General Manager, Treas., Station  
 Manager . . . . . Lester C. Flood  
 Commercial Manager, Secty., Sales  
 Promotion Manager . . . . . Murray L. Grossman  
 Program Director, Production Manager,  
 Publicity Director . . . . . W. Richard Carlson, Jr.  
 Chief Announcer . . . . . Peter Jamerson  
 Musical Director . . . . . Bob Tyson  
 Chief Engineer . . . . . Arthur M. Allen  
 Farm Editors . . . . . Peter Jamerson, Roy Norcross

**W E L I**

**NEW HAVEN—EST. 1935**

ABC

Frequency: 960 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Conn. Radio Founda-  
 tion, Inc.  
 Business-Studio Address . . . . . 221 Orange St.  
 Phone Number . . . . . 8-1133  
 Transmitter Location . . . . . Benham St., Hamden,  
 Conn.  
 Air Time . . . . . 6:45 a.m.-12:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Headley-Reed  
 President . . . . . H. C. Wilder  
 General Manager . . . . . Richard W. Davis  
 Commercial Manager . . . . . Edwin H. Schweitzer  
 Sales Promotion Manager, Publicity  
 Director . . . . . Rudy Frank  
 Program Director . . . . . Charles H. Wright  
 Chief Engineer . . . . . Fred King

**W N H C**

**NEW HAVEN—1944**

**CONN. STATE NETWORK**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Elm City Bcstg. Corp.  
 Business-Studio Address . . . . . 1110 Chapel St.  
 Phone Number . . . . . 8-0196  
 Transmitter Location . . . . . Kimberly Ave.  
 Air Time . . . . . 7:05 a.m.-12:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Wm. G. Rambeau  
 Membership . . . . . BMB  
 President . . . . . Patrick J. Good  
 General-Station Manager . . . . . James T. Milne  
 Commercial Manager, Sales Promotion  
 Manager . . . . . Vince Callanan  
 Program Director, Production  
 Manager . . . . . David K. Harris  
 Publicity Director . . . . . Louis Doolittle  
 Musical Director . . . . . James Morgan  
 Chief Engineer . . . . . Vinnie DeLaurentis  
 Farm Editor . . . . . Mary DiFant

# WNL C

NEW LONDON—EST. 1936

MBS—YANKEE-CONN. STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...The Thames Bcstg. Corp.  
 Business-Studio Address.....281 State St.  
 Phone Number .....2-4365  
 Transmitter Location...Winthrop Pt., E. New  
 London; Conn.  
 Air Time.....17 hrs. daily  
 News Service .....AP  
 Membership .....BMB  
 Chief Owner.....Roderick L. Morey  
 General Manager.....Gerald J. Morey  
 Natl. Sales.....Edward F. Darrell  
 Local Sales.....Leo Keegan  
 Program Director, Production Manager, Musical  
 Director.....Leslie Morson  
 Publicity Director.....Jane C. Cobb  
 Chief Announcer.....Leonard W. Stevens  
 Chief Engineer.....Walter J. Tucker, Jr.  
 Farm Editor.....Len Stevens

# WNL K

NORWALK—EST. 1947

Frequency: 1350 Kc.....Power: 500 Watts  
 Owned-Operated By....Norwalk Bcstg. Co.  
 Business-Studio Address...Main & Wall Sts.  
 Phone Number.....6-2542  
 Transmitter Location...Stuart Ave. & Benedict  
 St.  
 Air Time.....Local Sunrise-Local Sunset  
 News Service .....UP  
 Transcription Service .....Associated  
 Membership .....NAB  
 President-General Mgr....Benjamin Ginzburg  
 Comm.-Sales Promotion Mgr...Jeremy Marcus  
 Program Director.....Milton Warren  
 News and Special Events Dir....Thomas J.  
 McNeil  
 Chief Engineer.....Thomas Lemmo

# WNO C

NORWICH—EST. 1946

KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By....Norwich Bcstg. Co.  
 Business-Studio Address.....91 Main St.  
 Phone Number .....3325, 1679  
 Transmitter Location.....Lucas Pk. Rd.  
 Air Time.....6:45 a.m.-11 p.m.  
 News Service .....AP  
 Transcription .....World, SESAC  
 Representative.....William G. Rambeau  
 Membership .....NAB  
 Owner, General-Station-Commercial  
 Manager.....H. Ross Perkins  
 Sales Promotion Manager...Joseph Goodrow

Program Director, Production  
 Manager .....Paul Entress  
 Publicity Director.....Phil Reuben  
 Chief Announcer, Musical  
 Director .....James Duncan  
 Chief Engineer.....John Benson

# WST C

STAMFORD—EST. 1941

ABC—CONN. STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Western Conn.  
 Bcstg. Co.  
 Business-Studio Address.....270 Atlantic St.  
 Phone Number .....4-7575  
 Transmitter Location.....Lindstrom Rd.  
 Air Time..6:30 a.m.-12 M.; 9 a.m.-12 M., Sun.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Bertha Bannan  
 Membership .....NAB  
 President .....Kingsley Gillespie  
 General Manager.....Julian Schwartz  
 Sales Manager, Musical  
 Director .....Wharton Ford  
 Program Director.....Fred Daiger  
 Chief Announcer.....Don Rustici  
 Chief Engineer.....Edward L. Markman

# WST C

STAMFORD, CONNECTICUT

*Ask  
 Anyone!*

## W L C R

### TORRINGTON

Frequency: 990 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . The Litchfield County  
 Radio Corp.  
 Business-Studio Address . . . . . 23 Main St.  
 Phone Number . . . . . 4173  
 Transmitter Location . . . . . Highland Ave.  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB  
 President . . . . . J. Richard Dobbins  
 General-Station-Commercial-Sales  
 Promotion Manager . . . . . Frederick E. Bieber  
 Program Director, Production  
 Manager . . . . . Hal Kosut  
 Chief Engineer . . . . . Robert D. Corbett

## W T O R

### TORRINGTON

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Torrington Bcstg. Co.  
 Phone Number . . . . . 4181  
 News Service . . . . . INS  
 Transcription Service . . . . . Capitol  
 President . . . . . Joseph R. Schifini  
 General Manager . . . . . James Parker  
 Commercial Manager . . . . . Joseph X. O'Hara  
 Promotion Manager . . . . . Gerardo T. Schifini  
 Program Director . . . . . Richard C. Kilbourn  
 Chief Engineer . . . . . Theodore W. Hitchcock

## W A T R

### WATERBURY—EST. 1934

ABC—CONN. STATE NETWORK

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Harold Thomas  
 Business-Studio Address . . . . . 71 Grand St.  
 Phone Number . . . . . 3-5161  
 Transmitter Location . . . . . Baldwin Ave.  
 Air Time . . . . . 7 a.m.-12 M.  
 News Service . . . . . UP  
 Representative . . . . . Wm. G. Rambeau  
 Membership . . . . . NAB, BMB  
 Owner, General Manager . . . . . Harold Thomas  
 Station-Commercial Manager . . . . . S. R. Elman  
 Sales Promotion Manager, Publicity  
 Director . . . . . Wallace F. Gordon  
 Program Director, Production Manager,  
 Chief Announcer . . . . . Edmund Waller  
 Musical Director . . . . . Edyth Sacco  
 Chief Engineer . . . . . Harold Thomas

## W B R Y

### WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . American-Republican,  
 Inc.  
 Business-Studio Address . . . . . 136 Grand St.  
 Phone Number . . . . . 3-1125  
 Transmitter Location . . . . . Boyden St.  
 Air Time . . . . . 6:55 a.m.-12:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Gilman, Nicoll & Ruthman  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . W. J. Pape  
 General Manager . . . . . James H. Darcey  
 Manager . . . . . Eric Pape  
 Asst. Mgr. . . . . Wilder J. Greeley  
 Commercial Manager . . . . . Harry A. DeVoeken  
 Promotion Manager . . . . . J. Maxim Ryder  
 Program Manager . . . . . W. O. Howard  
 Publicity Director . . . . . E. Christy Ek  
 Chief Announcer . . . . . Jim Parker  
 Musical Director . . . . . Louis Boisvert  
 Chief Engineer . . . . . Frank B. Hales

## W W C O

### WATERBURY—EST. 1946

MBS—YANKEE

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Mattatuck Bcstg. Co.  
 Business-Studio Address . . . . . 119 W. Main St.  
 Phone Number . . . . . 4-5141  
 Transmitter Location . . . . . Thomaston Ave.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . For Joe  
 Membership . . . . . NAB  
 President, General-Station  
 Manager . . . . . Milton H. Meyers  
 Sales or Commercial  
 Manager . . . . . Mort Silverman  
 Sales Promotion Manager . . . . . Herb Teller  
 Program Director, Production  
 Manager . . . . . Gene Vallon  
 Publicity Director . . . . . James Randolph  
 Chief Announcer . . . . . Al Vestro  
 Musical Director . . . . . Howard Robinson  
 Chief Engineer . . . . . Richard Sanderson

# DELAWARE

*Estimated Population 293,000—% Increase +9.9—Radio Homes 71,778  
Farms with Radios 7,009—Stations in State 5*

## W D O V (CP) DOVER

Frequency: 1410 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....William C. Evans  
Owner .....William C. Evans

## W D E L WILMINGTON—EST. 1922 NBC

Frequency: 1150 Kc.....Power: 5000 Watts  
Owned-Operated By.....WDEL, Inc.  
Business-Studio Address....10th & King Sts.  
Phone Number .....7268  
Transmitter Location...35th St. & Bellevue Ave.  
Air Time.....6:30 a.m.-1 a.m.  
News Service .....UP  
Transcription Service.....Thesaurus, World  
Representative.....Robert Meeker Associates  
Membership .....NAB  
Station Executive.....Clair R. McCollough

Station Manager.....J. Gorman Walsh  
National Sales Manager....J. Robert Gulick  
Program Director.....Harvey C. Smith  
Chief Engineer.....J. E. Mathiot

## W I L M

### WILMINGTON—EST. 1922 ABC—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By...Delaware Bcstg. Co.  
Business-Studio Address.....920 King St.  
Phone Number .....4-7771  
Transmitter Location.....35th & Bellefont  
Air Time.....6:30 a.m.-1 a.m.  
News Service .....AP  
Transcription Service .....Lang-Worth  
Representative.....Adam J. Young, Jr.  
Membership .....NAB, BMB  
President.....Alfred G. Hill  
Vice Pres. & General  
Manager.....Francis H. Brinkley

**WDEL**

**WILMINGTON  
DELAWARE**

**5000 WATTS  
DAY & NIGHT**

**SELLS**  
for you, consistently,  
profitably

Represented by  
**ROBERT MEEKER ASSOC.**  
New York Chicago  
San Francisco Los Angeles

**NBC**  
Affiliate

Program Director.....Frank Gallagher  
 Publicity Director.....William P. Frank  
 Chief Engineer.....Ed Kennedy

# WTUX

— WILMINGTON—EST. 1947

Frequency: 1290 Kc.....Power: 5000 Watts d.  
 Owned By.....Port Frere Bcstg. Co., Inc.  
 Operated By....Gordon MacIntosh; Howard  
 Robinson  
 Business-Studio Address.....1326 Market St.  
 Phone Number.....Wilmington 5-8821  
 Transmitter Location..Port Frere on Christiana  
 River  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Forjoe  
 Membership.....NAB  
 President.....Gordon K. MacIntosh  
 General-Production Manager, Publicity  
 Director.....Howard Robinson  
 Station Manager, Program  
 Director.....Robert L. Wilcox  
 Commercial-Sales Promotion  
 Manager.....Sidney Schulman  
 Chief Announcer.....Fred Heckman  
 Chief Engineer.....Wayne Neuhaus  
 Farm Editor.....Don Ruggles

# WARS

WILMINGTON—EST. 1947

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Wilmington Tri-State  
 Bcstg. Co., Inc.  
 Business Address.....1225 Market Street  
 Phone Number.....Wilmington 4-8881  
 Studio Address.....To Come  
 Transmitter Location..Mt. Cuba, Del.; Intersec-  
 tion of Mt. Cuba and Owl's Nest Rds.  
 Air Time.....6 a.m.-2 a.m.  
 News Service.....AP  
 Transcription Service...Lang-Worth, Standard  
 Membership.....NAB  
 President.....Frank S. Carrow  
 Vice President, General-Station  
 Manager.....George L. Sutherland  
 Program Director.....Jack Gibbons  
 Production Manager.....Ralph Morgan  
 Publicity Director.....Bill O'Neil  
 Chief Engineer.....H. S. Clark

DELAWARE'S HOME OWNED AND OPERATED  
 STATION COVERING DELAWARE  
 AND ADJACENT AREAS OF MARYLAND  
 AND NEW JERSEY

**1000 WATTS — DAY AND NIGHT**

# WARS

**WILMINGTON, DELAWARE**

★ **1380 K C** ★

**SERVING THE HIGHEST PER CAPITA  
 INCOME AREA IN THE U. S. A.**

**WARS — FM**  
 METROPOLITAN  
 CLASS B

**GEORGE L. SUTHERLAND**  
 VICE-PRESIDENT  
 GENERAL MANAGER

**WILMINGTON TRI-STATE BROADCASTING CO., WILMINGTON 99, DEL.**

# DISTRICT OF COLUMBIA

Estimated Population 861,000—% Increase 29.8—Radio Homes 216,737  
Farms with Radios 22—Stations in District 7

## WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....WINX Bcstg. Co.  
Address.....8th & Eye Sts., N.W.  
Phone Number.....Republic 8000  
Transmitter Location.....8th & Eye Sts., N.W.  
Air Time.....6:00 a.m.-1:00 a.m.;  
7:00 a.m.-1:00 a.m. Sun.  
News Service.....AP, UP  
Transcription Service.....Standard, Lang-Worth,  
Associated, World  
Representative.....Headley-Reed Co.  
Membership.....NAB, BMB  
President.....Phillip L. Graham  
Exec. V.P.-General Manager.....John S. Hayes  
Musical Director.....Geo. Creamer  
Chief Engineer.....Ralph E. Cannon, Jr.

## WMAL

WASHINGTON, D. C.—EST. 1925

ABC

Frequency: 630 Kc. Power: 5000 Watts  
Owned-Operated By.....The Evening Star  
Bcstg. Co., Inc.  
Business-Studio Address.....724 14th St., N.W.  
Phone Number.....NAtional 5400  
Transmitter Location.....Green Tree Rd.,  
Bethesda 14, Md.  
Air Time.....6 a.m.-1 a.m.  
News Service.....AP, UP  
Transcription Service.....Associated, Standard  
Representative.....ABC Spot Sales  
Membership.....NAB, BMB  
President.....S. H. Kauffmann  
General Manager.....K. H. Berkeley  
Sales Manager.....Ben B. Baylor, Jr.  
Program Director.....Gordon Hubbel  
Publicity Director.....Tom Dolan  
Chief Announcer.....Harold Stepler  
Chief Engineer.....Daniel Hunter

## WOL

WASHINGTON, D. C.—EST. 1924

MBS

Frequency: 1260 Kc. Power: 5000 Watts  
Owned-Operated By.....Cowles Bcstg. System  
Business-Studio Address.....Heurich Bldg.,  
1627 K St., N.W.  
Phone Number.....Metropolitan 0010  
Transmitter Location.....Brookville Rd.,  
Silver Spring, Md.  
Air Time.....18 hrs. daily; 17 hrs. Sun.  
News Service.....AP, UP, Washington City  
News Service

Transcription Service.....Lang-Worth, Associated  
Representative.....The Katz Agency  
Membership.....NAB, BMB  
President-Owner.....Gardner Cowles  
V.P. Cowles, General Manager WOL, Station  
Manager.....Commander T. A. M. Craven  
Commercial Manager.....William D. Murdock  
Sales Promotion Manager.....John F. Hardesty  
Program Director.....Roy Passman  
Production Manager.....Nollis Seavey  
Publicity Director.....Lou Brott  
Chief Announcer.....Stephen McCormick  
Musical Director.....Charles Keaton  
Chief Engineer.....Harold Reed

## WQQW

WASHINGTON, D. C.—EST. 1946

Frequency: 570 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Metropolitan Bcstg.  
Corp.  
Business-Studio Address.....2627 Conn. Ave.,  
N.W.  
Phone Number.....Columbia 6331  
Transmitter Location.....Lee & Wilson Blvd.,  
Falls Church, Va.  
Air Time.....Local sunrise-local sunset  
News Service.....AP  
Transcription Service.....World, Standard  
Representative.....Wm. G. Rambeau  
Membership.....NAB  
President.....Morris Rodman  
General-Station Manager.....M. Robert Rogers  
Sales Manager.....Perry Walders  
Program-Musical Director.....Pierson Underwood  
Production Manager.....Richard Barr  
Chief Engineer.....Robert Martin

## WRC

WASHINGTON, D. C.—EST. 1923

NBC

Frequency: 980 Kc. Power: 5000 Watts  
Owned-Operated By.....National Bcstg. Co.  
Business-Studio Address.....724 14th St., N.W.  
Phone Number.....Republic 4000  
Transmitter Location.....Agers Rd.,  
Hyattsville, Md.  
Air Time.....5:30 a.m.-1 a.m.; 7:30 a.m.-1 a.m.,  
Sun.  
News Service.....AP, INS, UP  
Transcription Service.....Thesaurus, Standard,  
Associated  
Representative.....NBC Spot Sales  
Membership.....NAB  
Vice President (NBC).....Frank M. Russell  
General Manager.....Carleton D. Smith  
Sales Manager.....Mahlon A. Glascock  
Promotion Manager.....Lorin S. Myers

Program Director.....George Y. Wheeler  
 Publicity Director.....Walter J. Royen  
 Musical Director.....Ludwig F. Balzer  
 Chief Engineer.....A. E. Johnson

## W W D C

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts  
 (250 Watts Booster)  
 Owned Operated By.....Capital Bcstg. Co.  
 Business Studio Address....1000 Conn. Ave.,  
 N.W.  
 Phone Number.....National 7203  
 Main Transmitter.....61 Pierce St., N.E.;  
 Booster: Lanier Dr., Silver Spring, Md.  
 Air Time.....24 hrs. daily  
 News Service..AP, UP, Washington City News  
 Service  
 Transcription Service.....Capitol, Standard,  
 Thesaurus  
 Representative .....For Joe  
 Membership .....NAB, FMA  
 President .....Joseph Katz  
 General Manager.....Ben Strouse  
 Sales Manager.....Helen K. Moberley  
 Sales Promotion Manager.....Herman Paris  
 Program Director.....Norman Reed  
 Special Events Director.....Ira Walsh

Publicity Director.....Rick LaFalce  
 Chief Engineer.....Ross H. Beville

## W T O P

WASHINGTON, D. C.—EST. 1928

CBS

Frequency: 1500 Kc.....Power: 50,000 Watts  
 Owned-Operated By..Columbia Bcstg. System,  
 Inc.  
 Business Address.....485 Madison Avenue,  
 New York 22, N. Y.  
 Phone Numbers...(N. Y.) Wickersham 2-2000  
 (Wash.) Metropolitan 3200  
 Studio Address.....WTOP, Warner Bldg.,  
 Washington 4, D. C.  
 Transmitter Location.....Wheaton, Md.  
 Air Time.....5:30 a.m.-1:05 a.m.  
 News Service.....AP, UP  
 Transcription Service.....World, BMI, ASCAP  
 Representative .....Richard Linkroom  
 Membership .....NAB, BMB  
 President (CBS).....Dr. Frank Stanton  
 General Mgr.....Maurice B. Mitchell  
 Station Mgr.....Carl J. Burkland  
 Sales Promotion Manager....Cody Pfanstiehl  
 Sales Mgr.....Richard Linkroom  
 Chief Engineer.....Clyde Hunt  
 Farm Editor (CBS).....Don Lerch

# WWDC

## 20,000 Watts FM

Yes, W-W-D-C was a pioneer in Washington AM programming. Now it's the powerful FM pioneer. To cover Washington, it's smart to use W-W-D-C 1450 on the regular dial . . . 101.1 on the FM dial.

*For Prestige . . .*

# AP

**Membership!**

# FLORIDA

Estimated Population 2,394,000—% Increase 26.2—Radio Homes 521,651  
Farms with Radios 33,871—Stations in State 66

## W S W N

**BELLE GLADE—EST. 1947**

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Seminole Bcstg. Co.  
Business Address . . . . . P. O. Box 355  
Phone Number . . . . . 155  
News Service . . . . . UP  
Transcription Service . . . . . World  
President-General Mgr. . . . . Tom Watson, Jr.  
Commercial Manager . . . . . Mary Foy  
Program Director . . . . . George Peters  
Chief Engineer . . . . . C. S. Clemans

## W D H L

**BRADENTON—EST. 1947**

KBS

Frequency: 1480 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Manatee Bcstg. Co., Inc.  
Address . . . . . Municipal Pier  
Phone Number . . . . . 35561  
Transmitter Location . . . . . Municipal Pier  
Air Time . . . . . 7:00 a.m.-10:30 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Cole, Standard  
President-General Mgr. . . . . Lou Jacobson  
Commercial Manager . . . . . Jim Shilliday  
Program Director . . . . . Eileen Jackson  
Chief Engineer . . . . . Arthur Bett's  
Promotion Manager . . . . . Dean Fleischman

## W C L E

**CLEARWATER—EST. 1947**

Frequency: 680 Kc. . . . . Power: 1000 Watts d.  
Owned By . . . . . Clearwater Bcstg. Co., Inc.  
Operated By . . . . . Houston Cox, Jr.  
Business Address . . . . . Box 1139  
Phone Number . . . . . 2573  
Studio Address . . . . . Whitcomb Building,  
Cleveland St.  
Transmitter Location . . . . . Taylor Ave., Largo, Fla.  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Hal Holman  
Membership . . . . . NAB  
President, General-Station-Sales  
Manager . . . . . Houston Cox, Jr.  
Sales Promotion Manager . . . . . Drew Shankle  
Program Director, Production Manager, Pub-  
licity Director, Chief Announcer . . . . . Bill Steis  
Musical Director . . . . . Saul Rosenzweig  
Chief Engineer . . . . . Harold Legg  
Farm Editor . . . . . Bob Weatherly

## W B A Y

**CORAL GABLES—EST. 1947**

ORANGE STATE

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Atlantic Shoes Bcstg.,  
Ltd.  
Business-Studio Address . . . . . 322 Aragon  
Phone Number . . . . . 48-65-71  
Transmitter Location . . . . . 1505 S.W. 32nd Ave.,  
Miami, Fla.  
Air Time . . . . . 24 hrs. daily (off for maintenance  
11 p.m. Sun. to 7 a.m. Mon.)  
News Service . . . . . UP  
Transcription Service . . . . . Associated, Standard,  
Cole  
Representative . . . . . Joseph Heshy McGillvra  
Partnership . . . . . James Brown, Ronald Johnson,  
Bert Graulich, Elbert Griffis  
General-Station Manager . . . . . James Brown  
Commercial-Sales Promotion Manager, Pub-  
licity Director . . . . . Robert Standart  
Program Director, Production Manager, Chief  
Announcer . . . . . Bert Graulich  
Musical Director . . . . . Mary Jean Williams  
Chief Engineer . . . . . Walt E. Kinney

## W V C G

**CORAL GABLES—EST. 1947**

Frequency: 1070 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Peninsular Bcstg. Corp.  
Business Address . . . . . 223 Aragon Ave.  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . Forjoe  
President-General Mgr. . . . . George W. Thorpe  
Program Director . . . . . Edward S. Gaylor  
Chief Engineer . . . . . Edward M. Vickers

## W C N U (CP)

CRESTVIEW

Frequency: 1010 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Gulf Shore Bcstg. Co.  
Partners . . . . . Cyril Reddock,  
L. Burson Whittington

## W M F J

**DAYTONA BEACH—EST. 1935**

ABC—FLA. AMERICAN GROUP

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . W. Wright Esch  
Business-Studio Address . . . . . 444 N. Beach St.  
Phone Number . . . . . 91  
Transmitter Location . . . . . 126½ Magnolia Ave.  
Air Time . . . . . Unlimited

FLORIDA

News Service .....INS  
 Transcription Service..Thesaurus, Lang-Worth  
 Representative...Joseph Hershey McGillvra  
 Membership .....NAB, BMB  
 Owner .....W. Wright Esch  
 General Manager.....A. B. Esch  
 Station Manager.....Ray Clancy  
 Commercial Manager.....John Pitts  
 Traffic Manager.....Jackie Seymour  
 News Editor.....Larry Roller  
 Publicity Director.....Floyd Dillingham  
 Chief Announcer.....Skeets Wolfe  
 Musical Director.....Ed. Oversby  
 Chief Engineer.....Webster Ellenwood

Station Manager.....Jerry Stone  
 Sales-Comm. Mgr.....John Cummings  
 Program Director, Production  
 Manager .....Carl Bensen  
 Publicity Director.....Lilliane R. Davidson  
 Chief Announcer.....Ralph Montgomery  
 Chief Engineer.....Fred F. Moore

**W R O D**

DAYTONA BEACH—EST. 1947

MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Daytona Beach Bcstg.  
 Corp.  
 Business Address.....Box 3777  
 Studio-Transmitter Address..Wilder Blvd. &  
 S. Beach St.  
 Air Time.....6:30 a.m.-12 M.  
 News Service .....UP  
 Transcription Service .....Associated  
 Representative.....John E. Pearson  
 Membership .....NAB  
 President, General-Station  
 Manager.....E. J. Sperry  
 Commercial Manager.....R. Y. Huffman  
 Program-Musical Director.....Earle Young  
 Chief Engineer.....F. A. Scott

**W N D B**

DAYTONA BEACH—EST. 1947

Frequency: 1150 Kc.....Power: 1,000 Watts d.  
 Owned-Operated By.....News-Journal Corp.  
 Business-Studio Address...128 Orange Ave.  
 Phone Number .....3601  
 Transmitter Location.....Holly Hill, Fla.  
 Air Time.....Local sunrise-local sunset  
 News Service .....AP  
 Transcription Service.....Standard, World  
 Membership .....NAB  
 President .....Julius Davidson

*A Must for Florida*

**WNDB**

1000 WATTS

AND

**WNDB-FM**

FLORIDA'S FIRST FULL-TIME FM STATION

THE NEWS-JOURNAL STATIONS

DAYTONA BEACH, FLA.

# WEUS (CP)

EUSTIS

Frequency: 790 Kc. Power 1000 Watts  
 Owned-Operated By Lake County Bcstgrs  
 Business Address 32 Magnolia Ave.  
 Phone Number 85  
 News Service AP  
 Transcription Service Standard  
 President Frank W. Stebbins  
 Gen. Mgr.-Comm. Mgr. J. L. Brownell Sr.  
 Program Director J. L. Brownell Jr.  
 Chief Engineer Martin C. Kirkland

## Call Letters To Be Assigned (C.P.)

FT. LAUDERDALE

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Operated By Southland Bcstg. Corp.  
 Business Address Box 777, Fort Pierce

# WFTL

FORT LAUDERDALE—EST. 1946

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Fort Lauderdale  
 Broadcasting Co.  
 Address 305 S. Adams St.  
 Phone Number 3890  
 Transmitter Location S.E. 15th St. at  
 Inland Waterway  
 Air Time 6:45 a.m.-1:00 a.m.  
 News Service UP  
 Transcription Service Associated

# WINK

FT. MYERS—EST. 1940

CBS—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Ft. Myers Bcstg. Co.,  
 Inc.  
 Business-Studio Address WINK Bldg.,  
 54 E. First St.  
 Phone Number 818  
 Transmitter Location Wink Bldg.,  
 54 E. First St.  
 Air Time 6:30 a.m.-12 M.; 7 a.m.-12M., Sun.  
 News Service AP  
 Transcription Service Associated  
 Membership BMB  
 Owners Arthur McBride, Daniel Sherby  
 General-Station-Commercial-Sales Promotion  
 Manager George T. Case  
 Program Director, Production Manager,  
 Publicity Director Marilu Case  
 Chief Announcer Fred Alland  
 Musical Director A. J. Bauer  
 Chief Engineer A. J. Bauer  
 Farm Editor Wm. Ferguson  
 Traffic Director Betty Whitfield

# WIRA

FORT PIERCE—EST. 1946

MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Indian River Bcstg Co.  
 Business Address Box 507  
 Phone Number 870  
 Transmitter-Studio Location Orchard Blvd.  
 Air Time 16½ Hrs. Daily  
 News Service UP  
 Transcription Service Standard  
 Representative John E. Pearson  
 Membership NAB  
 President-General-Station-  
 Commercial Manager Douglas Silver  
 Sales Promotion Manager-  
 Publicity Director Marjorie B. Silver  
 Program Director-Production Manager-  
 Chief Announcer John Sadler, Jr.  
 Musical Director Roger Wood  
 Chief Engineer James Sowinski  
 Farm Editor Douglas Silver

# WGGG

GAINESVILLE—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Alachua County  
 Broadcasting Co.  
 Business Address 1230 Waldo Rd.  
 Phone Number 1230  
 News Service AP  
 Transcription Service Associated, Capitol  
 President-General Mgr. R. M. Chamberlin  
 Commercial Manager Gordon K. Hemby  
 Program Director Guy Hamilton  
 Chief Engineer Clinton E. Wills

# WRUF

GAINESVILLE—EST. 1928

MBS-FLA. ASSN. OF BRCSTRS.

Frequency: 850 Kc. Power: 5000 Watts Day;  
 100 Night  
 Owned By State of Fla.  
 Operated By Univ. of Fla.  
 Business Address Campus, Univ. of Fla.  
 Phone Number 2000, Ext. 267  
 Studio Address Univ. of Fla.  
 Transmitter Location Campus, Univ. of Fla.  
 Air Time 18 hrs. dai'y; 17 hrs. Sun.  
 News Service AP  
 Transcription Service Lang-Worth, SESAC  
 Representative Burn-Smith  
 Membership NAB, BMB  
 Station Manager-Director Maj. Garland Powell  
 Commercial Manager Paul Acosta  
 Production Manager John Sever  
 Chief Announcer Toumlin Gaines  
 Musical Director Helen Edwards  
 Chief Operator Duane F. McConnell  
 Farm Editor Clyde Beale

# WINZ

**HOLLYWOOD—EST. 1946**

Frequency: 940 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Hollywood Bcstg. Co., Inc.  
 Address: Gt. Southern Hotel, Hollywood  
 or Cadillac Hotel, Miami Beach, Fla.  
 Phone: Miami 5-3191  
 Transmitter Location: Sunny Isles, N. Miami  
 Beach, Fla.

Air Time: 6:00 a.m.-6:00 p.m.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Membership: NAB  
 President: Jonas Weiland  
 General, Comm. Mgr.: Wells F. Bruen  
 Program Director: Joseph Kerns  
 Chief Engineer: Sy Schankman

# WJAX

**JACKSONVILLE—EST. 1925**

NBC

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Operated By: City of Jacksonville, Fla.  
 Business-Studio Address: 1 Broadcast Pl.  
 Phone Number: 4-1990  
 Transmitter Location: Hyde Park

# WJAX

JACKSONVILLE, FLORIDA

THE  
 MUNICIPAL  
 BROADCASTING  
 STATION

NBC

930 Kc.—Maximum Power 5000 Watts  
 Phone Jacksonville 4-1681

Representatives  
 John Blair & Co., New York, Chicago  
 Detroit and West Coast  
 H. E. Cummings, Southeast  
 Barnett Bank Bldg.  
 Jacksonville, Fla.  
 Phone 30381

Air Time: 6 a.m. to 1 a.m.  
 News Service: AP  
 Transcription Service: Thesaurus, Associated  
 Representative: John Blair; Harry E. Cummings  
 Membership: BMB  
 Com. in Charge: Thomas C. Imerson  
 Station Mgr.-Chief Engr.: John T. Hopkins III  
 Program Director: Eve:yn Boote  
 Production Manager: J. W. Douglass  
 Musical Director: Frank Morris

# WIVY (CP)

**JACKSONVILLE**

Frequency: 1050 Kc. Power: 250 Watts  
 Owned-Operated By: Denton and Jones Bcstrs.  
 Business Address: 602 Grand Bldg., Macon  
 Partners: Frank L. Denton, L. Frank Jones

# WJHP

**JACKSONVILLE—EST. 1940**

MBS

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Operated By: The Metropolis Co.  
 Business-Studio Address: 500 Laura St.  
 Phone Number: 4-7711  
 Transmitter Location: Lane Ave. Annex &  
 Lake Shore Blvd.

Air Time: 6 a.m.-12:30 a.m.  
 News Service: AP, UP  
 Transcription Service: Lang-Worth, Associated,  
 SESAC  
 Representative: John H. Perry  
 President-Owner: John H. Perry  
 General Station Manager: C. Speed Veal  
 Program Director: Howard Nelson  
 Chief Engineer: Beecher Hayford

# WMBR

**JACKSONVILLE—EST. 1927**

CBS

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Operated By: Florida Bcstg. Co.  
 Business-Studio Address: 605 Main St. S.,  
 P.O. Box 5187  
 Phone Number: 9-4477  
 Transmitter Location: Lane Rd. & Stewart Ave.  
 Air Time: 6 a.m.-1:05 a.m.  
 News Service: UP  
 Transcription Service: World  
 Representative: Avery-Knodel  
 Membership: NAB, BMB  
 President-General Manager: Frank King  
 Commercial Manager: G'enn Marshall, Jr.  
 Sales Promotion Manager: Carroll Gardner  
 Program Director: Charlie Stone  
 Production Manager: Roger Van Duzer  
 Publicity Director: Ted Chapeau  
 Chief Announcer: Stan Trout

Musical Director.....Roger Van Duzer  
Chief Engineer.....E. B. Vordermark

## W O V S (CP)

JACKSONVILLE

Frequency: 1360 Kc....Power: 1000 Watts d.  
Owned-Operated By.....Southern Radio and  
Equipment Co.  
Business Address..Barnett National Bank Bldg.  
President.....J. R. Sharp  
Vice President.....K. H. Anderson

## W P D Q

JACKSONVILLE—EST. 1942

ABC-FLA.-AMERICAN GROUP

Frequency: 600 Kc....Power: 5000 Watts  
Owned-Operated By..Jacksonville Brctg. Corp.  
Business-Studio Address.....Gulf Life Bldg.  
Phone Number.....4-4421  
Transmitter Location...7 Mi. W. on Lenox Ave.  
Air Time.....6 a.m.-12 M., 7 a.m.-12 M., Sun.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....The Katz Agency  
Membership.....NAB, BMB  
President.....James R. Stockton  
General Station Manager...Robert R. Feagin  
Commercial Manager.....Frank Taylor, Jr.  
Program Director.....Bernie Adams  
Publicity Director.....Lillian Nunn  
Musical Director.....Paul Clinton  
Chief Engineer.....J. R. Donovan

## W J V B

JACKSONVILLE BEACH—EST. 1947

KBS

Frequency: 1010 Kc....Power: 250 Watts  
Owned-Operated By.....Jacksonville Beach  
Broadcasting Co.  
Business Address...200 Block 1st Ave. North

## W K W F

KEY WEST—EST. 1945

MBS-KBS

Frequency: 1600 Kc....Power: 500 Watts  
Owned-Operated By.....John M. Spottswood  
Business Address.....P.O. Box 891  
Phone Number.....510  
Transmitter-Studio Location.....Stock Island  
Air Time.....7 a.m.-12:30 a.m.  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....The Walker Co.  
Membership.....NAB, BMB  
President-Owner, General-Station-Commercial  
Manager, Program Director  
John M. Spottswood  
Chief Engineer.....Homer M. Harris  
News Editor.....Jimmy Calloway

## W D S R

LAKE CITY—EST. 1946

Frequency: 1340 Kc....Power: 250 Watts  
Owned-Operated By...Deep South Radioways  
Business-Studio Address.....126 N. Marion St.  
Phone Number.....525  
Transmitter Location...1 Mi. S. of Lake City  
on U.S. No. 41  
Air Time.....5 a.m.-10:05 p.m.  
News Service.....AP  
Transcription Service.....World, Cole  
Membership.....NAB  
President-Gen.-Station Mgr...Alfred H. Temple  
Commercial-Sales Promotion Manager,  
Program Director.....Thomas M. Colton  
Chief Engineer.....H. B. Greene  
Farm Editor.....Owen W. Parnacott

## W L A K

LAKELAND—EST. 1936

NBC

Frequency: 1430 Kc....Power: 1000 Watts  
Owned-Operated By...Lakeland Brctg. Co.  
Business-Studio Address.....P.O. Box 1211  
1412 E. Lime St.  
Phone Number.....2127  
Transmitter Location.....1412 E. Lime St.  
Air Time.....6 a.m.-12 m.  
News Service.....UP  
Transcription Service.....NBC  
Representative.....John E. Pearson  
Membership.....NAB, BMB  
President-General-Sales Promotion Manager-  
Publicity Director.....S. O. Ward  
Station Manager-Program Director-Production  
Manager.....William A. Reeves  
Commercial Manager.....Powell Adams  
Chief Announcer.....William P. Lee  
Chief Engineer.....William P. Lee

## W E A T

LAKE WORTH—EST. 1948

NBC

Frequency 1490 Kc....Power: 250 Watts  
Owned-Operated By...Lake Worth Bcstg. Corp.  
Business Address.....P. O. Box 947  
Phone Number.....1200-01  
Studio Address. Municipal Casino, Ocean Blvd.  
Transmitter Location.....19th Ave.  
Air Time.....6 a.m.-1 a.m. Daily; 8 a.m.-  
1 a.m. Sun.  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Lorenzen & Thompson  
President-Owner.....Clarence L. Menser  
Gen. Mgr.-Program Dir.....Frank R. Knutti  
Commercial Manager.....Ben Decker  
Chief Announcer.....Fred W. Duerk  
Chief Engineer.....C. A. Campbell

**W L B F**

LEESBURG—EST. 1947

KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Lake Brcstg. Co.  
 Business-Studio Address...1240 Floradel Ave.  
 Phone Number.....552-3  
 Transmitter Location.....1240 Floradel Ave.  
 Air Time.....6 a.m.-12 m., 8 a.m.-12 m., Sun.  
 News Service.....UP  
 Transcription Service..Capitol, Thesaurus, Cole  
 Membership.....NAB  
 President.....P. C. Gorman  
 General-Station Manager...W. E. Harkness  
 Commercial Manager-Program  
 Director.....Donn Ramon Colee  
 Chief Announcer.....Jim Smith  
 Chief Engineer.....Carl B. DeLay

**Call Letters To Be Assigned  
 (C.P.)**

**LIVE OAK**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Suwanee Bcstg. Co.  
 President.....G. Warren Sanchez

**W T Y S**

MARIANNA—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....John H. Phipps  
 Business-Studio Address...Marianna, Fla.  
 Transmitter Location..Junction U.S. Route 90,  
 State Route 1  
 Air Time.....16 hrs. daily  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....John H. Perry  
 President-Owner.....John H. Phipps  
 General-Station-Commercial  
 Manager.....Fred U. Wamble  
 Program Director.....Lucille W. Wamble  
 Chief Engineer.....Fred U. Wamble  
 Farm Editor.....Joe Malone

**W M M B (CP)**

MELBOURNE

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Operated By...Melbourne Bcstg. Corp.  
 President.....William Shakespear Jr.  
 Vice President.....Thomas R. Barr

**W F E C (CP)**

MIAMI

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Florida East Coast  
 Broadcasting Co.  
 Business Address.....627 N.W. 20th Ave.

**W G B S**

MIAMI—EST. 1939

CBS

Frequency: 710 Kc....Power: 50,000 Watts d.,  
 10,000 Watts n.  
 Owned-Operated By...The Fort Industry Co.  
 Business-Studio Address..1605 Biscayne Blvd.  
 Phone Number.....9-2401  
 Transmitter Location.....Hialeah, Fla.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service..Lang-Worth, Thesaurus  
 Representative.....The Katz Agency  
 Membership.....NAB, BMB  
 President.....George B. Storer  
 General-Station Manager, Managing  
 Director.....Stanton P. Kettler  
 Commercial Manager.....M. N. Babcock  
 Sales Promotion Manager.....Frank Jaffe  
 Program Director.....Paul Kingsley  
 Chief Announcer.....Jack Williams  
 Chief Engineer.....A. W. Shropshire  
 Farm Editor.....Jack McCormack

**W I O D**

MIAMI—EST. 1926

NBC

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By...Isle of Dreams Brcstg.  
 Corp.  
 Business-Studio Address...600 Biscayne Blvd.  
 Phone Number.....3-6444  
 Transmitter Location...North Bay Causeway  
 Air Time.....18 hrs. daily; 16 hrs. Sun.  
 News Service.....AP, INS, UP  
 Transcription Service...Associated, Standard  
 Representative.....George P. Hollingbery,  
 Harry E. Cummings  
 Membership.....NAB, BMB  
 President.....Daniel J. Mahoney  
 General Manager.....James M. LeGate  
 Commercial Manager.....Robert L. Fidler  
 Sales Promotion Manager-Publicity  
 Director.....Martha Henriquez  
 Musical Director.....Earle Barr Hanson  
 Chief Engineer.....Milton Scott  
 Farm Editor.....William Bischoff

**W M I E (CP)**

MIAMI

Frequency: 1140 Kc....Power: 10,000 Watts d.,  
 5000 Watts n.  
 Owned-Operated By...Lincoln Operating Co.  
 Business Address.....306 N. Miami Ave.

# WQAM

MIAMI—EST. 1920

ABC

Frequency: 560 Kc....Power: 5000 Watts d.,  
1000 Watts n.

Owned-Operated By...The Miami Bcstg. Co.  
Address.....327 N.E. 1st Ave., Box 3741  
Phone Number.....2-6121  
Studio Address.....Postal Pacific Bldg.  
Transmitter Location.....Biscayne Bay  
Air Time.....6:30 a.m.-1:05 a.m.  
News Service.....AP  
Transcription Service.....World, Associated,  
SESAC  
Representative.....John Blair & Co.  
Membership.....NAB, BMB  
President-General Mgr.....Fred W. Borton  
General Mgr.....Owen Uridge  
Comm. Manager.....Fred W. Mizer  
Program Dir.-Publicity...Marjorie Christopher  
Chief Engineer.....Gene Rider

# WWPB

MIAMI—EST. 1947

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Paul Brake

# WKAT

MIAMI BEACH—EST. 1936

MBS

Frequency: 1360 Kc....Power: 5000 Watts d.,  
1000 Watts n.

Owned-Operated By.....WKAT, Inc.  
Business-Studio Address.....1759 Bay Rd.  
Phone Number.....5-5711  
Transmitter Location.....1759 Bay Rd.  
Air Time.....6 a.m.-12 m.  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Weed & Co.  
President.....A. Frank Katzentine  
General-Station-Commercial-Sales Promotion  
Manager.....John I. Prosser  
Program Director-Production Manager  
Gordon N. Wa'iz  
Publicity Director-Chief Announcer-Farm  
Editor.....Robert Beutel  
Musical Director.....Betty Lee Taylor  
Chief Engineers.....Art Smith, Tom Magee



National Representatives  
GEORGE P. HOLLINGBERRY CO.

Southeast Representative  
HARRY E. CUMMINGS



James M. LeGate, Gen. Manager

5,000 WATTS \* 610 KC \* NBC



**W M B M**

**MIAMI BEACH—EST. 1947**

Frequency: 800 Kc. Power: 1000 Watts  
 Owned-Operated By.. Biscayne Bcstg. Co., Inc.  
 Business-Studio Address.....120 MacArthur  
 Causeway  
 Phone Number.....5-5586  
 Transmitter Location.120 MacArthur Causeway  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service.....Capitol, Standard  
 Representative.....McGeehan & O'Mara  
 Membership.....NAB  
 President-General-Station-Commercial  
 Manager.....T. O. McCullough  
 Program Director.....Calvert A. Carter  
 Production Manager.....Mary Lucille Carter  
 Musical Director.....George Chamberlin  
 Chief Engineer.....John D. Miller

**W T M C**

**OCALA—EST. 1939**

MBS-KBS

Frequency: 1290 Kc. Power: 1000 Watts  
 Owned-Operated By.....Ocala Bcstg. Co., Inc.  
 Business-Studio Address.....1 Broadcast Pl.,  
 P.O. Box 831  
 Phone Number.....128-185  
 Transmitter Location.....Williston Highway  
 Air Time.....6 a.m.-12 m.; 8 a.m.-12 m. Sun.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....John H. Perry  
 Membership.....NAB  
 President.....John H. Perry  
 General-Commercial Mgr.....T. S. Gilchrist, Jr.  
 Sales Promotion-Production Mgr.....Don Franklin  
 Publicity Director.....John Nicholson  
 Chief Engineer.....R. M. Henley  
 Farm Editor.....T. S. Gilchrist, Jr.

**W D B O**

**ORLANDO—EST. 1924**

CBS

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By.....Orlando Bcsts. Co.,  
 Inc.  
 Business-Studio Address..30 S. Ivanhoe Blvd.,  
 P.O. Box 3707  
 Phone Number.....6181  
 Transmitter Location..Dubsdread Country Club  
 Area, No. 1 Hazard St., Orange Co., Fla.  
 Air Time.....4:55 a.m.-1:05 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Thesaurus, World,  
 Associated  
 Representative..John Blair, Harry E. Cummings  
 Membership.....NAB, BMB  
 President-Gen. Manager. Col. Geo. C. Johnston

Vice-Pres.-Station Mgr.....Harold P. Danforth  
 Nat'l Sales Director.....Wm. G. McBride  
 Local Sales Director.....J. M. Pedrick  
 Sales Promotion Manager-Publicity  
 Director.....Rosalind Boggs  
 Program Director.....W. G. McBride  
 Production Manager.....Robert L. Craig  
 Chief Announcer-Farm Editor...Carter Scofield  
 Musical Director.....Walter D. Kimble  
 Chief Engineer.....James E. Yarbrough

**W H O O**

**ORLANDO—EST. 1947**

ABC FLORIDA-AMERICAN GROUP

Frequency: 990 Kc. Power: 10,000 Watts d.;  
 5000 Watts a.  
 Owned-Operated By...Orlando Daily News-  
 papers, Inc.  
 Business Address.....234 S. Orange Ave.  
 Phone Number.....3-1681  
 Studio Address..Ft. Gatlin Hotel, Orlando, Fla.  
 Transmitter Location..Old Fairvilla Rd., 3 mi.  
 w. of Orlando  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....George P. Hollingbery  
 Membership.....NAB  
 President.....Martin Andersen  
 General Manager.....Walter P. Speight, Jr.  
 Commercial Manager.....George Newhart  
 Program Director.....Larry Scarborough  
 Chief Announcer.....Charles Thomas  
 Musical Director.....Joseph McLees  
 Chief Engineer.....Stanley A. Beck

**W L O F**

**ORLANDO—EST. 1940**

MBS

Frequency: 1230 Kc. (CP 950 Kc.) Power:  
 250 Watts (CP 5000 Watts)  
 Owned-Operated By.....Hazelwood, Inc.  
 Business Address.....Orlando, Fla.  
 Phone Number.....8163  
 Studio Address.....Angebilt Hotel  
 Transmitter Location.....near Orlo Vista  
 Air Time.....6 a.m.-12 m.  
 News Service.....INS  
 Transcription Service.....Lang-Worth  
 Representative.....Paul H. Raymer  
 General Manager.....Victor Buisset

**W O R Z**

**ORLANDO—EST. 1947**

NBC

Frequency: 740 Kc. Power: 1000 Watts  
 Owned-Operated By..Central Fla. Bcstg. Co.  
 Business-Studio Address...WORZ Bidg., 740  
 N. Orange Ave.  
 Phone Number.....2-2451



# WEAR

PENSACOLA—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Gulfport Bcstg. Co.  
 Business Address: 5 East Gregory St.

# WCNH (CP)

QUINCY

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Quincy Bcstg. Corp.  
 News Service: AP  
 President: Richard J. Gardner

# WFOY

ST. AUGUSTINE—EST. 1934

CBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Fountain of Youth Bcstg. Co.

Business Address: Box 588  
 Phone Number: 1622  
 Transmitter Studio Location: Magnolia Ave.  
 Air Time: 6:30 a.m.-12:05 a.m.  
 News Service: UP  
 Transcription Service: Thesaurus  
 Representative: Avery-Knodel  
 Membership: NAB  
 President-Owner: J. C. Bell  
 General Manager-Ex. Vice-Pres.-Commercial  
 Manager: John E. Bernhard, Jr.  
 Program Director-Secy.-Treas.-Production Mgr.,  
 Musical Director

Mrs. Frankye Collyer Walker  
 Publicity Director: Patricia Cunning  
 Chief Announcer: Bill Sommer  
 Chief Engineer-V.P.: G. Russell Chambers  
 Farm Editor: Ernest Raistrick

# WSUN

ST. PETERSBURG—EST. 1927

ABC

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By: City of St. Petersburg  
 Business Address: P.O. Box 240  
 Phone Number: 7-4747-8  
 Studio Address: Municipal Pier  
 Transmitter Location: Bayview, RFD No. 1,  
 Box 196, Clearwater, Fla.

Air Time: 17 hrs. daily  
 News Service: UP  
 Transcription Service: Amp, SESAC  
 Representative: Weed & Co.  
 Membership: NAB, BMB  
 General-Station-Sales Promotion Manager-  
 Publicity Director: Norman E. Brown

Commercial Manager: Vera New  
 Program Director-Chief Engineer: Louis J. Link  
 Musical Director: Edith Saxton

# WTSP

ST. PETERSBURG—EST. 1939

MBS

Frequency: 1380 Kc. Power: 1000 Watts d.,  
 500 Watts n.

Owned-Operated By: Pinellas Bcstg. Co.  
 Business Address: 470 First Ave. S.  
 Phone Number: 7-8108  
 Studio Address: Times Bldg.  
 Transmitter Location: 35th Ave. & 4th St. N.  
 Air Time: 6:30 a.m.-12 m.; 7:30 a.m.-12 m., Sun.  
 News Service: UP  
 Transcription Service: World  
 Representative: John E. Pearson  
 Membership: NAB  
 President: Nelson Poynter  
 Vice-President: Irwin A. Simpson  
 General-Station Manager: Herbert T. Anderson  
 Sales or Commercial Manager: Le Wildman  
 Sales Promotion Manager-Program  
 Director: Jack Faulkner  
 Chief Announcer: Richard C. Bingham  
 Chief Engineer: William D. Mangold

# WTRR

SANFORD—EST. 1947

CBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Southeastern Bcstg. System

Business Address: P.O. Box 1541  
 Phone Number: 999-1200  
 Studio Address: Located in the Mayfair Inn  
 Transmitter Location: 1000 E. 1st St.  
 Air Time: 18 hrs. daily  
 News Service: UP  
 Transcription Service: Lang-Worth  
 President-General Manager: James S. Rivers  
 Station-Commercial-Sales Promotion  
 Manager: Joseph W. Parris

Program Director-Production Mgr.: Bruce Smith  
 Publicity Director-Farm Editor: Paul Okun  
 Chief Announcer: Richard Batchelor  
 Chief Engineer: Emerson Browne

# WSPB

SARASOTA—EST. 1939

CBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: WSPB, Inc.  
 Business-Studio Address: City Island  
 Phone Number: 2564-5  
 Transmitter Location: City Island  
 Air Time: 6:30 a.m.-11:30 p.m.; 6:30 a.m.-  
 12:05 a.m., Sat.

News Service.....UP  
 Transcription Service...Thesaurus, Lang-Worth  
 Representative.....John E. Pearson  
 Membership.....BMB  
 President.....Robert C. Jones, Jr.  
 General-Station Manager.....John B. Browning  
 Commercial Manager.....Robert H. Neff  
 Program Director.....David C. Hale  
 Chief Announcer.....Eric A. Provost  
 Chief Engineer.....James E. Grant, Jr.

**W H B O (CP)**  
**SULPHUR SPRINGS**

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Operated By...Sulphur Springs Bcstrs.  
 Business Address...8410 Florida Ave., Tampa  
 Partners...Harold A. Dunlap, James D. Sinyard

**W R H P**

**TALLAHASSEE—EST. 1946**  
 ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Tallahassee  
 Appliance Corp.  
 Address.....Hotel Floridan  
 Phone Number.....2691  
 Transmitter Location.....East Park Avenue  
 Air Time.....Full Time License  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Thomas F. Clark Co., Inc.  
 Pres., General Mgr.....Frank W. Pepper  
 Commercial Manager.....E. R. LaBarbera  
 Program Director.....R. S. Meigs  
 Promotion Manager.....F. W. Hazelton  
 Chief Engineer.....C. L. Clifton

**W T A L**

**TALLAHASSEE—EST. 1943**  
 MBS-SOUTHEASTERN CHURCH  
 U. OF FLORIDA FOOTBALL

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Operated By...John H. Phipps Radio Sta.  
 Business-Studio Address...Cherokee Hotel  
 Phone Number.....2160  
 Transmitter Location..Lake Bradford, Leon Co.,  
 Fla.  
 Air Time.....18 hrs. daily  
 News Service.....AP  
 Transcription Service.....Associated  
 Membership.....NAB  
 President-Owner.....John H. Phipps  
 General-Station Manager...Teresa M. Murch  
 Sales or Commercial Mgr...Harriet B. Carson  
 Sales Promotion Manager...Herschel Graves  
 Program-Production Manager..Read W. Wynn  
 Publicity Director.....Jack Madiagan  
 Musical Director.....Helen F. Todd  
 Chief Engineer.....William A. Snowden  
 Farm Editor.....H. B. Franklin

**W A L T**

**TAMPA—EST. 1946**

Frequency: 1110 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Tampa Bcstg. Co.  
 Business-Studio Address....401 W. Tyler St.  
 Phone Number.....M 7921  
 Transmitter Location.....411 W. Tyler St.  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service...Langworth, Capitol,  
 Cole, SESAC  
 Representative.....John H. Perry Asso.  
 Membership.....NAB  
 President-Owner-General-Station-Commercial  
 Manager.....W. Walter Tison  
 Sales Promotion Manager....Coburn Gumm  
 Program Director-Production Manager- Chief  
 Announcer-Musical Director..Lynn Gearhart  
 Publicity Director.....Wilma Drumm  
 Chief Engineer.....J. B. Tison  
 Farm Editor.....Hilton Crowe

**W D A E**

**TAMPA—EST. 1922**  
 CBS

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By...The Tampa Times Co.  
 Business Address.....114 N. Franklin St.,  
 P.O. Box 2409  
 Phone Number.....M-1818  
 Studio Address.....Tampa Times Bldg.  
 Transmitter Location..Forest Hills Country Club  
 Area  
 Air Time.....6:30 a.m.-12:05 a.m.  
 News Service.....AP  
 Transcription Service..Associated, MacGregor  
 Representative.....The Katz Agency  
 Membership.....NAB  
 President.....David E. Smiley  
 General-Station-Commercial Sales Promotion  
 Manager.....L. Spencer Mitchell  
 Program Director-Production Manager-  
 Publicity Director....Kenneth W. Skelton  
 Chief Announcer.....Sol J. Fleischman  
 Musical Director.....Edward C. Walker  
 Chief Engineer.....Wm. Pharr Moore  
 Farm Editor.....Mark E. Swingley

**W F L A**

**TAMPA—EST. 1925**  
 NBC

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....The Tribune Co.  
 Business-Studio Address..Hyde Park & Lafay-  
 ette  
 Phone Number.....H-1828  
 Transmitter Location...E. End Davis Causeway  
 Air Time.....17 hrs. daily  
 News Service.....UP

Transcription Service...Thesaurus, Lang-Worth  
 Representative...John Blair, Harry Cummings  
 Membership .....NAB  
 President-Owner.....J. S. Mims  
 Gen-Station Manager...Charles G. Baskerville  
 Commercial Manager.....Bert A. Arnold  
 Program Director.....Paul M. Jones  
 Publicity Director.....Tom Matthews  
 Chief Announcer-Farm Editor.....Mardi Liles  
 Musical Director.....Frank Grasso  
 Chief Engineer.....Joe H. Mitchell

**WIRK**

WEST PALM BEACH—EST. 1947

MBS

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Ken-Sell, Inc.  
 Business Address.....Box 2148  
 Phone Number.....2-1744  
 Studio Address.....Citizens Bldg.  
 Transmitter Location...Military Trail, new  
 W. Palm Beach  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service...Associated, Lang-Worth  
 Representative....Joseph Hershey McGillvra  
 Membership .....NAB  
 President.....Joseph S. Field, Jr.  
 General-Station-Commercial Manager  
 Joseph B. Matthews  
 Sales Promotion Manager...Kenneth McClure  
 Program Director-Production  
 Manager .....Charles T. Snowdon  
 Publicity Director.....Milton E. Cummings  
 Chief Announcer-Musical Director  
 Rome J. Hartman  
 Chief Engineer.....William P. Heitzman

**WJNO**

WEST PALM BEACH—EST. 1936

CBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....WJNO, Inc.  
 Business-Studio Address...1500 N. Flagler Dr.  
 W. Palm Beach  
 Phone Number .....2-3638  
 Transmitter Location.....1500 N. Flagler Dr.  
 Air Time.....6:30 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Standard, Capitol  
 Representative.....Radio Adv. Co.  
 Membership .....NAB, BMB  
 President .....Marshall Heminway  
 General-Station Manager...Stephen P. Willis  
 Program Director-Farm Editor...Matt Gettings  
 Chief Announcer.....Davies Webster  
 Musical Director.....Ruth Schockley  
 Chief Engineer.....Otis C. Wright

**WSIR**

WINTER HAVEN—EST. 1947

MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Citrus Belt Bcstrs., Inc.  
 Business Address.....P. O. Box 1466  
 Phone Number .....3-1313  
 Studio Address.....132 Third St., S.W.  
 Transmitter Location.....Lake Howard Dr.  
 Air Time.....18 hrs. daily  
 News Service .....AP  
 Transcription Service.....World, Cole  
 Representative.....R. B. Harrington  
 Membership .....NAB  
 President-Owner.....Frederick L. Alliman  
 General Manager.....Lawrence A. Rollins  
 Commercial Manager, Sales Promotion  
 Manager.....John W. Brandstetter  
 Program Director.....Richard P. Eyrich  
 Chief Engineer.....L. Orden Craig

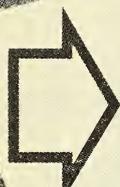
*For Prestige...*

**AP**

**Membership!**

*in* ATLANTA

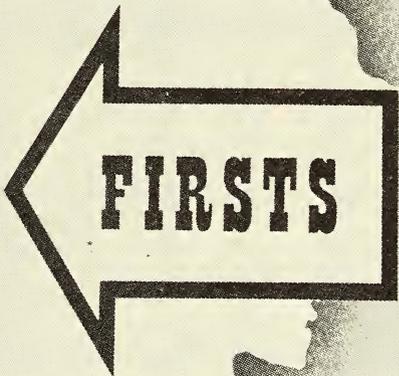
*it's*



# WBGE WBGE-FM

ATLANTA'S MOST MODERN AND PROGRESSIVE STATION

- ▶ **Locally owned station**
- ▶ **Locally operated station**
- ▶ **Independent station**



**FIRSTS**



**ONLY**

24 hour station ◀

Full Time FM Station ◀

*Mike Benton, President*

*Maurice Coleman, Gen. Mgr.*

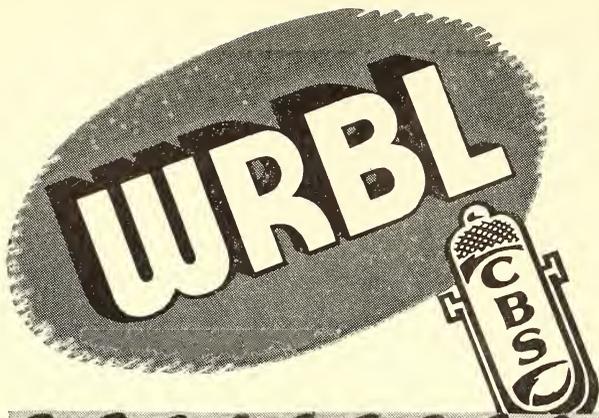
*Studios and General Offices*  
**GEORGIAN TERRACE HOTEL, ATLANTA, GEORGIA**  
**GENERAL BROADCASTING COMPANY**

# COLUMBUS GEORGIA

**5000 Watts**  
DAY and NIGHT

WRBL is the key to low-cost selling in Columbus — a METROPOLITAN MARKET of 159,800 people. WRBL delivers a "tailored-to-listen" audience built up through 20 years of Community Leadership.

also WRBL — FM

The logo for WRBL is presented in a stylized, three-dimensional font. The letters are white with a black outline and are set against a dark, textured oval background. The entire graphic is contained within a vintage-style microphone that is tilted upwards and to the right. The microphone has a mesh grille at the top and the CBS eye logo on its side.

---

# ATLANTA GEORGIA

The logo for WATL Mutual is presented in a stylized, three-dimensional font. The letters are white with a black outline and are set against a dark, textured oval background. The word "Mutual" is written in a smaller, cursive font below the main letters. The entire graphic is contained within a vintage-style microphone that is tilted upwards and to the right. The microphone has a mesh grille at the top and the CBS eye logo on its side.

WATL represents a commanding coverage—in one of America's prime markets . . . comprised of 594,000 people . . . and 116,480 RADIO HOMES. WATL'S program leadership accounts for a loyal, ever-growing audience.

---

# ALBANY GEORGIA

WGPC serves a growing, thriving section of Georgia. Federal Reserve statistics for September 1947 reveal . . . "The ALBANY Market showed a greater increase in bank debits than any city in the country".

The logo for WGPC is presented in a stylized, three-dimensional font. The letters are white with a black outline and are set against a dark, textured oval background. The entire graphic is contained within a vintage-style microphone that is tilted upwards and to the right. The microphone has a mesh grille at the top and the CBS eye logo on its side.

Represented Nationally by  
**GEORGE P. HOLLINGBERY CO.**

ATLANTA  
CHICAGO  
NEW YORK  
LOS ANGELES  
SAN FRANCISCO

# GEORGIA

Estimated Population 3,233,000—% Increase +3.5—Radio Homes 566,359  
Farms with Radios 117,937—Stations in State 68

## WALB

ALBANY—EST. 1941  
MBS

Frequency: 1590 Kc.....Power: 1000 Watts  
Owned-Operated By...Herald Publishing Co.  
Business-Studio Address.....Leesburg Rd.  
Phone Number.....389, 1590  
Transmitter Location.....Leesburg Rd.  
Air Time.....6:55 a.m.-11:30 p.m.  
News Service.....AP  
Transcription Service.....World  
Representative.....Burn Smith Co.,  
Pierce W. Cook  
Membership.....NAB, BMB  
President.....James H. Gray  
General-Station Manager, Publicity  
Director.....Abner M. Israel  
Commercial Manager.....C. A. McLaughlin  
Program Director, Production Manager, Musical  
Director.....David K. Fulton  
Chief Announcer.....Bill Bowick  
Chief Engineer.....L. L. Walker

## WGPC

ALBANY—EST. 1933

CBS—GEORGIA SPORTS NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By...Albany Bcstg. System  
Business-Studio Address...New Albany Hotel  
Phone Number.....1371-0  
Transmitter Location.....Gillionville Rd.  
Air Time.....6:45 a.m.-12:05 a.m.  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....George P. Hollingbery  
Membership.....NAB, BMB  
Executive Manager.....J. W. Woodruff, Jr.  
Station-Commercial-Sales Promotion  
Manager.....Leonard M. George  
Program-Musical Director.....Gwen Walker  
Chief Engineer.....Wayne C. McClung  
Farm Editor.....Bill Fowler

## WDEC

AMERICUS—EST. 1947  
MBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....The Americus Bcstg. Co.  
Operated By.....W. E. Johnson  
Business-Studio Address...110 Windsor Ave.  
Phone Number.....3681  
Transmitter Location.....110 McGarragh St.  
Air Time.....6:30 a.m.-11:30 p.m.  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Cox & Tanz

President.....James R. Blair  
General-Station-Commercial-Sales Promotion  
Manager, Program Director..W. E. Johnson  
Traffic Manager.....Margaret Johnson  
Production Manager, Publicity-Musical  
Director.....Johnny Smolka  
Chief Announcer, Farm Editor..Chuck Saunders  
Chief Engineer.....Charles Adams

## WG AU

ATHENS—EST. 1938  
CBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....J. K. Patrick & Co.  
Business-Studio Address....Bobbin Mill Rd.  
Phone Number.....1741-2  
Transmitter Location.....Bobbin Mill Rd.  
Air Time.....17 hrs. daily  
News Service.....AP  
Transcription Service.....Standard, Keystone  
Membership.....BMB  
General-Station-Commercial Manager,  
Program Director.....R. Lewis Doster  
Chief Engineer.....Bill Evans

## Call Letters To Be Assigned (C.P.)

ATLANTA

Frequency: 1550 Kc.....Power: 50,000 Watts d.  
10,000 Watts n.  
Owned-Operated By.....Fulton County Bcstg.  
Corp.  
Owner.....Samuel Rothberg

## WAGA

ATLANTA—EST. 1937

Frequency: 590 Kc.....Power: 5000 Watts  
Owned By.....Fort Industry Co.  
Operated By.....Liberty Bcstg. Co.  
Business-Studio Address....56 Marietta St.  
Phone Number...MAin 5101, & CYpress 1916  
Transmitter Location.....N. Druid Hills Rd.  
Air Time.....18 hrs., 40 min. Daily; 17 hrs., 10  
min. Sun.  
News Service.....AP, INS  
Transcription Service...Lang-Worth, Thesaurus  
Representative.....Avery-Knodel, Inc.  
Membership.....NAB, BMB  
President.....George B. Storer  
Gen.-Station Mgr.....James E. Baily  
Sales Promotion Mgr.-Publicity Dir..Ken Gurley  
Program Director.....Arry Brown  
Prod. Mgr.-Chief Announcer.....Bill McCain  
Musical Director.....Marilyn Simpson  
Chief Engineer.....Paul Cram  
Farm Editor.....H. B. Henderson

One of America's Great Stations in One of America's Great Markets

Licensed Mar. 15, 1922

# WSB

Owned and Operated by  
THE ATLANTA JOURNAL CO.

50,000 WATTS

750 KC

NBC for 21 Years

## POWER

ATLANTA



The 50,000 Watts of "The Voice of the South" is greater than the total night-time wattage of *all other Georgia stations* combined. (\*)

## PLUS

Unquestioned dominance of the greater Atlanta market area(\*\*) with a blanket coverage of the rich rural areas of Georgia and surrounding states.

## PRESTIGE

25 years of broadcasting "in the public interest," with active support of one of the South's great newspapers. The homes in Georgia tune to WSB as a trusted medium of information and entertainment.

\*S.R.D.S.—Nov. 1, 1947

\*\*Any Hooperating.

NOTE TO TIME BUYERS: In 1948 (as in previous years) WSB can provide your clients with *audience* in Georgia at less cost per thousand listeners than any group or combination of stations. Ask any Petry man for the facts.

Represented Nationally by  
**EDW. PETRY & CO., Inc.**

# WATL

ATLANTA—EST. 1930

MBS—GEORGIA SPORTS NETWORK  
 Frequency: 1400 Kc. Power: 250 Watts  
 (CP 5000 Watts)  
 Owned-Operated By J. W. Woodruff  
 Business Address Henry Grady Bldg.,  
 26 Cain St.  
 Phone Number Walnut 4377  
 Transmitter Location Present 250 Watt Trans-  
 mitter: 26 Cain Street. (New 5 kw transmitter:  
 Loghaven Dr.)  
 Air Time 6 a.m.-12 M.  
 News Service UP  
 Transcription Service Lang-Worth, Standard  
 Representative George P. Hollingbery  
 Membership NAB  
 President-Owner, General  
 Manager J. W. Woodruff  
 Station Manager, Chief  
 Engineer R. W. Minton  
 Commercial Manager Sam W. Kane  
 Sales Promotion Manager J. A. Davenport  
 Program Director Ernest Guy  
 Chief Announcer Zenas Sears  
 Musical Director Cliff Cameron  
 (See Page 378)

# WBGE

ATLANTA—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By General Bcstg. Co.  
 Business-Studio Address Georgia Terrace  
 Hotel  
 Phone Number VERNON 1194  
 Transmitter Location S. Pine St.  
 Air Time 24 hrs. daily  
 News Service AP  
 Transcription Service Lang-Worth, Capitol,  
 Cole  
 Representative Burn-Smith  
 President Mike Benton  
 General Manager Maurice C. Coleman  
 Traffic Mgr.-Asst. Program  
 Director Ann Hutcheson  
 Production Manager Peggy Case  
 Chief Engineer David J. Holt  
 (See Page 377)

# WCON

ATLANTA—EST. 1947

ABC

Frequency: 550 Kc. Power: 5000 Watts  
 Owned Operated By The Atlanta Constitu-  
 tion Publ. Co.  
 Business-Studio Address Constitution Bldg.,  
 Atlanta, Ga.  
 Phone Number LAMAR 4545  
 Transmitter Location Defoors Ferry Rd.,  
 Fulton County, Ga.

Air Time 5:30 a.m.-12 M.  
 News Service AP, UP  
 Transcription Service World  
 Representative Headley Reed  
 Membership NAB, BMB  
 President Clark Howell  
 General Manager David Carpenter  
 Commercial Manager Crenshaw Bonner  
 Sales Promotion Mgr. Frank Drake  
 Program Director Henry Allen  
 Production Manager Gene Eubanks  
 Publicity Director Rita Van Pelt  
 Musical Director Frances Adams  
 Chief Engineer Harvey Aderhold  
 Farm Editor Channing Cope

# WERD (CP)

ATLANTA

Frequency: 860 Kc. Power, 1000 Watts d.  
 Owned-Operated By Radio Atlanta Inc.  
 Business Address 1425 C & S Bldg.

# WSB

ATLANTA—EST. 1922

NBC

Frequency: 750 Kc. Power: 50,000 Watts  
 Owned-Operated By The Atlanta Journal  
 Co., Inc.  
 Business-Studio Address Atlanta Biltmore  
 Hotel  
 Phone Number Hemlock 1045  
 Transmitter Location Tucker, Ga.  
 Air Time Unlimited  
 News Service AP, UP  
 Transcription Service Standard, Associated  
 Representative Edward Petry  
 Membership NAB, BMB  
 Chief Executive J. Leonard Reinsch  
 General Manager John M. Outler, Jr.  
 Commercial Manager Frank Gaither  
 Program Director Marcus Bartlett  
 Production Manager M. K. Toalson  
 Publicity Director Jean Hendrix  
 Chief Engineer C. F. Daugherty  
 Farm Editor Jim Romine

# WGST

ATLANTA—EST. 1923

CBS—GA. MAJOR MARKET TRIO

Frequency: 920 Kc. Power: 5,000 Watts d.,  
 1,000 Watts n.  
 Owned By Bd. of Regents, State of Ga. on  
 behalf of Ga. Sch. of Technology  
 Operated By Bd. of Regents, Univ. System  
 of Ga.  
 Business-Studio Address Forsyth Bldg.  
 Phone Number Walnut 8441  
 Transmitter Location Cheshire Bridge Rd.  
 Air Time 6 a.m.-12:30 a.m.  
 News Service AP

Transcription Service.....Thesaurus, World  
Representative.....The Katz Agency

**FOR WGST LISTING  
SEE PAGE 381**

**W B B Q**

**AUGUSTA—EST. 1946**

MBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By..Savannah Valley Bcstg.  
Co.

Business-Studio Address...Sand Bar Ferry Rd.  
Phone Number .....2-0264  
Transmitter Location....Sand Bar Ferry Rd.  
Air Time.....5:55 a.m.-1 a.m.;  
7:30 a.m.-1 a.m., Sun.

News Service.....AP, INS  
Transcription Service.....Cole, Standard  
Representative.....The Walker Co.  
Membership .....NAB

President, General-Station Manager, Publicity  
Director.....George G. Weiss  
Commercial-Sales Promotion  
Manager.....John W. Watkins  
Program Director, Production  
Manager.....George M. Scott  
Chief Announcer, Musical  
Director.....Robert S. Nelson  
Chief Engineer.....David Freeman

**W G A C**

**AUGUSTA—EST. 1940**

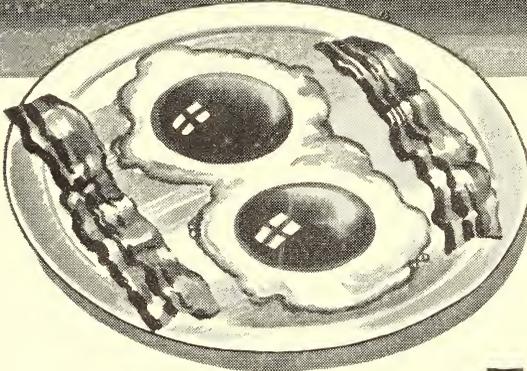
ABC

Frequency: 580 Kc.....Power: 5,000 Watts  
Owned-Operated By..The Twin States Bcstg.  
Co.

Business-Studio Address.....WGAC Bldg.  
Phone Number .....2-2692  
Transmitter Location.....Martinez, Ga.  
Air Time.....5:30 a.m.-12 M.

News Service .....UP  
Transcription Service .....Thesaurus  
Representative .....Avery-Knodel  
Membership .....NAB, BMB  
Vice President-General-Station  
Manager.....J. B. Fuqua

*Unbeatable Combination*



**CBS  
WGST**

**ATLANTA**

Georgia's 2nd Station in Family Coverage  
According to Broadcast Measurement Bureau

**REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.**

Commercial Manager.....Donald M. Kelly, Jr.  
 Sales Promotion Manager, Publicity  
 Director .....Claire Himmel  
 Program Director, Production  
 Manager .....Warren Hites  
 Chief Announcer.....Don Vest  
 Musical Director.....John Vance  
 Chief Engineer.....John P. Jopling  
 Farm Editor.....J. W. Chambers

## WRDW

**AUGUSTA—EST. 1930**  
 CBS

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Augusta Bcstg. Co.  
 Address.....8th & Broad Streets  
 Phone Numbers .....2-8805-6-7  
 Transmitter Location.....Berckmans Road  
 Air Time.....18 hrs.  
 News Service .....UP  
 Transcription Service.....World, Lang-Worth  
 Representative.....George P. Hollingbery  
 Membership.....NAB, BMB  
 Station Manager.....R. W. Ringson

## WTNT

**AUGUSTA—EST. 1947**  
 NBC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..Georgia Carolina Bcstg.  
 Co.  
 Business-Studio Address.....Cotton Row  
 Phone Number .....2-1003  
 Transmitter Location.....Cedar St. Extended  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service .....UP  
 Transcription Service .....Associated  
 Representative .....Taylor-Howe-Snowden  
 President.....Walter J. Brown  
 General-Station Manager..Edgar W. Teasley  
 Commercial Manager.....A. Lee Parsons  
 Program Director.....Fred J. Runde  
 Publicity Director.....Ed. Pond  
 Chief Announcer.....Sam Zurich  
 Chief Engineer, Farm Editor..Ted R. Woodard

## WMGR

**BAINBRIDGE—EST. 1946**

MBS—GEORGIA SPORTS NETWORK—KBS  
 Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....S. Marvin Griffin  
 Business Address.....P. O. Box 348  
 Phone Number .....776  
 Transmitter-Studio Location..Faceville Highway  
 Air Time.....6:30 a.m.-10:35 p.m.; 8 a.m.-  
 10:05 p.m., Sun.  
 News Service .....AP  
 Transcription Service.....KBS, SESAC, Cole  
 President-Owner.....S. Marvin Griffin

Station Manager.....Ben H. Dekle  
 Program Director.....Barbara Ann Johnson  
 Chief Engineer.....W. H. Moore

## WMOG

**BRUNSWICK—EST. 1940**  
 MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By....Coastal Bcstg. Co., Inc.  
 Address.....St. Simons Island Causeway  
 Phone Number .....1500  
 Transmitter Location....St. Simons Causeway  
 Air Time.....7 a.m.-12 M.  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative .....Clark  
 Membership .....BMB

## WQXI (CP)

**BUCKHEAD**

Frequency: 790 Kc.....Power: 1000 Watts d.  
 Owned-Operated By....Robert W. Rounsaville  
 News Service .....UP  
 President.....Robert W. Rounsaville  
 Technical Director.....William F. Lance

## WLBB

**CARROLLTON—EST. 1947**  
 KBS

Frequency: 1100 Kc.....Power: 250 Watts  
 Owned-Operated By..Carroll Bcstg. Co., Inc.  
 Business-Studio Address..Peoples' Bank Bldg.  
 Phone Number .....980-1  
 Transmitter Location.....Cedar St.  
 Air Time.....Local sunrise-local sunset  
 News Service .....UP  
 Transcription Service.....Capitol, SESAC  
 Representative..Ga. Assn. of Local Stations  
 Membership .....NAB  
 President, General Manager..James C. Vocalis  
 Commercial-Sales Promotion  
 Manager.....James C. Dunaway  
 Program Director.....Edward Payne  
 Production Manager.....James M. Matthews  
 Publicity Director.....Elizabeth Mattox  
 Chief Engineer.....Chessley F. Hooper  
 Farm Editor.....James C. Vocalis

## WBHF

**CARTERSVILLE—EST. 1946**  
 MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....W. Ryan Frier

Business-Studio Address . . . . . Shackleford Bldg.  
 Phone Number . . . . . 686  
 Transmitter Location . . . . . West Ave., P. O. Box 71  
 Air Time . . . . . 6 a.m.-11:30 p.m., 7 a.m.-11:30 p.m.,  
 Sun.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB  
 Owner . . . . . W. Ryan Frier  
 General-Station-Commercial  
 Manager . . . . . James O. Hardin, Jr.  
 Publicity Director . . . . . George H. Boswell  
 Chief Engineer . . . . . Thomas W. Cowan, Jr.  
 Farm Editor . . . . . Bob Robertson

## W G A A

**CEDARTOWN—EST. 1941**  
 ABC—KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The Northwest Ga.  
 Bcstg. Co.  
 Business-Studio Address . . . . . West Theatre Bldg.  
 Phone Number . . . . . 777 & 570  
 Transmitter Location . . . . . Cave Spring Rd.  
 Air Time . . . . . 17½ hrs. daily  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Keystone  
 Membership . . . . . NAB, BMB  
 President . . . . . O. C. Lam  
 Station-Commercial Manager . . . . . William B. Estes  
 Program Director . . . . . Rowena Whitfield  
 Production Manager . . . . . R. Edward Reilly  
 Publicity Director . . . . . Hall Wray  
 Musical Director . . . . . Al Stevens  
 Chief Engineer . . . . . Gary C. Hunt

## W D A K

**COLUMBUS—EST. 1943**  
 ABC

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Radio Columbus, Inc.  
 Business-Studio Address . . . . . Martin Bldg.  
 Phone Number . . . . . 5447  
 Transmitter Location . . . . . Brickyard Rd., Phenix  
 City, Ala.  
 Air Time . . . . . 5 a.m.-1:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NAB, BMB  
 President, General Mgr. . . . . Allen M. Woodall  
 Commercial-Sales Promotion  
 Manager . . . . . Miles Ferguson  
 Program-Publicity Director . . . . . Ed Wescott  
 Chief Announcer . . . . . Joe Byars  
 Musical Director . . . . . Mary Evelyn Coney  
 Chief Engineer . . . . . Randy Jones  
 Farm Editor . . . . . Ed Snyder

## W G B A

**COLUMBUS—EST. 1947**

Frequency: 620 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Georgia-Alabama  
 Broadcasting Co.  
 Business Address . . . . . 1213½ Broadway  
 Phone Number . . . . . 3-3603  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . Capitol, Associated  
 Representative . . . . . Branham  
 President . . . . . A. H. Chapman  
 General Manager . . . . . A. E. Mickel  
 Commercial Manager . . . . . W. S. Massie  
 Promotion Manager . . . . . James R. Cook  
 Program Director . . . . . Bill Rhodes, Jr.  
 Chief Engineer . . . . . Jack H. Wiseley

## W R B L

**COLUMBUS—EST. 1928**

CBS—GEORGIA SPORTS NETWORK

Frequency: 1240 Kc. . . . . Power: 5,000 Watts  
 Owned-Operated By . . . . . Columbus Bcstg. Co.  
 Business-Studio Address . . . . . 1420 2nd Ave.  
 Phone Number . . . . . 2-0601  
 Transmitter Location . . . . . Phenix City, Alabama  
 Air Time . . . . . 19 hrs. daily  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, SESAC  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NAB, BMB  
 President . . . . . J. W. Woodruff  
 General-Station-Commercial  
 Manager . . . . . J. W. Woodruff, Jr.  
 Sales Promotion Manager, Program-Publicity  
 Director . . . . . Ed J. Hennessy  
 Musical Librarian . . . . . George D. Davis, Jr.  
 Chief Engineer . . . . . Joseph A. Gamble  
*(See Page 378)*

## W S A C

**COLUMBUS—EST. 1947**

MBS

Frequency: 1460 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Chattahoochee Bcstg.  
 Co., Inc.  
 Business-Studio Address . . . . . 1028½ Broadway  
 Phone Number . . . . . 2-4427  
 Transmitter Location . . . . . 1 mi. E. of Columbus  
 on Morris Rd.  
 Air Time . . . . . 5 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . The Walker Co.  
 President . . . . . William K. Jenkins  
 General-Station Manager . . . . . Edwin Mullinax  
 Commercial Manager . . . . . Francis G. Smith  
 Sales Promotion Manager . . . . . Benson C. Pressly  
 Program Director . . . . . James O'Donnell  
 Chief Engineer . . . . . Hudie M. Brown

# WMJM

CORDELE—EST. 1940

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts, d.,  
100 Watts n.

Owned By... Cordele Dispatch Publishing Co.  
Operated By... James S. Rivers  
Address... P. O. Box 432  
Phone Number... 666  
Transmitter Location... 20th Ave. & B St.  
Air Time... 6:30 a.m.-11:30 p.m.  
News Service... UP  
Transcription Service... World  
Membership... NAB, BMB  
President... John W. Greer  
General Manager... James S. Rivers  
Comm.-Prom. Mgr... William Blizard  
Program Director... Willard Belote  
Chief Engineer... Jeff Donley

# WMOC

COVINGTON—EST. 1946

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... The Covington News, Inc.  
Business Address... Covington News, 112-122  
Pace St.

Phone Number... 2275  
Transmitter-Studio Location... 702 Monticello St.  
Air Time... 6 a.m.-11 p.m.  
News Service... AP  
Transcription Service... World  
Membership... NAB  
President, General Manager... Belmont Dennis  
Station-Commercial Manager... Walt Gaines  
Sales Promotion Manager... W. Thomas Hay  
Program Director, Production Manager, Musical  
Director... Tom Palmer  
Publicity Director... Gordon Turner  
Chief Announcer... Bill Chadburn  
Chief Engineer... Paul Smay  
Farm Editor... Leo Mallard

# WBLJ

DALTON—EST. 1940

MBS—GEORGIA SPORTS NET.—KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... Dalton Bcstg. Corp.  
Business-Studio Address... 111 Pentz St.  
Phone Number... 684  
Transmitter Location... 5th Ave.  
Air Time... 18½ hrs. daily  
News Service... UP  
Transcription Service... Capitol, SESAC  
Representative... Cox & Tanz  
Membership... NAB, BMB  
President... H. C. Kenemer  
General-Station Manager... William Armond

Commercial-Sales Promotion  
Manager... Chester Wilson  
Program Director, Production  
Manager... Dave Achor  
Publicity Director... Bill Ketchum  
Chief Announcer... Paul Crandall  
Musical Director... Marie Baker  
Chief Engineer... Janub Andrews  
Farm Editor... Ed Craig

# WDWD (CP)

DAWSON

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Operated By... Dawson Bcstg. Co.

# WEAS

DECATUR—EST. 1947

Frequency: 1010 Kc. Power: 1,000 Watts d.  
Owned-Operated By... E. D. Rivers, Jr.  
Business-Studio Address... 217 W. Ponce De Leon  
Phone Number... Dearborn 2521  
Transmitter Location... Lawrenceville Highway  
Air Time... Local sunrise-local sunset  
News Service... AP  
Transcription Service... World, Cole  
President-Owner... E. D. Rivers, Jr.  
General-Station-Commercial Manager, Program  
Director... Ewald Kockritz  
Production Manager... Ned Lukens  
Chief Engineer... William Keller

# WDMG

DOUGLAS—EST. 1947

Frequency: 860 Kc. Power: 1,000 Watts d.  
Owned-Operated By... Downing Musgrove  
Business-Studio Address... 118 S. Madison Ave.  
Phone Number... 564  
Transmitter Location... 1.8 mi. E. of Douglas,  
Ga., Highway 32  
Air Time... Local sunrise-local sunset  
News Service... UP  
Transcription Service... Thesaurus, SESAC  
Membership... NAB  
Owner-General Manager... Downing Musgrove  
Commercial Manager... Al H. Evans  
Program Manager... James W. Hayes  
Chief Announcer, Farm  
Editor... Sammy Middleton  
Musical Director... Miss Sal Evans  
Chief Engineer... Clinton Vaughan

# WMLT

DUBLIN—EST. 1945

MBS—GEORGIA SPORTS NETWORK—KBS  
Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... Dublin Bcstg. Co.

Business-Studio Address....Franklin & Moore  
Sts., P. O. Box 659  
Phone Number .....871-2-3  
Transmitter Location...Franklin & Moore Sts.  
Air Time.....7 a.m.-11:05 p.m.  
News Service .....AP  
Transcription Service .....Thesaurus  
Representative.....Cox & Tanz  
Membership .....NAB, BMB  
President.....George T. Morris  
General-Station Manager.....Tom Vassy  
Commercial Manager...George P. McIntyre  
Program Director.....Dennis Brown  
Chief Announcer, Musical Director..Bob Smith  
Chief Engineer.....Charlie R. Lord

**W S G C**

**ELBERTON—EST. 1946**

**MBS—GA. SPORTS NETWORK—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Elberton Bcstg. Co.  
Business-Studio Address....Elberton, Georgia  
Phone Number .....525  
Transmitter Location.....Jones Street  
Air Time .6 a.m.-11:15 p.m.; 7:30 a.m.-11 p.m.,  
Sun.  
News Service .....AP  
Membership .....NAB, BMB  
General-Station Manager.....M. C. Gorman  
Program Director.....John R. Morris  
Chief Engineer.....Charles T. Mewborn

**W B H B**

**FITZGERALD—EST. 1946**

**MBS—GEORGIA SPORTS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned By....J. Paul Stone & R. M. Ware, Jr.  
Operated By.....R. M. Ware, Jr.  
Business-Studio Address.....600 Block W.  
Roanoke Dr.  
Phone Number .....740  
Transmitter Location...600 Block W. Roanoke  
Dr.  
Air Time.....6 a.m.-11 p.m.  
News Service .....AP  
Transcription Service .....Lang-Worth  
President-Part Owner, General-Station-Com-  
mercial Manager, Program  
Director.....R. M. Ware, Jr.  
Chief Announcer.....Jack Owens  
Chief Engineer.....R. M. Ware, Jr.

**W D U N (CP)**

**GAINESVILLE**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Northeast Georgia  
Broadcasting Co.

**W G G A**

**GAINESVILLE—EST. 1941**

**MBS—GA. SPORTS NETWORK—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Blue Ridge Bcstg. Co.  
Business Address.....Box 654  
Phone Number .....1600-1  
Studio Address.....Athens Rd.  
Transmitter Location.....Athens Rd.  
Air Time .6 a.m.-11:15 p.m.; 8 a.m.-11:15 p.m.,  
Sun.  
News Service .....UP  
Transcription Service .....Lang-Worth  
Membership .....NAB, BMB  
President.....Charles A. Smithgall  
Commercial Manager.....E. F. MacLeod  
Program Director.....Mildred Thompson  
Musical Director.....James A. Hartley  
Chief Engineer.....F. Keith Brown

**W K E U**

**GRIFFIN—EST. 1934**

**MBS—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio Station WKEU  
Address.....P. O. Box 155  
Phone Number .....5507  
News Service .....UP  
Air Time.....Daytime License  
President-Gen. Mgr.....A. W. Marshall, Jr.  
Commercial Manager.....C. I. Crawley  
Prog. Dir.-Prom. Mgr.....H. C. Young, Jr.  
Chief Engineer.....G. H. Whitley, Jr.

**W K L Y**

**HARTWELL—EST. 1947**

**GA. SPORTS NETWORK**

Frequency: 980 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Louie L. Morris  
Business Address.....Box 183  
Phone Number .....71  
Transmitter-Studio Location..Bowersville High-  
way, Hartwell, Ga.  
Air Time.....Local sunrise-local sunset  
News Service .....UP  
Transcription Service .....Capital  
President-Owner.....Louie L. Morris  
Exec. Vice President.....Max G. Pfander  
Commercial Manager.....Paul S. Wight  
Sales Promotion Manager..William Winegarner  
Program Director.....Joe B. Wilder  
Chief Announcer.....Robert Mowbray  
Chief Engineer.....Leland W. Hayes

**W L A G**

**LA GRANGE—EST. 1941**

MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By...LaGrange Bcstg. Co.  
 Business-Studio Address...303 Broome St.  
 Phone Number...3505  
 Transmitter Location...LaGrange, Ga.  
 Air Time...6 a.m.-11:30 p.m.  
 News Service...UP  
 Transcription Service...Standard  
 Representative...Thomas F. Clark  
 Membership...NAB  
 President...Roy C. Swank  
 General-Station-Commercial  
 Manager...Edwin Mullinax  
 Sales Promotion Mgr. Josephine M. Thomasson  
 Program Director, Chief

Announcer...John K. Boggess  
 Chief Engineer...James M. McKay  
 Farm Editor...Joe V. Hawkins

**W B M L**

**MACON—EST. 1940**

ABC—GA. SPORTS NETWORK

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By...Middle Ga. Bcstg. Co.  
 Business-Studio Address...First National Bank Bldg.

Phone Number...2728  
 Transmitter Location...Cor. Eighth & Cherry  
 Air Time...6 a.m.-12 M.  
 News Service...AP  
 Transcription Service...Thesaurus  
 Representative...J. H. McGillvra  
 Membership...NAB, BMB  
 President-Owner...E. D. Black  
 General-Station Manager...Chas. W. Pittman  
 Commercial Manager...Walter Graham  
 Program-Musical

Director...Mary Hester Richardson  
 Chief Announcer...Tommy Snellgrove  
 Chief Engineer...H. S. Goodrich

**W I B B (CP)**

MACON

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Operated By...Peach State Bcstg. Co.  
 Business Address...Lanier Hotel

**W M A Z**

**MACON—EST. 1922**

CBS

Frequency: 940 Kc. Power: 10,000 Watts  
 Owned-Operated By...Southeastern Bcstg. Co.

Business-Studio Address...Bankers Insurance Bldg.

Phone Number...3131  
 Transmitter Location...Forsyth Rd.  
 Air Time...5:45 a.m.-12:05 a.m.  
 News Service...INS, UP  
 Transcription Service...World, Lang-Worth  
 Representative...The Katz Agency  
 Membership...NAB, BMB  
 President, Chief Engineer...George P. Rankin  
 General Manager...Wilton E. Cobb  
 Commercial Manager...Frank Crowther  
 Production Manager...Frank Hubbs  
 Farm Editor...D. F. Bruce

**W N E X**

**MACON—EST. 1945**

MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By...Macon Bcstg. Co.  
 Business-Studio Address...Bibb Bldg.  
 Phone Number...8211  
 Transmitter Location...Rogers Ave.  
 Air Time...18 hrs., 40 min. daily  
 News Service...AP  
 Transcription Service...Capitol, Cole  
 Representative...Forjoe  
 Membership...NAB  
 President...Ed Lowe  
 Vice President, General-Station

Manager...Al Lowe  
 Commercial-Sales Promotion  
 Manager...George Patton  
 Program Director...Peggy Taylor  
 Production Manager, Chief

Announcer...Ed Sharpe  
 Publicity Director...Jim Weathers  
 Musical Director...Beverly McKenzie  
 Chief Engineer...A. C. Kibler  
 Farm Editor...“Peanut” Faircloth

**W F O M**

**MARIETTA—EST. 1946**

GA. ASSOC. OF LOCAL STA.

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By...Chattahoochee Bcstrs.  
 Business Address...P. O. Box 131  
 Phone Number...1746  
 Transmitter-Studio Location...So. Cobb Dr.  
 Air Time...7 a.m.-11 p.m.  
 News Service...AP  
 Transcription Service...World  
 Membership...NAB  
 Owners...Fred B. Wilson, Channing Cope  
 General Manager...Albert L. Jones  
 Commercial Manager...A. E. Garoni  
 Program Director...Nelsie Horne  
 Chief Announcer...James Kirby  
 Chief Engineer...Orbra W. Harrell  
 Farm Editor...Channing Cope

**WMVG**

**MILLEDGEVILLE—EST. 1946**

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Jere N. Moore  
 Business Address: Milledgeville, Ga.  
 Phone Number: 250  
 Studio Address: Old State Capitol Bldg.  
 Transmitter Location: Fishing Creek  
 Air Time: 17 hrs. daily; 15 hrs. Sun.  
 News Service: UP  
 Transcription Service: World  
 Representative: Homer Griffith  
 Owner: Jere N. Moore  
 General-Station-Commercial

Manager: Michael T. Landy  
 Program Director: Douglas O. Henson  
 Chief Announcer, Farm Editor: Harry Hunter  
 Chief Engineer: Robbie O. Hattaway

**WMGA**

**MOULTRIE—EST. 1939**

KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: John F. Pidcock  
 Business Address: Box 310  
 Phone Number: 999  
 Transmitter-Studio Location: 1½ mi. N.E.  
 Moultrie on U. S. 319

Air Time: 17 hrs daily; 15 hrs. Sun.  
 News Service: UP  
 Transcription Service: Thesaurus, World,  
 Keystone

Representative: Thomas F. Clark  
 President-Owner, General

Manager: John F. Pidcock  
 Commercial-Sales Promotion Manager,

Publicity Director: Wandell Murphy  
 Program Director: Jackie Stringfellow  
 Production Manager, Chief

Announcer: Jack Shiver  
 Musical Director: Keith Bright  
 Chief Engineer: George Buckmann  
 Farm Editor: Ted Meadows

**WCOH**

**NEWNAN—EST. 1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Newnan Bcstg. Co.  
 Business Address: 11 Court Sq.  
 Phone Number: 1400-1399  
 Studio Address: Court St.  
 Transmitter Location: Line St.  
 Air Time: 18 hrs. daily  
 News Service: AP  
 Transcription Service: World, Thesaurus  
 General-Station Manager: John H. French  
 Commercial-Sales Promotion

Manager: James Thomasson

Program Director: Dr. R. S. C. Young  
 Publicity Director: Randy Bryan  
 Musical Director: Imogene Jones  
 Chief Engineer: James S. Stowers Jr.  
 Farm Editor: R. W. Brown

**WKMA**

**QUITMAN—EST. 1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: John Raymond Barlett  
 Business Address: Walker Bldg.  
 Phone Number: 4811  
 News Service: AP  
 Transcription Service: Associated  
 Owner-General Mgr.: John Raymond Barlett  
 Program Director: James Wood

**WLAQ**

**ROME—EST. 1947**

Frequency: 670 Kc. Power: 1,000 Watts d.  
 Owned-Operated By: News Publishing Co. of  
 Rome, Ga.

Business-Studio Address: 209 Broad St.  
 Phone Number: 7767  
 Transmitter Location: Summerville Rd.  
 Air Time: Local sunrise-local sunset  
 News Service: AP, INS, UP  
 Transcription Service: Capitol, Thesaurus  
 Representative: Joseph Henry McGillvra, Inc.  
 Membership: NAB, BMB  
 President: B. H. Mooney, Sr.  
 General-Station Manager, Publicity

Director: George W. Rice, Jr.  
 Commercial-Sales Promotion

Manager: Martha Daniel  
 Program Director, Production

Manager: George Eubanks  
 Musical Director: Carolyn Smith Lynch  
 Chief Engineer: Dan Scott  
 Farm Editor: Lee Mowry

**WRGA**

**ROME—EST. 1929**

MBS—GA. SPORTS NETWORK—KBS

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Operated By: Rome Bcstg. Corp.  
 Business-Studio Address: National City Bank  
 Bldg.

Phone Number: 6589  
 Transmitter Location: Off Summerville Rd.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Walker Co.  
 Membership: NAB, BMB  
 President: John W. Quarles  
 General Manager: Happy Quarles  
 Assistant: Mather Payne  
 Commercial Manager: Price Selby

Sales Promotion Manager, Publicity  
 Director ..... Don Murdock  
 Program Director, Production Mgr. Jim Roberts  
 Chief Announcer.....Ben Lucas  
 Chief Engineer.....R. L. Starr  
 Farm Editor.....Cecil Kearce

## W R O M

ROME—EST. 1946

G.A. ASSOC. OF LOCAL STA.

Frequency: 710 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Coosa Valley Radio  
 Co. Inc.  
 Business-Studio Address.....121 Broad St.  
 Phone Number .....9075-6  
 Transmitter Location.....Cooper Drive  
 Air Time.....Local sunrise-local sunset  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Homer Griffith  
 Membership .....NAB, BMB  
 President, General-Station  
 Manager .....Dean Covington  
 Commercial-Sales Promotion  
 Manager .....E. J. Cooper  
 Program Director, Production  
 Manager .....John MacLean  
 Publicity-Musical  
 Director .....Charles Poole, Jr.  
 Chief Announcer.....Bill Hale  
 Chief Engineer.....Edward Smith Hill  
 Farm Editor.....Robert V. Rogers

## W C C P

SAVANNAH—EST. 1946

MBS—GEORGIA SPORTS NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Dixie Bcstg. Co.  
 Operated By.....Carter C. Peterson  
 Business Address..P. O. Box 943, 140 Bull St.  
 Phone Number .....2-4182  
 Studio Address.....Ga. State Bank Bldg.,  
 140 Bull St.  
 Transmitter Location.....W. Gwinnett St.  
 Air Time.....6:30 a.m.-12 M.  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative.....The Walker Co.  
 Membership .....NAB  
 Pres.-Owner-Gen. Mgr.....Carter C. Peterson  
 Station-Commercial Manager..Weldon Herrin  
 Sales Promotion Manager.....Vernon Ray  
 Program Director.....Charles Beresford  
 Production Manager, Publicity  
 Director .....Carson Demmond  
 Chief Announcer, Musical  
 Director .....Charles Ford  
 Chief Engineer.....William Moats

## W D A R

SAVANNAH—EST. 1946

ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WDAR, Inc.  
 Business-Studio Address.....34 E. Bryan St.  
 Phone Number .....3-8807  
 Transmitter Location.....E. Savannah ½ mi.  
 Air Time..6:30 a.m.-12:05 a.m.; 8 a.m.-12:05  
 a.m., Sun.  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Avery-Knodel  
 Membership .....NAB, BMB  
 President.....A. C. Neff  
 General-Station Manager.....John P. Dyer  
 Commercial-Sales Promotion  
 Manager .....Abram Eisenman  
 Program-Publicity  
 Director.....J. Davis Sheppard  
 Chief Announcer.....Gene Marshall  
 Musical Director.....Robert Finch  
 Chief Engineer.....Howard Jewett

## W F R P

SAVANNAH—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Georgia Bcstg. Co.  
 Business-Studio Address...219 E. Charlton St.  
 Phone Number .....39642-39643  
 Transmitter Location.....E. Perry Lane  
 Air Time.....6 a.m.-1 a.m.  
 News Service .....AP  
 Transcription Service.....Associated, Cole  
 Representative.....John H. Perry Assoc.  
 Membership .....NAB  
 President.....Frank R. Pidcock  
 General Manager.....Edward N. Palen  
 Asst. Manager, Program-Publicity  
 Director.....Roy F. Zess  
 Commercial-Sales Promotion  
 Manager .....Earl Harper  
 Production Manager.....Robert Vandiver  
 Chief Announcer.....John Hancock  
 Musical Director.....James Barclay  
 Chief Engineer.....James Wilder

## W S A V

SAVANNAH—EST. 1939

NBC—ATLANTIC SPORTS NETWORK

Frequency: 630 Kc.....Power: 5,000 Watts  
 Owned-Operated By.....WSAV, Inc.  
 Business-Studio Address...Liberty National  
 Bank Bldg.  
 Phone Number .....3-0234  
 Transmitter Location..Oatland Island, 4.2 mi.  
 E. of Savannah  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service .....AP

Transcription Service ..... Thesaurus  
 Representative ..... George P. Hollingbery  
 Membership ..... NAB, BMB  
 President, General-Station  
 Manager ..... Harben Daniel  
 Commercial-Sales Promotion  
 Manager ..... L. H. Thesmar  
 Program Director, Production  
 Manager ..... James L. Woods  
 Publicity Director ..... Georgia Fuller  
 Chief Announcer ..... Norman Strand  
 Musical Director ..... Melvin Peacock  
 Chief Engineer ..... M. E. Thompson  
 Farm Editor ..... Bill Donegan

## W T O C

**SAVANNAH—EST. 1929**

CBS

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Operated By ... Savannah Bcstg. Co.  
 Business-Studio Address... 516 Abercorn St.,  
 P. O. Box 645  
 Phone Number ..... 2-0127  
 Transmitter Location ..... Anderson Rd.  
 News Service ..... UP  
 Air Time ..... 6 a.m.-12 M.; 8 a.m.-12 M., Sun.  
 Transcription Service .... World, Lang-Worth,  
 Capitol  
 Representative ..... Katz Agency  
 Membership ..... NAB, BMB  
 President, General Mgr. .... Wm. T. Knight, Jr.  
 Commercial Manager ..... Ben Williams  
 Program-Musical Director, Farm  
 Editor ..... Dwight J. Bruce  
 Publicity Director ..... Catherine Goette  
 Chief Announcer ..... Ben H. Quick  
 Chief Engineer ..... Reeve Owen

## W W N S

**STATESBORO—EST. 1946**

MBS-KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Alfred Dorman  
 Business Address ..... P. O. Box 146  
 Phone Number ..... 502  
 Transmitter-Studio Location ..... E. Olliff St.  
 Air Time ..... 7 a.m.-11 p.m.  
 News Service ..... UP  
 President-Owner ..... Alfred Dorman  
 General-Commercial Mgr. .... Paul R. Sauve  
 Chief Engineer ..... Walter Welch

## W S F T

**THOMASTON—EST. 1947**

MBS

Frequency: 1220 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ... Thomaston Bcstg. Co.  
 Business Address ..... 101 N. Church St.  
 Phone Number ..... 1300  
 News Service ..... AP

Transcription Service ..... Associated  
 President ..... R. E. Hightower  
 Vice President ..... J. B. Hardy  
 Secy.-Manager ..... S. J. Carswell  
 Program Director ..... William H. Heule  
 Chief Engineer ..... Richard D. Wharton

## W K T G

**THOMASVILLE—EST. 1947**

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ... Southern Bcstg. System  
 Inc.  
 Business Address ... Bank of Thomas County  
 Phone Number ..... 1501  
 News Service ..... AP  
 Transcription Service ..... World, Lang-Worth  
 President-Gen. Mgr. .... W. Fred Scott Jr.  
 Comm. Mgr.-Prom. Mgr. .... Pratt Secrest  
 Program Director ..... William B. Hill  
 Chief Engineer ..... Kenneth T. Mallory

## W P A X

**THOMASVILLE—EST. 1934**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... H. Wimpy  
 Business-Studio Address ... 117 Remington Ave.  
 Phone Number ..... 909  
 Transmitter Location ..... 117 Remington Ave.  
 Air Time ..... 7 a.m.-10 p.m.  
 News Service ..... UP  
 Transcription Service .... Capitol, Thesaurus  
 Membership ..... NAB, BMB  
 Owner, General Manager ..... H. Wimpy  
 Commercial Manager ..... Al Feinberg  
 Program Director ..... Bob Oakman  
 Chief Engineer, Farm Editor... James W. Poole

## W T W A (CP)

**THOMSON**

MBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Walter J. Brown  
 Business Address ..... Hickory Hill  
 Owner ..... Walter J. Brown

## W W G S

**TIFTON—EST. 1947**

MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Tifton Bcstg. Corp.  
 Business-Studio Address ..... 800 S. Main St.  
 Phone Number ..... 921  
 Transmitter Location ..... 800 S. Main St.  
 Air Time ..... 6 a.m.-10:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Homer Griffith  
 Membership ..... NAB

# GEORGIA

President.....Walter A. Graham  
General-Commercial  
Manager.....William Wern Shepherd  
Vice President.....James E. Graham  
Sales Promotion Manager, Publicity  
Director.....Patty Carpenter  
Program Director, Production Mgr...Herb Scott  
Chief Announcer.....Bert Stevens  
Musical Director.....Gene Graham  
Chief Engineer.....W. C. Roberts  
Farm Editor.....Tom Hanssen

## W R L C

TOCCOA—EST. 1941

MBS—GEORGIA SPORTS NETWORK—KBS  
Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....R. G. LeTourneau  
Business-Studio Address...Prather Bridge Rd.  
Phone Number..Toccoa 544, LeTourneau 1751  
Transmitter Location.....Prather Bridge Rd.  
Air Time.....7 a.m.-11:15 p.m.  
News Service.....UP  
Transcription Service.....Associated  
Representative.....Thomas F. Clark  
Membership.....NAB, BMB  
Owner.....R. G. LeTourneau  
General Manager.....Virgle E. Craig  
Commercial Manager.....Sam A. Gaines  
Sales Promotion Manager...Roy E. Gaines  
Program Director, Musical  
Director.....Carroll S. Lee  
Chief Announcer.....George Rountree  
Chief Engineer.....Carl Meeks

## W G O V

VALDOSTA—EST. 1940

MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....E. D. Rivers  
Business Address.....Valdosta, Georgia  
Phone Numbers.....1420-1  
Studio Address Trans. Location...Park Ave.  
Air Time.....18 Hrs. daily  
News Service.....UP  
Transcription Service.....World, M. M. Cole  
Representative.....Hal Holman  
Membership.....NAB  
President-Owner.....E. D. Rivers  
Station Manager.....John R. Barlett  
Program Director.....Walter E. Barden  
Chief Engineer.....Don Ellis

## W R Q N

VIDALIA—EST. 1946

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Vidalia Bcstg. Co.

Address.....Vidalia, Ga.  
Phone Number.....327  
Transmitter Location...N.S. U.S. Route 280,  
3/4 mile W. Vidalia  
Air Time.....6:30 a.m.-11:05 p.m.  
News Service.....UP  
Transcription Service.....World  
Membership.....NAB  
President.....M. F. Brice  
Program Director.....Bill Harbeson  
General Manager.....R. W. Sockwell  
Commercial Manager.....Bob Moran  
Chief Engineer.....W. G. Jones

## W A Y X

WAYCROSS—EST. 1936

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Jack Williams  
Business-Studio Address...1600 Carswell Ave.  
Phone Number.....9-6-5  
Transmitter Location.....Route 4  
Air Time.....7 a.m.-12 M.  
News Service.....UP  
Transcription Service.....World, Cole  
Representative.....Hal Holman  
Membership.....NAB, BMB  
Owner.....Jack Williams  
General-Station-Commercial  
Manager.....John J. Tobola  
Sales Promotion Manager, Chief  
Announcer.....Raymond Williamson  
Program Director.....Miss Gwen Crosby  
Production Manager.....Clyde C. Davis  
Publicity Director.....Miss Dorothy Smith  
Chief Engineer.....John E. Legare  
Farm Editor.....C. L. Blalock

## W R L D

WEST POINT—EST. 1944

ABC—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Valley Bcstg. Co.  
Business Address.....Box 191  
Phone Number.....437  
Studio Address...West Point, Ga., Lanett, Ala.  
Transmitter Location.....Lanett, Ala.  
Air Time.....6 a.m.-12 p.m.;  
7 a.m.-11:15 p.m. Sun.  
News Service.....AP  
Transcription Service.....World, Keystone  
Membership.....NAB, BMB  
President-Gen. Mgr.....L. J. Duncan  
Station-Comm.-Sales Prom. Mgr...Perry Elliott  
Program Director.....Eileen Love  
Production Manager.....Dorothy Forrester  
Chief Announcer.....Walter Spiro  
Chief Engineer.....Alfred Hammock

# IDAHO

Estimated Population 488,000—% Increase —7.0—Radio Homes 121,867  
Farms with Radios 36,660—Stations in State 20

## K D S H

BOISE—EST. 1947

CBS

Frequency: 950 Kc. Power: 1000 Watts  
Owned-Operated By Boise Valley Bcstrs, Inc.  
Business-Studio Address Radio Center Bldg.,  
311 N. 10th St.

Phone Number Boise 6820 or 6821  
Transmitter Location R. No. 2, Meridian, Idaho  
Air Time 6 a.m.-12 M.  
News Service UP  
Transcription Service Associated  
Representative Free & Peters  
Membership NAB, BMB  
President Saul Haas  
General Manager & Vice

President Westerman Whillock  
Associate Manager, Treasurer, Sales  
Mgr., Promotion Manager, Program  
Director Earl Glade, Jr.  
Publicity Director Shirley Silvers  
Chief Announcer Frank Watkins  
Musical Director George Ganz, Jr.  
Chief Engineer James A. Johntz, Jr.

## K G E M

BOISE—EST. 1946

ABC—ROCKY MT. BCSTG. SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Idaho Bcstg. & Television  
Co.

Business-Studio Address Owyhee Hotel  
Phone Number 533  
Transmitter Location 4th & Roosevelt  
Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
News Service AP  
Transcription Service Capitol  
Representative The Katz Agency  
Membership NAB  
President, Gen. Mgr. Fentress H. Kuhn  
Station-Commercial Mgr. Kenyon R. Bennett  
Sales Promotion Mgr. Bert L. Johnson  
Program Director Newell R. Tripp  
Production Manager, Publicity

Director Harry Waterstone  
Chief Announcer Bruce Vanderhoof  
Musical Director Donald C. Bishop  
Chief Engineer Richard W. Egelston  
Farm Editor Earl Darr

## K I D O

BOISE—EST. 1928

NBC—IDAHO-UTAH NETWORK

Frequency: 1380 Kc. Power: 2500 Watts d.;  
1000 Watts n.

Owned-Operated By KIDO, Inc.  
Business-Studio Address Hotel Boise  
Phone Number 660  
Transmitter Location 4 mi. N.W. of City  
Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
News Service AP, UP  
Transcription Service Standard, World  
Representative John Blair  
Membership NAB, BMB  
President Georgia Davidson  
General-Station Manager Walter E. Wagstaff  
Commercial Manager Boyd Braithwaite  
Sales Promotion Manager, Publicity

Director Peter Brooks  
Program Director Hub Warner  
Production Manager Wilder Wylie  
Chief Announcer Vern Moore  
Musical Librarian Joe Maggio  
Chief Engineer Harold Toedtemeier  
Farm Editor Rulon Bradley

## K B I O

BURLEY—EST. 1946

ABC—ROCKY MOUNTAIN—KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Jessica L. Longston  
Business-Studio Address Box 461  
Phone Number 10  
Transmitter Location 1¼ mi. W. of Burley on  
highway 30

Air Time 6:30 a.m.-11 p.m.; 8 a.m.-10 p.m.,  
Sun.

News Service UP  
Transcription Service Standard  
Membership NAB  
President-Owner Jessica L. Longston  
General Manager James L. Hamstreet  
Commercial Manager Rudy Rankin  
Sales Promotion Manager Frank K. Clark  
Program Director Jean MacLean  
Chief Engineer Gerald Ekker

## K C I D

CALDWELL—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Caldwell Bcstg. Co.  
Business Address 819 Main St.  
Phone Number 1540  
News Service UP  
Transcription Service World  
President J. T. La Fond  
V.P.-Gen. Mgr.-Comm. Mgr. H. R. McCosh  
Program Director Helen McCosh  
Chief Engineer Don Bower

# KVNI

COEUR d'ALENE—EST. 1946

MBS—DON LEE

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... The Coeur d'Alene  
 Bcstg. Co.  
 Business-Studio Address... Blackwell Island  
 Phone Number... 1250  
 Transmitter Location... Blackwell Island  
 Air Time... 7 a.m.-11 p.m.; 8 a.m.-11 p.m., Sun.  
 News Service... UP  
 Transcription Service... Lang-Worth  
 Representative... Gilman, Nichol & Ruthman  
 Membership... NAB  
 President... Burl C. Hagadone  
 Station-Commercial-Sales Promotion  
 Manager... C. E. Rodell  
 Program Director, Production Manager,  
 Publicity Director... Bernard V. Merriman  
 Chief Announcer... Johnnie Maxson  
 Musical Director, Farm  
 Editor... Howard Carpenter  
 Chief Engineer... Howard Oleson

# KID

IDAHO FALLS—EST. 1927

MBS—INTERMOUNTAIN—KBS

Frequency: 1350 Kc. 5000 Watts d.; 500 W. n.  
 Owned-Operated By... Idaho Radio Corp.  
 Business-Studio Address... Hotel Bonneville  
 Phone Number... 4  
 Transmitter Location... Ammon Highway  
 Air Time... 18 hrs. daily; 15 hrs. Sun.  
 News Service... UP  
 Transcription Service... World  
 Representative... Avery Knodel  
 Membership... NAB  
 President, General-Station Mgr... Cecil E. Hart  
 Commercial Manager... Leonard Wasden  
 Sales Promotion Manager, Publicity Director,  
 Farm Editor... Roy L. Southwick  
 Program Director, Production  
 Manager... James H. Lawrence  
 Chief Announcer... Robert Fleming  
 Musical Director... James Denton  
 Chief Engineer... C. N. Layne

# KIFI

IDAHO FALLS—EST. 1947

ABC—GEM STATE-ROCKY MT.

BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Eastern Idaho Bcstg. &  
 Television Co.  
 Business-Studio Address... 339 Broadway  
 Phone Number... 1054-5  
 Transmitter Location... Yellowstone Highway  
 Air Time... Unlimited

News Service... AP  
 Transcription Service... Thesaurus  
 Pres.-Gen. Mgr... J. M. Brady  
 Station Manager, Farm Editor... Chas. Crabtree  
 Commercial-Sales Promotion  
 Manager... Dan W. Kelly  
 Program Director, Production  
 Manager... Keith Clarke  
 Publicity Director... Jerry Browne  
 Chief Announcer... Lloyd Meecham  
 Chief Engineer... Blaire Nelson

# KYNG (CP)

IDAHO FALLS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Idaho Falls Bcstg. Co.  
 Business Address... 295 13th St.

# KRLC

LEWISTON—EST. 1935

MBS—DON LEE

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Operated By... H. E. Studebaker  
 Business-Studio Address... Lewis-Clark Hotel  
 Phone Number... 1950  
 Transmitter Location... Lewiston Orchards  
 Air Time... 6:30 a.m.-11 p.m.  
 News Service... UP  
 Transcription Service... Lang-Worth  
 Representative... Gilman, Nichol & Ruthman  
 Membership... NAB, BMB  
 President-Owner... H. E. Studebaker  
 General-Station Manager... Donald Thomas  
 Commercial Manager... Robert Taylor  
 Program Director... Virginia Taylor  
 Production Manager... William Watts  
 Chief Announcer... Ed Triplett  
 Chief Engineer... Gene Wilson

# KRPL

MOSCOW—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Interstate Radio, Inc.  
 Business Address... P. O. Box 207  
 Phone Number... 2283  
 Transmitter-Studio Location... Route 3  
 Air Time... 5 a.m.-12 M.; 9 a.m.-9:30 p.m., Sun.  
 News Service... AP  
 Transcription Service... World, Cole  
 Representative... W. S. Grant Co.  
 Membership... NAB, BMB  
 President... Ted R. Farrier  
 General-Station Manager, Program Director,  
 Production Manager, Publicity  
 Director... Bert McAllister  
 Commercial-Sales Promotion  
 Manager... Jack H. Goetz  
 Chief Engineer... Herbert D. Young

# K F X D

NAMPA-BOISE—EST. 1922

MBS—INTERMOUNTAIN NETWORK

Frequency: 580 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Frank E. Hurt & Son  
 Business Address: Main Office: 1024 12th Ave.  
 So., Nampa, Idaho  
 Phone Number . . . . . Nampa 1200; Boise 750  
 Studio Addresses: Nampa—1024 12th Ave. So.;  
 Boise: 809 Main St.  
 Transmitter Location: Midway between Nampa  
 and Boise, Idaho.

Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP, UP  
 Transcription Service: Thesaurus, SESAC, Lang-  
 Worth.

Representative . . . . . Avery - Knodel  
 Membership . . . . . NAB  
 President-Owner, General  
 . . . . . Manager . . . . . Frank E. Hurt  
 Station-Commercial Manager . . . . . Doyle Cain  
 Program Director, Production  
 . . . . . Manager . . . . . Shirl Black  
 Musical Director . . . . . Donna Luker  
 Chief Engineer . . . . . Edward P. Hurt

# KEIO

POCATELLO—EST. 1946

ABC—ROCKY MT. BROADCASTING CO.—  
 GEM STATE NETWORK

Frequency: CP 1440 Kc. Power: CP 1000 Watts  
 Owned-Operated By: Eastern Idaho Broadcast-  
 ing & Television Co.

Business-Studio Address . . . . . Hotel Bannock  
 Phone Number . . . . . 3400  
 Transmitter Location . . . . . Pole Line Rd.  
 Air Time . . . . . 7 a.m.-12 M.  
 News Service . . . . . AP

Transcription Service . . . . . Thesaurus  
 Representative . . . . . The Katz Agency  
 Membership . . . . . NAB  
 President . . . . . James M. Brady  
 General-Station Manager . . . . . John R. Taylor  
 Commercial-Sales Promotion  
 . . . . . Manager . . . . . James H. Schoonover  
 Program Director, Production  
 . . . . . Manager . . . . . Don Reber  
 Chief Engineer . . . . . Randell Sorenson

# KEYY

POCATELLO—EST. 1946

MBS—INTERMOUNTAIN NETWORK

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By: Radio & Television Bcstg  
 Co. of Idaho

Business-Studio Address: Yellowstone Highway  
 Phone Number . . . . . 1240  
 Transmitter Location: Yellowstone Highway  
 Air Time . . . . . 6:40 a.m.-11:15 p.m.  
 News Service . . . . . AP

Transcription Service . . . . . World  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB  
 President, General-Station  
 . . . . . Manager . . . . . Calvin L. Hale  
 Commercial-Sales Promotion  
 . . . . . Manager, Publicity Director: Zendell M. Hale  
 Program Director . . . . . Tina A. Whitaker  
 Production Manager . . . . . William M. Rieske  
 Chief Announcer, Musical  
 . . . . . Director . . . . . Dean Buchanan  
 Chief Engineer . . . . . Julian Dennis  
 Farm Editor . . . . . Drew Dunn

# KSEI

POCATELLO—EST. 1926

NBC—UTAH-IDAHO

Frequency: 930 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Radio Service Corp.  
 Business-Studio Address: Yellowstone Highway  
 Phone Number . . . . . 960  
 Transmitter Location . . . . . Six mi. N. Pocatello  
 Air Time . . . . . 6 a.m.-12 M; 7 a.m.-12 M., Sun.  
 News Service . . . . . UP  
 Transcription Service: Standard, Lang-Worth,  
 Cole.

Representative . . . . . The Walker Co.  
 Membership . . . . . NAB, BMB  
 President . . . . . O. P. Soule  
 General-Commercial  
 . . . . . Manager . . . . . Harry H. Fletcher  
 Sales Promotion Manager, Publicity  
 . . . . . Director . . . . . Olive M. Leeney  
 Program Director . . . . . Ruthe A. Fletcher  
 Chief Engineer . . . . . Ellis W. Call

# KLIX

TWIN FALLS—EST. 1946

ABC—ROCKY MOUNTAIN BCSTG.  
 SYSTEM—GEM STATE NETWORK

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned By: Southern Idaho Bcstg. & Tele'n Co.  
 Operated By . . . . . Frank C. McIntyre  
 Business-Studio Address . . . . . Elizabeth Blvd.  
 Phone Number . . . . . 2484  
 Transmitter Location . . . . . Elizabeth Blvd.  
 Air Time: 5:55 a.m.-12:05 a.m.; 7 a.m.-12 M., Sun.  
 News Service . . . . . AP

Transcription Service . . . . . Thesaurus  
 Representative . . . . . The Katz Agency  
 Membership . . . . . NAB  
 General-Station Manager . . . . . Frank C. McIntyre  
 Sales Manager: (National) Frank C. McIntyre;  
 (Local) Juneau H. Shinn.  
 Sales Promotion Manager, Farm  
 . . . . . Editor, Administrative Assistant . . . . . Ian Elliot  
 Production Manager . . . . . Charles Neeley  
 Chief Announcer . . . . . Joe Gibney  
 Musical Director . . . . . Earl Sterling  
 Chief Engineer . . . . . Lloyd James

**K T F I**

**TWIN FALLS—EST. 1928**  
NBC—UTAH-IDAHO

Frequency . . . . . 1270 Kc.  
Power . . . . . 5000 Watts D.; 1000 Watts N.  
Owned-Operated By . . . . . Radio Bcstg. Corp.  
Business-Studio Address . . . . . 241 Main Ave. W.  
Phone Number . . . . . 2400  
Transmitter Location . . . . . Highway 30  
Air Time . . . . . 6 a. m.-12 M.  
News Service . . . . . UP  
Transcription Service . . . . . Standard, Langworth  
Representative . . . . . Weed & Co.; John Keating  
Membership . . . . . NAB, BMB  
President . . . . . O. P. Soule  
General-Station Manager . . . . . F. M. Gardner  
Commercial Manager, Sales Promotion  
Manager . . . . . K. W. Montgomery  
Program-Publicity Director . . . . . Lenore Parker  
Production Manager, Chief  
Announcer . . . . . John Edington  
Musical Director . . . . . Anne Streifus  
Chief Engineer . . . . . George Malone  
Farm Editor . . . . . Jack Farrar

**K V M V**

**TWIN FALLS—EST. 1946**  
MBS—INTERMOUNTAIN

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Radio Sales Corp.  
Business-Studio Address: 126½ Shoshone St., E.  
Phone Numbers . . . . . 2002-3  
Transmitter Location . . . . . Blue Lakes Blvd.  
Air Time . . . . . 6 a.m.-11:15 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . World, Associated

Representative . . . . . Avery-Knodel  
Membership . . . . . NAB  
Sec.-Treas., Chief Engineer . . . . . F. Ver Cox  
General-Commercial Manager,  
Publicity Director . . . . . John W. Thomas  
Program Director . . . . . Gary Thomas  
Production Manager . . . . . William Stewart Daniels  
Chief Announcer . . . . . John Barlow, Jr.

**K W A L**

**WALLACE—EST. 1939**  
MBS-KBS

Frequency: 620 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Silver Bcstg. Co.  
Business-Studio Address . . . . . Tabor Bldg.  
Phone Numbers . . . . . 330; 201  
Transmitter Location . . . . . Osburn, Idaho  
Air Time . . . . . 7 a.m.-12:00 M.  
Transcription Service . . . . . World, SESAC  
Membership . . . . . BMB  
President . . . . . Dr. J. R. Binyon  
General Manager . . . . . Robert G. Binyon  
Station Manager, Chief  
Announcer . . . . . W. Mondell Spencer  
Commercial Manager . . . . . Evan Lytle  
Sales Promotion Manager . . . . . Hobert Daugherty  
Program-Publicity Director . . . . . Betty Spencer  
Musical Director . . . . . Turner Dreher  
Chief Engineer . . . . . John Backman  
Farm Editor . . . . . Chas. Preston

**K W E I**

**WEISER—EST. 1947**  
KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Inland Bcst. Co.  
Business Address . . . . . 455 W. Liberty St.

For the best in news quality . . .

**AP**

**Membership!**

# "We're One of the Family in Midwest America!"

A few of the thousands of "local" news stories that show how WLS is "One of the Family in Midwest America." It is our intimate interest in these folks and thousands like them—in their events—in the service and entertainment we give them, that have made us "One of the Family"—have made them such loyal listeners to WLS . . . and upon loyal listeners depend advertising results.

**MOWEAQUA, ILL.—NEWS**  
Wednesday, October 1, 1947

Mr. and Mrs. Frank Scribner and Mr. and Mrs. Ira Hanley returned Saturday from a very pleasant vacation trip through the Eastern States and Canada. Points of interest visited were Niagara Falls, The Grand Canyon of Penna., A tour of the Ford Plant in Detroit, Mich., and the WLS National Barn dance in Chicago.

**MONTICELLO, IND.—HERALD-JOURNAL**  
Wednesday, October 8, 1947

## ENJOY TRIP TO CHICAGO

Mr. and Mrs. Ruasell Sigman of Monticello, and Mr. and Mrs. Walter Whiteman and daughter Loretta of Idaville spent Saturday and Saturday evening in Chicago the guests of Mr. and Mrs. Ted Koepke. The afternoon was spent in sightseeing and then they all attended the WLS Barn Dance program in the evening.

**NILES, MICH.—STAR**  
Friday, October 3, 1947

## LETTER IS READ

A letter submitted to radio station WLS by Donald Hoover, of Mrs. Pauline Klopfenstein's junior high school 8-B English class was read at a broadcast yesterday. Pupils at the class submitted letters on "How I Spent My Vacation."

**BROOKFIELD, ILL.—ENTERPRISE**  
Thursday, October 2, 1947

## WLS RADIO BROADCAST TO HIGHLIGHT OBSERVANCE OF FIRE PREVENTION WEEK

Highlighting a program of instructive information for the observance of Fire Prevention Week in Brookfield will be a fifteen minute broadcast from the Cross School on Thursday, Oct. 9. The broadcast will begin at 1:15 p. m. and will be carried over the nation by radio station WLS.

**CASEY, ILL.—REPORTER**  
Wednesday, August 13, 1947

## Attending State Fair

Bill and Ina Malcom of Casey, attended the Illinois State Fair last weekend and were guests in the Prairie Farmer WLS tent.

**JERSEYVILLE, ILL.—DEMOCRAT-NEWS**  
Friday, August 22, 1947

## Former Resident Interviewed on WLS

Miss Erma Cottingham, a resident of Jerseyville, Jersey County, Ill., last Monday on the WLS "Dinnerbell" program, broadcast last week direct from the state fair at Springfield.

**NECEDAH, WIS.—REPUBLICAN**  
Thursday, August 28, 1947

## RUSSELL ROBINSON, MAUSTON ON THE WLS DINNERBELL PROGRAM AT STATE FAIR

The 4-H and FFA members participated in a big way at the state fair again this year. Among Wisconsin's most outstanding Future Farmers of America who were there, was Russell Robinson of Mauston, Juneau county, who spoke on the WLS Dinnerbell program last Monday, in an interview by Russell Park, assistant farm program director of Prairie Farmer WLS.

**PRINCETON, ILL.—REPUBLICAN**  
Thursday, October 9, 1947

## GERDES WILL TALK ON STATION WLS

Reinhard Gerdes, route 1, Princeton, Ill., will tell how he found success under America's free enterprise system when he speaks at 6:30 p. m. Thursday over radio station WLS on the "Let's Go Visiting" program. The story to be told over the air starts when Gerdes was in Germany and decided that America was the place to find his freedom and best living. He will tell how he came here 19 years ago, rented a farm and married in 1894, and acquired his own farm. Gerdes now has one of the territory's outstanding herds of Brown Swiss dairy cattle, herds of cow calves which may establish a world's record in butterfat production. In another two months, if the cow calves, she will be awarded an official butterfat record certificate.

*A Clear Channel Station* **ABC AFFILIATE**



**CHICAGO 7**

**THE PRAIRIE FARMER STATION**  
BLUDDICE & BUTLER  
President  
GLENN SHAFER  
Manager

MANAGEMENT AFFILIATED WITH

*The Arizona Network*

ALL STATIONS AFFILIATED WITH CBS

**KSUN**

Bisbee · Lowell · Douglas  
Carl Morris, Mgr.  
1230 Kilocycles  
250 Watts

**PHOENIX**  
AL JOHNSON  
MANAGER  
**KOY**  
550  
KILOCYCLES

**KTUC**

TUCSON  
Lee Little, Mgr.  
1400 Kilocycles  
250 Watts

Both WLS and the Arizona Network are represented by John Blair & Company

# ILLINOIS

Estimated Population 8,221,000—% Increase 4.1—Radio Homes 2,185,416  
Farms with Radios 175,778—Stations in State 62

## W O K Z (CP)

ALTON

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Operated By: Illinois Alton Bcstg. Co.  
Partners: R. C. Goshorn, R. L. Rose

## W M R O

AURORA—EST. 1938

KBS

Frequency: 1280 Kc. Power: 250 Watts d.  
Owned-Operated By: Martin R. O'Brien  
Business-Studio Address: Aurora, Ill.  
Phone Number: 4215  
Transmitter Location: Aurora, Ill.  
Air Time: Local sunrise-local sunset  
News Service: AP  
Transcription Service: Keystone, Standard  
Owner, General-Station

Manager: Martin R. O'Brien  
Commercial Manager: Vincent G. Cofey  
Program Director: Jeanne M. Doran  
Chief Announcer: Art Hellyer  
Musical Director: LaVerna Umland  
Chief Engineer: Ray Kitner  
Farm Editor: W. P. Miller

## W I B V

BELLEVILLE—EST. 1947

Frequency: 1060 Kc. Power: 250 Watts d.  
Owned-Operated By: Belleville Bcstg. Co.  
Business-Studio Address: 2100 W. Main St.  
Phone Number: 5000  
Transmitter Location: Between E. St. Louis & Belleville, Ill.

Air Time: Local sunrise-local sunset  
News Service: AP  
Transcription Service: Standard  
Representative: Hal Holman  
Membership: BMB  
General-Station Manager: Paul Wnorowski  
Commercial-Sales Promotion

Manager: Marshall True  
Program Director: Joyce Pond Hatch  
Production Manager, Chief  
Announcer: Downey Hewey  
Publicity Director: Jerry Kessler  
Musical Director: H. B. Swift  
Chief Engineer: John Schultz  
Farm Editor: H. H. Swift

## W J B C

BLOOMINGTON—EST. 1924

ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Bloomington Bcstg. Corp.

Business-Studio Address: 209 E. Washington St.  
Phone Number: 5281  
Transmitter Location: N. City Limits, Normal, Ill.  
Air Time: 6 a.m.-12 M.  
News Service: UP  
Transcription Service: Lang-Worth  
Membership: NAB, BMB  
President: Loring C. Merwin  
General Manager: Hale Bondurant  
Sales or Commercial Manager: J. J. Hannie  
Sales Promotion Manager: Eldred Uhler  
Program-Musical Director: J. J. Glass  
Production Manager: "Spec" Jontry  
Publicity Director: Helen Rediger  
Chief Announcers: "Spec" Jontry; Bob Edell  
Chief Engineer: Fred L. Bailey  
Farm Editor: Clark Jontry

## W K R O

CAIRO—EST. 1942

MBS

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  
Air Time: 6:00 a.m.-10 p.m.;  
8 a.m.-9 p.m. Sun.

News Service: UP  
Representative: John E. Pearson Co.  
Membership: NAB, BMB  
Pres.-Chief Engr.: Oscar C. Hirsch  
Gen.-Comm. Manager: Merrill C. Currier  
Program Director: Bernice Currier

## W B Y S

CANTON—EST. 1947

Frequency: 1560 Kc. Power: 250 Watts d.  
Owned-Operated By: Fulton County Bcstg. Co.  
Business-Studio

Address: E. Linn Limits, P.O. Box 554  
Phone Number: 1877  
Transmitter Location: E. Linn Limits  
Air Time: Local sunrise to local sunset  
News Service: AP  
Transcription Service: Lang-Worth  
Membership: NAB  
President: Harold R. Winsor  
General-Station-Commercial

Manager: Cletus H. Quick  
Sales Promotion Manager: Robert E. McElroy  
Program-Publicity Director, Chief

Announcer: Robert Boone  
Production Manager: Eugene C. Springer  
Musical Director: Bette Rigney  
Chief Engineer: Jonn Stockberger  
Farm Editor: John G. Wolfe

# EXTRA

## RESEARCH IN EASY WIN OVER GUESSWORK

Anytime—anyplace—Research beats guesswork every time the two compete. Because of that fact, there is an ever-increasing number of radio advertisers today who base their decisions on the solid support of research.

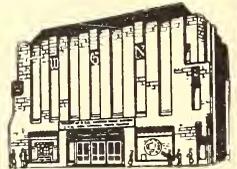
WGN, in an effort to help advertisers and agencies choose times and programs which can do the best possible job, offers *more* radio research material than any other Chicago station. In subscribing to all Hooper reports in both Chicago and Milwaukee, as well as to the Chicago area Nielsen Radio Index, and the Broadcast Measurement Bureau, we offer the continuing guidance of radio research throughout the year to our clients.

We believe that this service, together with our unequalled coverage, preferred dial position, and top Middlewestern acceptance, puts WGN in a position to do a better advertising job for *you* in Chicago.

*A Clear Channel Station . . .  
Serving the Middle West*



Chicago 11  
Illinois  
50,000 Watts  
720  
OnYourDial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.  
West Coast Representatives: Keenan and Eickelberg  
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13  
710 Lewis Bldg., 333 SW Oak St., Portland 4

# WCIL

## CARBONDALE—EST. 1946

Frequency: 1020 Kc. . . . Power: 1000 Watts d.  
 Owned-Operated By . . . Southern Illinois Bcstg.  
 Business-Studio Address . . . 219 W. Main St.  
 Phone Numbers . . . . . 167, 765  
 Transmitter Location: 2 mi. W. of Carbondale,  
 Ill.

Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Taylor-Howe-Snowden  
 Membership . . . . . NAB, BMB  
 Partners: Paul F. McRoy, John H. Sering, Ann  
 E. Sering.

General Manager . . . . . Paul F. McRoy  
 Commercial Manager . . . . . Walter C. Schafer  
 Program Director . . . . . Don Boudrean  
 Chief Engineer . . . . . Marion Sawyer

# WCAZ

## CARTHAGE—EST. 1922

Mississippi Valley Network

Frequency: 990 Kc. . . . Power: 1000 w. d. only  
 Owned-Operated By . Superior Bcstg Serv., Inc.  
 Business Address . . . Marine Trust Co. Bldg.  
 Phone Number . . . . . 520  
 Studio Address . . . . . Carthage; Macomb, Ill.  
 Transmitter Location . . . . RFD, Carthage, Ill.

Air Time . . . . . Daytime  
 Transcription Service . . . . . Capitol  
 News Service . . . . . UP  
 Membership . . . . . BMB  
 President-Chief Engineer . . . . Bob Compton  
 General-Commercial Manager . . . John Palmer  
 Program Director . . . . . Antoinette C. Palmer

# WCNT

## CENTRALIA—EST. 1946

Frequency: 1210 Kc. . . . Power: 1000 Watts d.  
 Owned-Operated By . . . Hobart Stephenson  
 Business Address . . . . . Centralia, Illinois  
 Phone Number . . . . . 234  
 Studio, Transmitter Location: Centralia, Ill.,  
 Highway #51 North.

Air Time . . . . . Daytime—sunrise to sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Langworth  
 Station Representative . . . . . Sears & Ayers  
 Membership . . . . . NAB, BMB  
 Owner-Manager . . . . . Hobart Stephenson  
 Program Director . . . . . Anne Collins  
 Chief Engineer . . . . . Hobart G. Stephenson, Jr.

# WDWS

## CHAMPAIGN-URBANA—EST. 1936

CBS-KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts

Owned-Operated By . . . The News-Gazette, Inc.  
 Business-Studio Address . . . . . 48 Main St.  
 Transmitter Location . . . . . S. of Champaign  
 Air Time . . . . . 16 hrs. daily  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Radio Adv. Co.  
 Membership . . . . . NAB  
 President . . . . . Mrs. D. W. Stevick  
 Director . . . . . Frank R. Mills

# WAAF

## CHICAGO—EST. 1922

Frequency: 950 Kc. . . . Power: 1000 Watts d.  
 Owned-Operated By: Drovers Journal Publish-  
 ing Co.

Business Address . . . . . 836 Exchange Ave.  
 Phone Numbers: Yards 0080; (Studio) Ran-  
 dolph 1932

Studio Address: Palmer House, State & Monroe.  
 Transmitter Location: Exchange Bldg. Union  
 Stock Yards.

Air Time . . . . . 6 a. m to local sundown  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard

Representative . . . . . George P. Hollingbery  
 Membership . . . . . NAB  
 President . . . . . Ward A. Neff

General Manager . . . . . Wm. E. Hutchinson  
 Sales-Commercial Manager: Bradley R. Eidman  
 Sales Promotion Manager, Publicity

Director . . . . . Ben V. Kirk  
 Program Director, Production

Manager . . . . . Cynthia Coyle  
 Chief Engineer . . . . . Carl W. Ulrich

# WAIT

## CHICAGO—EST. 1923

Frequency: 820 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By: . . . Radio Station WAIT  
 Business-Studio Address: 360 N. Michigan Ave.

Phone Number . . . . . Franklin 0660  
 Transmitter Location . . . . . Elmhurst, Ill.  
 Air Time . . . . . Local sunrise to local sunset

News Service . . . . . UP  
 Transcription Service . . . . . Associated, SESAC,  
 Lang-Worth, MacGregor

Representative . . . . . Taylor-Howe-Snowden  
 President . . . . . Gene T. Dyer  
 General-Commercial Manager . . . . S. M. Aston

Program Director . . . . . Lorraine Dwyer  
 Chief Engineer . . . . . Edward Jacker

# WBMM

## CHICAGO—EST. 1923

CBS

Frequency: 780 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By: The Columbia Bcstg. Sys-  
 tem, Inc.

Business-Studio Address: 410 N. Michigan Ave.

Phone Number..... Whitehall 6000  
 Transmitter Location..... Itasca, Ill.  
 Air Time:..... 5 a.m.-1:30 a.m.  
 News Service..... AP, INS, UP  
 Transcription Service: AMP, World, Lang-Worth  
 Representative..... Radio Sales  
 Membership..... NAB, BMB  
 General Manager..... H. Leslie Atlass  
 Station Manager..... Frank Falknor  
 Commercial Manager..... Erwin Shomo  
 Sales Promotion Manager..... Arthur Duram  
 Program Director..... Valentine Sherman  
 Production Manager..... Jack Sexton  
 Publicity Director..... Don Kelley  
 Chief Announcer..... Bill Duane  
 Musical Director..... Caesar Petrillo  
 Chief Engineer..... George Sherman  
 Farm Editor..... Harry Campbell

## W C B D

CHICAGO—EST. 1947

Frequency: 820 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Christian Catholic  
 Church  
 Business Address.. Administration Bldg., Zion,  
 Ill.  
 Air Time..... Limited  
 General Overseer..... Michael J. Mintern

## W C F L

CHICAGO—EST. 1928

ABC

Frequency: 1000 Kc..... Power: 10,000 Watts  
 Owned-Operated By: Chicago Federation of  
 Labor.  
 Business-Studio Address: 666 Lake Shore Dr.  
 Phone Number..... Superior 5300  
 Transmitter Location..... Downers Grove, Ill.  
 Air Time..... 6 a.m.-12 M.; 7:15 a.m.-12 M., Sun.  
 News Service..... UP  
 Transcription Service..... Associated  
 Representative..... The Katz Agency  
 General Manager..... Maurice Lynch  
 Station Manager, Program  
 Director..... Howard Keegan  
 Commercial-Sales Promotion  
 Manager..... Melvin Wolens  
 Production Manager..... Jack Odell  
 Publicity Director, Chief  
 Announcer..... Frank McGivern  
 Musical Director..... Jack Kelly  
 Chief Engineer..... Charles Willet

## W C R W

CHICAGO—EST. 1926

Frequency: 1240 Kc..... Power: 100 Watts d.  
 Owned-Operated By..... Clinton R. White  
 Business-Studio Address: 2756 Pine Grove Ave.  
 Phone Number..... Eastgate 6860  
 Transmitter Location... 2756 Pine Grove Ave.

Air Time..... Share time  
 Transcription Service..... C. P. MacGregor  
 Owner, Chief Engineer..... Clinton R. White  
 General Manager..... J. A. White

## W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... Emil Denmark, Inc.  
 Business-Studio Address... 3860 W. Ogden Ave.  
 Phone Number..... Crawford 4100  
 Transmitter Location..... 3860 W. Ogden Ave.  
 Air Time: 8:30 a.m.-10 a.m.; 3:30 p.m.-5 p.m.;  
 7 p.m.-10 p.m.; 10 p.m.-11 p.m.; 12 M.-6 a.m. d.  
 News Service..... UP  
 Owner..... Emil Denmark  
 General-Station-Commercial-Sales  
 Promotion Manager..... Frank J. Kotnour  
 Program Director, Production Mana-  
 ger, Publicity Director, Chief  
 Announcer..... Bill Mack  
 Musical Director..... William P. Brady  
 Chief Engineer..... Chester Lewicki

## W E N R

CHICAGO—EST. 1923

ABC

Frequency: 890 Kc..... Power: 50,000 Watts  
 Owned-Operated By..... American Bcstg. Co.  
 Address..... 20 No. Wacker Dr.  
 Phone Number..... Delaware 1900  
 Studio Address..... Merchandise Mart,  
 222 W. N. Bank Dr.  
 Transmitter Location..... Tinley Park, Ill.  
 Air Time..... Unlimited  
 News Service..... AP; INS; UP  
 Transcription Service..... Standard  
 Membership..... NAB, BMB  
 Pres. (ABC)..... Mark Woods  
 Vice-Pres. in charge of ABC Central  
 Division..... E. R. Borroff  
 Gen.-Comm. Manager..... Roy McLaughlin  
 Promotion Manager..... Karl R. Sutphin  
 Program Director..... Harold Stokes  
 Chief Engineer..... E. C. Horstman

## W G E S

CHICAGO—EST. 1924

Frequency: 1390 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Radio Station WGES  
 Business-Studio Address... 2708 Washington  
 Blvd.  
 Phone Number..... Sacramento 1700  
 Transmitter Location..... 86th & Kedzie  
 Air Time..... 7 a.m.-12 M.  
 News Service..... AP  
 Transcription Service..... Associated  
 General Manager..... John A. Dyer  
 Commercial Manager..... E. M. Hinzman  
 Program Director..... Herbert Rudolph

# WGN

CHICAGO—EST. 1924

MBS

Frequency: 720 Kc. Power: 50,000 Watts  
 Owned-Operated By: WGN, Inc.  
 Business-Studio Address: 441 N. Michigan Ave.  
 Phone Number: Superior 0100  
 Transmitter Location: Roselle, Ill.  
 Air Time: 19½ hrs. daily  
 News Service: AP, INS, UP, Reuters  
 Transcription Service: Standard  
 Representative: Keenan & Eickelberg  
 Membership: BMB  
 President: Col. Robert R. McCormick  
 Manager: Frank P. Schreiber  
 Asst. Manager: Paul C. Brines  
 Commercial Manager: Wm. A. McGuineas  
 Sales Promotion Manager: Wm. C. Meyers  
 Program Supervisor: Buckingham Gunn  
 Commercial Pgm. Dir.: Walter J. Preston  
 Production Manager: Edmund F. Kahn  
 Public Relations Director: Wm. W. Dennis  
 Supervisor of Annrcs.: Raymond Taylor  
 Musical Director: Henry Weber  
 Director of Engineering: Carl J. Meyers  
 Farm Editor: Harold Totten

(See Page 398)

# WIND

CHICAGO—EST. 1927

MIDWEST BASEBALL NETWORK

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Operated By: Johnson Kennedy Radio Corp.  
 Business-Studio Address: 400 N. Michigan Ave.  
 Phone Number: Whitehall 2170  
 Transmitter Location: Gary, Ind.  
 Air Time: Full Time  
 News Service: AP, UP  
 Transcription Service: Standard  
 Representative: John E. Pearson  
 Membership: NAB  
 President: Paul V. Harper  
 General-Station Manager: Ralph L. Atlass  
 Commercial Manager: John T. Carey  
 Sales Promotion Manager: Alex V. Tellis  
 Program Director: Howard A. Miller  
 Chief Engineer: Kenneth C. Shirk

# WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc. Power: 50,000 Watts  
 Owned-Operated By: Field Enterprises, Inc.  
 Business-Studio Address: 230 N. Michigan Ave.  
 Phone Number: State 5466  
 Transmitter Location: DesPlaines, Ill.  
 Air Time: 4:00 a.m.-Salt Lake City sundown  
 News Service: UP  
 Transcription Service: Associated, Cole, Capitol  
 Representative: Avery-Knodel

Membership: NAB, BMB  
 President: Marshall Field  
 General-Station Manager: Arthur F. Harre  
 Commercial Manager: Fred G. Harm  
 Sales Promotion, Publicity Director: Ed Short  
 Program Director, Production Manager: Mark Russell  
 Chief Announcer: Frank Sweeney  
 Musical Director: Ken Nelson  
 Chief Engineer: Walt Myers  
 Farm Editor: Russ Salter

# WLS

CHICAGO—EST. 1924

ABC

Frequency: 890 Kc. Power: 50,000 Watts  
 Owned By: Prairie Farmer Publishing Co.  
 Operated By: Agricultural Bcstg. Co.  
 Business-Studio Address: 1230 W. Washington Blvd.  
 Phone Number: Monroe 9700  
 Transmitter Address: Tinley Park, Ill.  
 Air Time: 14 hrs. daily, shares time with WENR  
 News Service: AP, INS, Transradio, UP  
 Transcription Service: Standard  
 Representative: John Blair  
 Membership: NAB, BMB  
 President: Burridge D. Butler  
 General Manager: Glenn Snyder  
 Treasurer: George Cook  
 Sales Manager: C. M. Freeman  
 Commercial Manager: Harold Safford  
 Sales Promotion Manager: Donald Finlayson  
 Program Director: John Baker  
 Production Manager: Al Boyd  
 Publicity Director: Wilma Gwilliams  
 Chief Announcer: Jack Holden  
 Musical Director: O. Westley  
 Chief Engineer: Tom Rowe  
 Farm Editor: Arthur C. Page

(See Page 396)

# WMAQ

CHICAGO—EST. 1922

NBC

Frequency: 670 Kc. Power: 50,000 Watts  
 Owned-Operated By: National Bcstg. Co.  
 Business-Studio Address: 222 W. North Bank Drive.  
 Phone Number: Superior 8300  
 Transmitter Location: Elmhurst, Ill.  
 Air Time: Sun.—8 a.m.-1 a.m.; Mon.—5:30 a.m.-1 a.m.; Tues. thru Sat.—5:30 a.m.-2 a.m.  
 News Service: AP, INS, UP  
 Transcription Service: Thesaurus, Standard  
 Representative: NBC National Spot Sales  
 Membership: NAB, BMB  
 President (NBC): Niles Trammell  
 General-Station Manager: I. E. Showerman  
 Commercial Manager: Oliver Morton  
 Program Director: Jules Herbubeaux  
 Production Manager: Arthur Jacobson

Publicity Director..... John F. Ryan  
 Chief Announcer..... William Kephart  
 Musical Director..... Joseph Gallicchio  
 Chief Engineer..... Howard C. Lutgens  
 Farm Editor..... Everett Mitchell

**W M B I**  
 CHICAGO

Frequency: 1110 Kc..... Power: 5000 Watts  
 Owned-Operated By..... The Moody Bible  
 Institute of Chicago  
 Business Address..... 153 Institute Pl.  
 Phone Number..... Michigan 1570  
 News Service..... UP  
 Representative..... World  
 President..... Dr. William Culbertson  
 General Manager..... Robert L. Constable  
 Program Director..... Robert Parsons  
 Chief Engineer..... A. P. Frye

**W S B C**

CHICAGO—EST. 1925

Frequency: 1240 Kc..... Power 250 Watts  
 Owned-Operated By..... Radio Station WSB  
 Business-Studio Address: 2400 W. Madison St.  
 Phone Number..... Monroe 9060  
 Transmitter Location..... 2400 W. Madison St.  
 Air Time: 6 a.m.-8:30 a.m.; 10 a.m.-11 a.m.; 2-  
 3:30 p.m.; 8 p.m.-10 p.m.; 11 p.m.-12 M.  
 News Service..... UP  
 Transcription Service..... SESAC, Cole, MacGregor,  
 Associated.  
 Representative..... Forjoe  
 General-Station Manager, Program  
 Director..... Robert O. Miller  
 Commercial-Sales Promotion  
 Manager..... Julius Miller  
 Publicity-Musical Director..... Arnold B. Miller

**W H F C**

CICERO—EST. 1926

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... WHFC, Inc.  
 Address..... 6138 W. Cermak Rd.  
 Transmitter Location..... 6138 W. Cermak Rd.  
 Air Time..... 7:00 a.m.-12 M.  
 News Service..... UP  
 Transcription Service..... Lang-Worth, SESAC  
 Membership..... NAB

**W H O W**

CLINTON—EST. 1947

Frequency: 1520 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Cornbelt Bcstg. Co.  
 Business Address..... 401½ S. Side Sq.  
 Phone Number..... 305  
 News Service..... UP  
 Transcription Service..... Standard  
 Representative..... Cooke  
 President..... Keith Rhea

General Manager..... H. E. Rhea  
 Program Director..... Fred Harrison  
 Chief Engineer..... H. O. Trummel

**W D A N**

DANVILLE—EST. 1938

CBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By: Northwestern Publishing  
 Co.  
 Business-Studio Address: Hotel Wolford, 202  
 N. Hazel St.  
 Phone Number..... 1700-1  
 Transmitter Location: Woodlawn & Washing-  
 ton Sts.  
 Air Time..... 6:45 a.m.-11 p.m.  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... J. P. McKinney  
 Membership..... NAB, BMB  
 General Manager..... E. C. Hewes  
 Station-Commercial-Sales Promotion  
 Manager..... Robert J. Burov  
 Program Director..... Honore E. Ronan  
 Chief Announcer..... Max Shaffer  
 Chief Engineer..... T. G. Magin

**W S O Y**

DECATUR—EST. 1924

CBS

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By: Commodore Bcstg., Inc.  
 Business-Studio Address: 351-357 N. Main St.  
 Phone Number..... 5371  
 Transmitter Location: 1891 N. Oakland Ave.  
 Air Time..... 6 a.m.-12:05 a.m.  
 News Service..... AP  
 Transcription Service..... Lang-Worth, Associated  
 Representative..... Weed & Co.  
 Membership..... NAB, BMB  
 President..... F. W. Schaub  
 General-Station Manager..... Merrill Lindsay  
 Commercial-Sales Promotion  
 Manager..... Chas. F. Bruce  
 Program Director..... Bernard J. Johnson  
 Publicity Director..... Jane Logan  
 Chief Engineer..... Milburn H. Stuckwisch

**W L B K**

DE KALB—EST. 1947

Frequency: 1360 Kc..... Power: 500 Watts d.  
 Owned-Operated By..... DeKalb Radio Studios  
 Business Address..... 153½ N. Third St.  
 Phone Number..... 2677  
 News Service..... AP  
 Transcription Service..... Thesaurus, Cole  
 Owners..... Roland Wallem, T. A. Lanes  
 Business Manager..... Roland Wallem  
 Commercial Manager..... T. A. Lanes  
 Program Director..... T. A. Lanes  
 Chief Engineer..... Charles Green

## WTMV

**EAST ST. LOUIS—EST. 1935**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . On the Air, 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  
 Air Time . . . . . Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Cole  
 Representative . . . . . Weed  
 Membership . . . . . NAB, BMB  
 Owners . . . Clarence Leich, Henry B. Walker  
 Gen.-Commercial Mgr. . . . . Frank J. Prendergast  
 Asst. Gen. Mgr. . . . . Elmer Willrich  
 Prom. Mgr. . . . . Henry Hoffman  
 Program Director . . . . . Paul M. Enright  
 Chief Engineer . . . . . Erle E. White

## WCRA

**EFFINGHAM—EST. 1947**

Frequency: 1090 Kc. . . . . Power: 250 Watts  
 Owned-Operated By: Effingham Bcstg. Co., Inc.  
 Business Address . . . . . Box 568  
 Phone Number . . . . . 1090  
 Studio Address . . . . . 112½ N. Banker St.  
 Transmitter Location . . . . . SW of city  
 Air Time . . . . . Daytime only  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Hal Holman  
 Membership . . . . . NAB, BMB  
 President . . . . . Willard L. Thompson  
 General-Station Manager: Willard L. Thompson  
 Commercial Manager: Joseph E. McNaughton  
 Program Director . . . . . Mabel L. Thompson  
 Chief Announcer . . . . . Andy James  
 Chief Engineer . . . . . Scott Franklin  
 Farm Editor . . . . . Willard L. Thompson

## WRMN (CP)

**ELGIN**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The Elgin Bcstg. Co.  
 Partners . . . . . George A. Ralston, Jerry C. Miller

## WNMP

**EVANSTON—EST. 1947**

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Evanston Bcstg. Co.  
 Business-Studio Address . . . . . 2201 Oakton St.  
 Phone Number . . . . . Greenleaf 1590  
 Transmitter Location . . . . . 2201 Oakton St.  
 Air Time . . . . . Daytime

News Service . . . . . INS  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB  
 President . . . . . Fred S. Newton  
 General-Station Manager . . . . . Angus D. Pfaff  
 Program Director . . . . . Wayne Griffin  
 Publicity Director . . . . . Jack Angell  
 Chief Engineer . . . . . Schnedorf

## WFRL

**FREEPORT—EST. 1947**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Freeport Bcstg. Co.  
 Business-Studio Address . . . . . 9 N. Chicago Ave.  
 Phone Number . . . . . State 436-437  
 Transmitter Location: 1½ miles N.E. of Center  
 of town.  
 Air Time . . . . . Local sunrise-local sunset.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Thesaurus  
 Representative . . . . . Donald Cook  
 Membership . . . . . NAB, BMB  
 Owners: Vincent S. Barker & Gladys J. Barker  
 General-Station Manager, Chief  
 Engineer . . . . . Dave Taylor  
 Program Director, Production Man-  
 ager, Chief Announcer . . . . . Bud Houghton  
 Publicity Director . . . . . Dick Carroll  
 Musical Director . . . . . Gladys Barker  
 Farm Editor . . . . . Cyril Nelson

## WGIL

**GALESBURG—EST. 1938**

**MBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By: Galesburg Bcstg. Co., Inc.  
 Business Address . . . . . 312 Hill Arcade  
 Phone Number . . . . . 4626  
 Transmitter-Studio Location . . . . . Hill Arcade  
 Air Time . . . . . 6 a.m.-12 M.; 6 a.m.-1 a.m., Sat.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, SESAC  
 Representative . . . . . Donald Cooke  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . Mrs. L. A. Pritchard  
 General-Station-Sales Promotion  
 Manager . . . . . E. J. Huber  
 Sales or Commercial Manager . . . . . Lee Kramer  
 Program Director . . . . . Betty Harler  
 Chief Announcer . . . . . Dwight B. Olson  
 Chief Engineer . . . . . Lee Rector

## WEBQ

**HARRISBURG—EST. 1923**

**KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Harrisburg Bcstg. Co.  
 Business-Studio Address . . . . . 100 E. Poplar St.  
 Phone Number . . . . . Harrisburg 28  
 Air Time . . . . . 6 a.m.-10 p.m.

News Service.....UP  
 Membership.....NAB, BMB  
 General-Station-Commercial  
 Manager.....Inglis M. Taylor  
 Sales Promotion-Production  
 Manager.....Ken Hamilton  
 Program Director.....Wanda R. Owen  
 Publicity Director.....Eddie Wise  
 Chief Engineer.....Joseph R. Tate  
 Farm Editor.....Tom Land

## W J P F

HERRIN—EST. 1940  
 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Orville W. Lyerla  
 Business Address.....P. O. Box 179  
 Phone Numbers.....382-3  
 Studio Address.....Herrin, Ill.  
 Transmitter Location.....2.2 mi. N. of Herrin  
 Air Time.....17 hrs., 15 min. daily  
 News Service.....UP  
 Transcription Service.....Standard, SESAC  
 Representative.....John E. Pearson  
 Membership.....NAB, BMB  
 Owner.....Orville W. Lyerla  
 General-Station Manager.....Chas. R. Cook  
 Commercial Manager.....Fred Simmons  
 Program Director.....Doug Hadley  
 Publicity Director.....Fred Reinhardt  
 Chief Engineer.....Gino Monaco

## W L D S

JACKSONVILLE—EST. 1941  
 KBS

Frequency: 1180 Kc.....Power: 1000 Watts  
 Owned-Operated By: Milton Edge & E. J. Kors-  
 meyer.  
 Business-Studio Address: Fox-Illinois Theater  
 Bldg.  
 Phone Number.....1180  
 Transmitter Location: One and a half mi. E.  
 of Jacksonville.  
 Air Time.....Local sunup to local sundown  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Hal Holman  
 Membership.....NAB, BMB  
 General-Station-Commercial  
 Manager.....E. J. Korsmeyer  
 Production Manager.....T. J. Fairburn  
 Musical Director.....Virginia Colwell  
 Chief Engineer.....G. J. Cassens

## W J O L

JOLIET—EST. 1926  
 KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Joliet Bcstg. Co.  
 Operated By.....R. L. Bowles

Business-Studio Address.....601 Walnut St.  
 Phone Number.....4761  
 Transmitter Location.....601 Walnut St.  
 Air Time.....7 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NAB, BMB  
 Vice-President, General-Station Mana-  
 ger, Program Director, Production  
 Manager.....R. L. Bowles  
 Commercial-Sales Promotion  
 Manager.....J. B. Kirby  
 Publicity Director.....Harry Spurrier  
 Musical Director.....Joseph Lyons  
 Chief Engineer.....Robert Schmidt  
 Farm Editor.....Jack Swart

## W K A N

KANKAKEE—EST. 1947

Frequency: 1320 Kc.....Power: 1000 Watts d.  
 Owned-Operated By: Kankakee Daily Journal  
 Co.  
 Business-Studio Address: 183 N. Schuyler Ave.  
 Phone Number.....Main 6500  
 Transmitter Location.....RR 1  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service.....World, Standard  
 Membership.....NAB  
 President.....Leslie C. Small  
 Vice-President.....Burrell Small  
 Station Manager.....Bruce Brown  
 Commercial Manager.....Morris Mindel  
 Program Director.....Wayne Center  
 Chief Engineer.....Robert Harrell

## W L P O

LA SALLE—EST. 1947

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Operated By La Salle County Bcstg. Co.  
 Business Address.....Medical Arts Bldg.  
 Phone Number.....3100  
 News Service.....AP  
 Transcription Service.....World, Lang-Worth  
 Partners... F. F. McNaughton, Louis F. Leurig  
 Gen. Commercial Mgr.....William Holm  
 Promotion Mgr.....Joseph A. Terrando  
 Program Director.....Don Grantham  
 Chief Engineer.....J. Harold White

## W K A I

MACOMB—EST. 1947  
 KBS

Frequency: 1510 Kc.....Power: 250 Watts  
 Owned-Operated By...The Macomb Bcstg. Co.  
 Business-Studio Address.....113 E. Carroll St.  
 Phone Number.....1350  
 Transmitter Location.....¼ mi. E. of Macomb  
 Air Time.....Daytime

News Service ..... UP  
 Transcription Service..... Thesaurus, SESAC  
 Membership ..... NAB  
 President..... James C. Bailey  
 Act'g General Manager..... J. C. Bailey  
 V. P. Commercial Manager... Lyle B. Landis  
 Program Director, Chief  
 Announcer..... Eugene F. Spry  
 Musical Director..... Anne Graham  
 Chief Engineer..... Leo Wilson  
 Farm Editor..... John McCaughey

## WLBH

**MATTOON—EST. 1946**

Frequency: 1170 Kc.....Power: 250 Watts  
 Owned-Operated By.....Mattoon Bcstg. Co.  
 Business-Studio Address: 17th & Broadway Av.  
 Phone Number.....3800  
 Transmitter Location: ¼ Mi. N. of Matton on  
 Highway 45.

Air Time.....Local sunrise to local sunset  
 News Service.....AP  
 Transcription Service.....Standard, SESAC  
 Membership ..... NAB  
 General-Station Manager.....J. R. Livesay  
 Commercial Manager.....Rolland O. Looper  
 Program Director.....Robert F. LaMere  
 Musical Director.....Ken Jakle  
 Chief Engineer.....Ray Livesay  
 Farm Editor.....Roy Freeman

## WQUA

**MOLINE—EST. 1946**

MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Moline Bcstg. Corp.  
 Business-Studio Address.....1319 5th Ave.  
 Phone Number.....7000  
 Transmitter Location.....7th St. Ext.  
 Air Time.....17½ hrs. daily  
 News Service.....AP  
 Transcription Service.....World  
 Representative .....Taylor-Howe-Snowden  
 Membership ..... NAB  
 President, General-Station-Sales  
 Promotion Manager, Publicity  
 Director.....Bruff W. Olin, Jr.  
 Sales Commercial Manager,  
 Vice-President.....Marvin L. Rosene  
 Production Manager.....Don Stevens  
 Chief Engineer.....Larry Lynch

## WMIX

**MT. VERNON—EST. 1946**

Frequency: 940 Kc.....Power: 1000 Watts d.  
 Owned-Operated By: Mt. Vernon Radio &  
 Television Co.  
 Business-Studio Address...121½ N. Ninth St.  
 Phone Number .....3500  
 Transmitter Location.....Salem Rd.

Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service.....World, Standard  
 Representative.....John E. Pearson  
 Membership ..... NAB  
 President.....John Russell Mitchell  
 General-Station-Sales Promotion  
 Manager, Publicity  
 Director.....Art Milward  
 Commercial Manager.....Sam Virts  
 Program Director, Production  
 Manager.....William Miller  
 Chief Announcer.....Dudley Townsend  
 Musical Director.....Aline Benoist  
 Chief Engineer.....Adrian Miller  
 Farm Editor.....Ed Brooks

## WVLN

**OLNEY—EST. 1947**

Frequency: 740 Kc.....Power: 250 Watts  
 Owned-Operated By.....Olney Bcstg. Co.  
 Business Address.....302 E. Main St.  
 Phone Number.....935  
 News Service .....AP  
 Transcription Service.....Capitol, Keystone  
 Representative .....Holman  
 President-General Mgr.....Marshall A. Poole  
 Commercial Mgr.....Harry A. Bauer  
 Promotion Manager.....Sidney Faulkerson  
 Program Director.....John Henkes, Jr.  
 Chief Engineer.....Leander A. Smith

## WSIV

**PEKIN—EST. 1946**

Frequency: 1140 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Pekin Bcstg. Co.  
 Business-Studio Address.....Arcade Bldg.  
 Phone Numbers.....1747, 1539  
 Transmitter Location: Route 98, 4 mi. N. of  
 PeKin.  
 Air Time.....6:30 a.m.-local sunset  
 News Service.....AP  
 Transcription Service.....Standard, SESAC  
 Representative.....Sears & Ayer  
 Membership ..... NAB, BMB  
 President, General-Station  
 Manager.....W. Kenneth Patterson  
 Commercial Manager.....Ed Henry  
 Sales Promotion Mgr., Publicity  
 Director.....George Udry  
 Program Director, Production Mgr., Musical  
 Director.....Chuck Timm  
 Chief Announcer.....Lee Rothman  
 Chief Engineer.....Emil Prandoni  
 Farm Editor.....Lee Driscoll

## WEEK

**PEORIA—EST. 1947**

NBC

Frequency: 1350 Kc.....Power: 1000 Watts

Owned-Operated By . . . West Central Bcstg. Co.  
 Business-Studio Address . . . 1001 Commercial  
 National Bank Bldg.  
 Phone Number . . . . . 3-3688  
 Transmitter Location . . . . . Bartonville, Ill.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Capitol  
 Representative . . . . . Katz Agency  
 President . . . . . E. K. Gaylord  
 General Manager . . . . . Edgar T. Bell  
 Station Manager . . . . . Fred C. Mueller  
 Commercial Manager . . . . . Fred L. Vance  
 Sales Promotion Mgr. . . . . Montez Tjaden  
 Program Director . . . . . Harry Eldred  
 Musical Director . . . . . Herman Hampy  
 Chief Engineer . . . . . Alden F. Wooster

## WIRL

PEORIA—EST. 1947

ABC

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . Illinois Valley Bcstg. Co.  
 Business-Studio Address . . . 115 N. Jefferson Ave.  
 Phone Number . . . . . 4-9239  
 Transmitter Location . . . . . Tazewell County  
 Air Time . . . . . 6:30 a.m.-12 M.; 8 a.m.-12M., Sun.  
 News Service . . . . . UP  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB  
 President . . . . . Timothy W. Swain  
 General-Station-Commercial  
 Manager . . . . . Robert B. Jones, Jr.  
 Chief Engineer . . . . . Rudolph Luukinen

## WMBD

PEORIA—EST. 1927

CBS

Frequency: 1470 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Peoria Bcstg. Co.  
 Business-Studio Address . . . 1st National Bank  
 Bldg.  
 Phone Number . . . . . 7133  
 Transmitter Location . . . . . 2 mi. S. of Groveland,  
 Ill.  
 Air Time . . . . . 19¼ hrs. daily; 18 hrs. Sun.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Thesaurus, Lang-Worth  
 Representative . . . . . Free & Peters  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . Edgar L. Bill  
 Executive Vice President . . . Charles C. Caley  
 Commercial Manager . . . . . Donald D. Kynaston  
 Sales Promotion Manager, Publicity  
 Director . . . . . J. Kent Saunders  
 Program Director . . . . . Charles E. Barnhart  
 Chief Announcer . . . . . Robert Carlton  
 Musical Director . . . . . Ozzie Osborne  
 Chief Engineer . . . . . A. James Ebel  
 Farm Editor . . . . . Emil Bill

## WMMJ

PEORIA—EST. 1946

MBS

Frequency: 1020 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Mid-State Bcstg. Co.  
 Business-Studio Address . . . . . 408 Fulton  
 Phone Number . . . . . 9164  
 Transmitter Location . . . . . High Point Rd.  
 Air Time . . . . . 6 a.m.-local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, SESAC  
 Representative . . . . . John Pearson  
 Membership . . . . . NAB  
 President, General Mgr. . . . . William Kutsch  
 Station-Commercial Mgr. . . . . Joseph Raber  
 Program Director, Production  
 Mgr. . . . . Berne Enterline  
 Publicity Director . . . . . Jim Craigen  
 Chief Announcer, Farm Editor . . . . . Bob Snow  
 Musical Director . . . . . Cary Robards  
 Chief Engineer . . . . . Ted Giles

## WWXL

PEORIA—EST. 1947

Frequency: 1580 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . Central Ill. Radio Corp.  
 Business-Studio Address . . . . . Jefferson Hotel  
 Phone Number . . . . . 9106  
 Transmitter Location . . . . . E. Stewart St.,  
 Creve Coeur  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . Associated, SESAC  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB  
 President . . . . . Joseph H. Giddan  
 General Manager, Program  
 Director . . . . . George W. Cremeens  
 Commercial-Sales Promotion Mgr., Publicity  
 Director . . . . . A. B. Kershenbaum  
 Musical Director, Farm Editor . . . . . Bob Mohr  
 Chief Engineer . . . . . Carl Horine

## WGEM

QUINCY—EST. 1947

Frequency: 1440 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Quincy Bcstg. Co.  
 Business Address . . . . . Hotel Quincy  
 Phone Number . . . . . 7760  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Thesaurus, Lang-Worth  
 Representative . . . . . Taylor-HoweSnowden  
 President-General Mgr. . . . . Donald E. Fischer  
 Sales Manager . . . . . Joseph S. Bonansinga  
 Promotion Manager . . . . . John A. Arnston  
 Program Director . . . . . Richard E. Fischer  
 Actg. Chief Engineer . . . . . Roger S. Whitlock

**W T A D**  
**QUINCY—EST. 1922**  
 CBS

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Operated By... Lee Bcstg., Inc.  
 Business-Studio Address... WCU Building  
 Phone Number... 6200  
 Transmitter Location... Melrose Township  
 Air Time... 5:45 a.m.-12:05 a.m.  
 News Service... AP, UP  
 Transcription Service... Standard  
 Representative... Weed & Co.  
 Membership... NAB, BMB  
 President... Lee P. Loomis  
 Co-Mgrs... George Arnold, Jr., W. T. Burghart  
 Local Sales Mgr... W. T. Burghart  
 Sales Promotion Manager... Gerald Staten  
 Program Director... Merritt Milligan  
 Production Mgr., Farm Editor... Dick Faler  
 Publicity Director... H. B. Hook  
 Chief Announcer... Jim Woods  
 Musical Director... Jean Fessler  
 Chief Engineer... Urlin Whitman

**W R O K**  
**ROCKFORD—EST. 1923**  
 ABC

Frequency: 1440 Kc. Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By... Rockford Bcstrs., Inc.  
 Business-Studio Address... Rockford Newstower  
 Phone Number... 2-6621  
 Transmitter Location... Kilburn Ave. Rd.  
 Air Time... 6 a.m.-12M.; 8 a.m.-12 M., Sun.  
 News Service... UP  
 Transcription Service... Standard  
 Representative... Headley-Reed  
 Membership... NAB  
 President... Albert B. Simms  
 General Manager... Walter M. Koessler  
 Commercial Manager... John J. Dixon  
 Sales Promotion Mgr... Betty L. Thro  
 Program Director... Maurice P. Owens  
 Chief Announcer... Bob Earle  
 Musical Director... Lorna Lane  
 Chief Engineer... Wilfred A. Smith  
 Farm Editor... Roland Spongberg

**W H B F**  
**ROCK ISLAND—EST. 1925**  
 ABC

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Operated By... Rock Island Bcstg. Co.  
 Business-Studio Address... 1800 3rd Ave.  
 Phone Number... Rock Island 918  
 Transmitter Location... 52nd St., 23rd Ave.,  
 Moline, Ill.  
 Air Time... 6 a.m.-12 M.; 7 a.m.-12M., Sun.  
 News Service... AP, UP  
 Transcription Service... Associated

Representative... Avery-Knodel  
 Membership... NAB, BMB  
 Vice Pres., Gen-Station Mgr... Leslie C. Johnson  
 Commercial Manager... Maurice J. Corken  
 Program Director... Forest W. Cooke  
 Publicity Director... Fern Hawks  
 Chief Announcer... Charles F. Harrison, Jr.  
 Chief Engineer... Robert J. Sinnett

**W C V S**  
**SPRINGFIELD—EST. 1922**  
 ABC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... WCVS, Inc.  
 Business-Studio Address... 523 E. Capitol Ave.  
 Phone Number... 9855  
 Transmitter Location... 3000 S. 4th St.  
 Air Time... 6 a.m.-12 M.  
 News Service... AP  
 Transcription Service... World  
 Representative... Sears & Ayer  
 Membership... NAB, BMB  
 President... H. L. Dewing  
 General-Station-Commercial-Sales Promotion-  
 Production Mgr., Publicity Dir... C. W. Neeld  
 Program Director... John Geil  
 Chief Announcer... James W. Mitchell  
 Chief Engineer... Harold L. Dewing

Top ABC Shows  
*plus features of*  
**LOCAL INTEREST**

*give*

**W R O K**

\*33.7% of the Listening Audience

*in the*

**ROCKFORD, ILLINOIS AREA**

(A \$345,440,000 Market)

✓ Ask Headley-Reed

\*Conlon Survey—May 18-25, 1947

# WTAX

SPRINGFIELD—EST. 1930

CBS

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By.....WTAX, Inc.  
 Business-Studio Address.....Reisch Bldg.  
 Phone Number.....2-4441  
 Transmitter Location.....Reisch Bldg.  
 Air Time.....18 hrs.; 17 hrs. Sun.  
 News Service.....UP  
 Transcription Service.....Thesaurus, SESAC  
 Representative.....Weed & Co.  
 Membership.....NAB, BMB  
 President, General Mgr.....Oliver J. Keller  
 Sales Promotion Mgr.....Shelby T. Harbison  
 Program Director.....Lee Phillips  
 Production Manager.....Gladys McGrew  
 Chief Announcer.....Glen Farrington  
 Chief Engineer.....Eli Swaringen

# WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WDZ Bcstg. Co.  
 Business-Studio Address.....McNeill Bldg.  
 Phone Number.....431

Transmitter Location.....Tuscola, Ill.  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Free & Peters  
 Membership.....NAB, BMB  
 President.....Edgar L. Bill  
 Exec. Vice-Pres.....Charles C. Caley  
 Station Manager.....R. L. Stufflebam  
 Program Director.....Shirl Evans, Jr.  
 Musical Director.....J. Hubert Doerr  
 Chief Engineer.....A. James Ebel  
 Farm Editor.....Lawrence E. McDonald

# WILL

URBANA—EST. 1922

Frequency: 580 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Univ. of Illinois  
 Business Address.....1010 S. Wright St.  
 Phone Number.....7-5461  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 President.....George D. Stoddard  
 General Manager.....Joseph F. Wright  
 Program Director.....Frank E. Schooley  
 Chief Engineer.....John R. Brugger

For the best in news quality . . .

# AP

Membership!

# INDIANA

Estimated Population 3,858,000—% Increase +12.6—Radio Homes 1,009,348  
Farms with Radios 147,417—Stations in State 37

## WCBC

ANDERSON—EST. 1947

Frequency: 1470 Kc. . . . . Power 1000 w. d. only  
Owned-Operated By . . . Civic Broadcasting Corp.  
Address . . . . . 116 W. 12th St.  
Phone . . . . . 822  
Transmitter Location . . . . . Junction of State  
Route 9 and 67  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . McGeehan & O'Mara  
General Manager . . . . . Donald W. Cogley  
Commercial Manager . . . . . John J. Garrett, Jr.  
Program Director . . . . . Sid Grieb  
Promotion Manager . . . . . Charles Bailey  
Chief Engineer . . . . . Charles Robinson

## WHBU

ANDERSON—EST. 1923

ABC-KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Anderson Bcstg Corp.  
Business-Studio Address . . . . . 640 Citizens  
Bank Building  
Phone Number . . . . . 7791  
Transmitter Location . . . . . 1110 Meridian St.  
Air Time . . . . . 6:30 a.m.-12 m.; 7 a.m.-12 m. Sun.  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Representative . . . . . Hal Holman Co.  
Membership . . . . . NAB, BMB  
President . . . . . C. Bruce McConnell  
General Manager . . . . . John R. Atkinson  
Program Director . . . . . E. R. McCord  
Chief Announcer-Musical Dir. . . . . Chas. H. Powell  
Chief Engineer . . . . . L. M. Shroyer

## WSUA

BLOOMINGTON—EST. 1946

Frequency: 1010 Kc. . . . . Power: 1,000 Watts d.  
Owned-Operated By . . . Radio Station WSUA, Inc.  
Bus.-Studio Address . . . . . 117½ W. Kirkwood  
Phone Number . . . . . 7277  
Transmitter Location . . . . . 2½ mi. s. of Bloomington  
on State Rd. No. 37  
Air Time . . . . . Local Sunrise-Local Sunset  
News Service . . . . . UP  
Transcription Service . . . . . World, Standard  
Representative . . . . . Burn-Smith  
Membership . . . . . NAB  
General-Station Mgr. . . . . Warren G. Davis  
Commercial Manager . . . . . Lyle Warrick  
Chief Announcer . . . . . Ted McKay  
Chief Engineer . . . . . James Rolfe

(See Following Page)

## WTOM

BLOOMINGTON—EST. 1946

KBS

Frequency: 1490 Kc. . . . . Power: 100 Watts  
Owned-Operated By . . . . . Fred O. Grimwood  
Bus. Studio Address . . . . . 3rd & Washington Sts.  
Phone Number . . . . . 2593, 7871  
Transmitter Location . . . . . RFD 5  
Air Time . . . . . 18 hrs. daily  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Sears & Ayers  
Membership . . . . . NAB  
President-Owner . . . . . Fred O. Grimwood  
General Manager . . . . . T. G. Grimwood  
Program Director . . . . . Ward Glenn  
Chief Engineer . . . . . Robert A. Thomason  
Farm Editor . . . . . Maurice Latimer

## WTT S (CP)

BLOOMINGTON

Frequency: 1370 Kc. . . . . Power: 1000 d. soon  
Owned-Operated By . . . Sarks & Mary Tarzian  
Business Address . . . . . Bloomington, Ind.

## WCNB (CP)

CONNERSVILLE

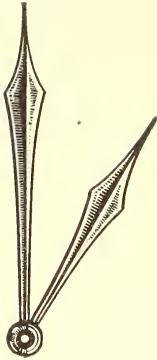
Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . News Examiner Co.  
Business Address . . . . . 406 Central Ave.

## WTRC

ELKHART—EST. 1931

KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Truth Publishing Co., Inc.  
Business-Studio Address . . . . . 116 S. Second St.  
Phone Number . . . . . 1340  
Transmitter Location . . . . . 1 Mi. S. of Elkhart on  
Oakland Ave. Rd., RFD 1  
Air Time . . . . . 18 hrs. daily  
News Service . . . . . UP  
Transcription Service . . . . . Standard, World  
Representative . . . . . Burn-Smith, Inc.  
Membership . . . . . NAB, BMB  
President . . . . . C. D. Greenleaf  
General Manager . . . . . R. R. Baker  
Commercial Manager . . . . . Dick Holloway  
Sales Promotion Manager . . . . . Hank Davis  
Program Director . . . . . Darrell Dunham  
Chief Announcer . . . . . Louis Glass  
Chief Engineer . . . . . L. W. Zellmer  
Farm Editor . . . . . R. C. Stangland



# The Clock Struck One...

**E**VEN before we were one year old, we were honored with our first award—the Billboard award for outstanding achievement in single campaign promotion.

But the award was not for isolated promotion of a single sponsored show. Rather for WSUA's ability to draw from the community concerted community response to a WSUA objective. (We'll do it for your product, too.)

Southern Indiana's most important event since the war was the Centennial Celebration of the Monon Railroad. WSUA was the only Southern Indiana station selected to cooperate in furthering its success. WSUA worked in Bloomington. It worked in towns up and down the railroad. In short, the power and progressiveness of WSUA was felt in all its eleven primary area counties. Counties which spent, in 1946, \$143,470,000 for retail purchases.\*

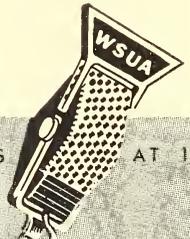
We don't consider award winning an end in itself. Rather, an indication of what a young station with able management, sincere blending of all its skill and energy, can do to encourage community response. Response? We got it. And before the clock struck one.

*\*Sales Management, Survey of Buying Power, May, 1947.*



**WSUA**  
BLOOMINGTON, INDIANA

1000 WATTS AT 101



WARREN G. DAVIS, Pres. Gen. Mgr.  
BURN SMITH, National Representative

**W E O A**

**EVANSVILLE—EST. 1936**

CBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... WFBM, Inc.  
 Business Studio Address... 24 N. W. Third St.  
 Phone Number... 4-9215  
 Transmitter Location... 203 N. W. Fifth St.  
 Air Time... 6:00 a.m.-12:05 a.m.  
 News Service... INS  
 Transcription Service... Lang-Worth  
 Representative... The Katz Agency  
 Membership... NAB, BMB  
 President... Harry M. Bitner, Jr.  
 General-Station-Com. Manager... Don Menke  
 Program-Publicity Director... William R. Fall  
 Chief Engineer... Robert Wilson  
 Farm Editor... Courtney Smith

**W G B F**

**EVANSVILLE—EST. 1923**

NBC

Frequency: 1280 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By... On The Air, Inc.  
 Business Studio Address... 519 Vine St.  
 Phone Number... 21171  
 Transmitter Location... Burkhardt Rd.  
 Air Time... 5:30 a.m.-12 m.  
 News Service... UP  
 Transcription Service... World  
 Representative... Weed & Co.  
 Membership... NAB, BMB  
 General Manager... Clarence Leich  
 Operations Manager... Martin L. Leich  
 Commercial Manager... Guy Crecelius  
 Program-Musical Director... Pat Roper  
 Publicity Director... Del Greenwood  
 Chief Announcer... Fred Rollison  
 Chief Engineer... Erwin P. Schoeny

**W I K Y**

**EVANSVILLE—EST. 1946**

Frequency: 820 Kc. Power: 250 Watts d.  
 Owned-Oper. By... South Central Bcstg. Corp.  
 Business Studio Address... Mt. Auburn Rd.  
 Phone Number... 48284  
 Transmitter Location... Mt. Auburn Rd.  
 Air Time... Local Sunrise-Local Sunset  
 News Service... AP  
 Transcription Service... Associated, Capitol  
 Representative... Burn-Smith  
 Membership... NAB, BMB  
 President-Station-Com. Manager... John A. Engelbrecht  
 Chief Engineer... George F. Stoltz

**W J P S (CP)**

**EVANSVILLE**

Frequency: 1330 Kc. Power: 5,000 d. 1,000 n.  
 Owned-Operated By... WJPS, Inc.  
 Business Address... 411 American Bldg.

**W A N E (CP)**

**FT. WAYNE**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Radio Ft. Wayne, Inc.  
 Business Address... Lincoln Bank Tower

**W F T W**

**FT. WAYNE—EST. 1947**

Frequency: 1090 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Ft. Wayne Bcstg. Inc.  
 Business Studio Address... 220 E. Jefferson St.  
 Phone Number... A 2295  
 Transmitter Location... Getz Rd.  
 Air Time... Local Sunrise-Local Sunset  
 News Service... UP  
 Transcription Service... Associated, Thesaurus  
 Representative... Burn-Smith  
 Membership... BMB  
 President-General-Station Mgr... Ed. G. Thoms  
 Commercial Manager... Wm. R. Aldrich  
 Program Director... Rex Moad  
 Musical Director... Wm. P. Jellison  
 Chief Engineer... Eugene A. Chase

**W G L**

**FORT WAYNE—EST. 1924**

NBC

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned By... Farnsworth Television & Radio Corp.  
 Operated By... Bcstg. Div. of Farnsworth Tele. & Radio Corp.  
 Business Address... 3702 E. Pontiac St.  
 Phone Number... Anthony 5201  
 Studio Address... 201½ W. Jefferson St.  
 Transmitter Location... Lower Huntington Rd., Waynedale, Ind.  
 Air Time... 6 a.m.-12 m.; 7 a.m.-12 m. Sun.  
 News Service... AP, UP  
 Transcription Service... Standard, Lang-Worth  
 Representative... Headley-Reed  
 Membership... NAB, BMB  
 President... E. A. Nicholas  
 General-Station-Com. Mgr... Pierre Boucheron  
 Sales Promotion Manager-Program-Publicity Director... Norm Widenhofer  
 Chief Announcer... Paul Price  
 Chief Engineer... Don Holzapfel  
 Farm Editor... Guy Harris

# WKJG

FORT WAYNE—EST. 1947

MBS

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Operated By: Northeastern Bcstg. Co., Inc.

Business Studio Address: 3802 S. Calhoun St.  
Phone Number: Harrison 6111  
Transmitter Location: Decatur & Maples Rd., Highway 27, S.

Air Time: 6 a.m.-12 m.; 7 a.m.-12 m., Sun.  
News Service: AP, UP  
Transcription Service: World  
Representative: Paul H. Raymer  
President: William A. Kunkel, Jr.  
General-Station Manager: Hilliard Gates  
Commercial Manager: Norman H. Stewart  
Program Director: Calo O. Mahlock  
Chief Engineer: Tom Copeland

# WOWO

FORT WAYNE—EST. 1925

ABC

Frequency: 1190 Kc. Power: 10,000 Watts  
Owned-Operated By: Westinghouse Radio Stations, Inc.

Business Address: WRS—1619 Walnut St., Phila. 3, Pa.

Phone Nos.: Philadelphia: Rittenhouse 6-6870;  
Fort Wayne: Anthony 2136

Transmitter Location: Junction Route Nos. 30, 33  
Air Time: 5 a.m.-1 a.m.; 7 a.m.-12 m., Sun  
News Service: UP  
Transcription Service: Capital  
Representative: Free & Peters

Membership: BMB  
President: Walter Evans  
Vice-President: Walter E. Benoit  
General Manager: J. B. Conley  
Station Manager: Robert G. Duffield  
Sales Manager: Paul E. Mills  
Advertising-Sales Promotion Supervisor:  
Publicity Rep.: Hilda C. Woehrmeyer  
Program Manager: Carl Vandagriff  
Producers: Fred Freeland, Arthur L. Zapel  
Musical Director: Carl Vandagriff  
Chief Engineer: Bruce Ratts  
Agricultural Director: Jay Gould  
Educational Director: J. Edward Reich

# WJOB

HAMMOND—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: South Shore Broadcasting Corp.

Address: 449 State St.  
Phone Number: Sheffield 8400

Air Time: 6:30 a.m. to 12 midnight  
News Service: UP

Transcription Service: Associated, SESAC  
Representative: Joseph Hershey McGillvra

Membership: NAB, BMB  
General Manager: O. E. Richardson

Commercial Manager: R. C. Adair  
Program Director: Sem Weller  
Chief Engineer: Stanley Strasberg

# WBBW (CP)

INDIANAPOLIS

Frequency: 1550 Kc. Power: 250 Watts d.  
Permittee: Associated Broadcasters, Inc.

For the best in news quality . . .

# AP

Membership!

# W F B M

INDIANAPOLIS—EST. 1924

CBS

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WFBM, Inc.  
 Business Studio Address...48 Monument Circle  
 Phone Number.....Lincoln 8506  
 Transmitter Location....R. R. 13, Box 125B—  
 Millersville Rd.

Air Time.....6 a.m.-12:05 a.m. Mon-Fri.;  
 6 a.m.-1 a.m. Sat.; 7 a.m.-12:05 Sun.

News Service.....AP, INS  
 Transcription Service.....Associated

Representative.....The Katz Agency  
 Membership.....NAB, BMB

Chairman of the Board-General  
 Manager.....Harry M. Bitner, Jr.

Com-Sales Promotion Mgr....William F. Kiley  
 Program Director.....Frank O. Sharp

Chief Announcer.....Joe Pierson  
 Musical Director.....Walter Reuleaux

Chief Engineer.....Harold S. Holland  
 Farm Editor.....Harry Martin

# W I B C

INDIANAPOLIS—EST. 1938

MBS

Frequency: 1070 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....Indiana Bcstg. Corp.  
 Business Address.....30 W. Washington St.  
 Phone Number.....Lincoln 2305  
 Studio Address.....Indianapolis News Bldg.  
 Transmitter Location....59th & Hollingsworth,  
 New Augusta, Ind.

Air Time.....5 a.m.-12:15 a.m. Mon-Fri.;  
 5 a.m.-1:15 a.m. Sat.; 7 a.m.-12:15 a.m. Sun.

News Service.....AP, UP  
 Transcription Service.....World, Associated,  
 Lang-Worth

Representative.....John Blair  
 Membership.....NAB, BMB

President.....Richard M. Fairbanks  
 General Manager.....Kenneth W. Church

Sales or Commercial Mgr....Samuel R. White  
 Sales Promotion Manager-Publicity

Director.....Jane O. Flaherty  
 Program Director-Production Manager-

Farm Editor.....Ed Mason  
 Chief Announcer.....Jim Shelton

Musical Director.....Walter Jackson  
 Chief Engineer.....Harry Adams

# All of Indiana

CAN BE YOURS VIA  
 HOOSIERLAND'S ONLY  
50,000-WATT \*



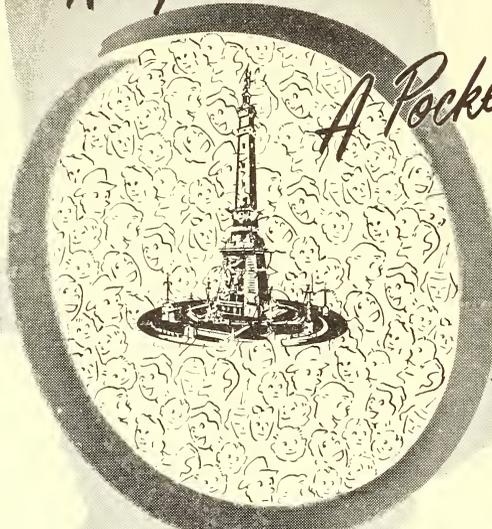
\* WIBC's step-up in power, from 5,000 to 50,000 watts, is scheduled for completion by the middle of 1948. See your John Blair Man, or write direct, for new, valuable survey of WIBC's comprehensive, 50,000-watt coverage.

JOHN BLAIR AND COMPANY • NATIONAL REPRESENTATIVES

**THE INDIANAPOLIS NEWS STATION**

Ring around the Circle ....

A Pocket Full of Sales!



THE NATION'S BEST SALESMEN  
PUT THE NATION'S BEST SHOWS

ON *Live* **WIRE**

to Sell the Great Hoosier Market!

★ Central Indiana—not just Indianapolis—is your primary market when your sales message is broadcast over WIRE. In the populous 44 counties that comprise this area, over 464,000 families (1,629,435 individuals) have buying power of more than one billion, seven hundred million dollars—nearly fifty percent of the entire state's!

Indianapolis, the sales Mecca of the Hoosier State, plays daily host to hundreds of purchasers who come by automobile, train, bus and air to shop in the Capital City. At home their radios—like those of Indiana's urbanites—are tuned to WIRE and NBC—the nation's most "listened to" network.

# WIRE

CLAYPOOL HOTEL · INDIANAPOLIS, IND.  
**BASIC NBC · 5000 WATTS**

NATIONALLY REPRESENTED BY  
JOHN E. PEARSON COMPANY

Affiliated with  
THE INDIANAPOLIS STAR

**CREATORS OF TOP DRAW-ER  
LIVE TALENT SHOWS**

**BIGGEST LOCAL BUSINESSES USE *Live* WIRE TO REACH MORE PROSPECTS**

DEPARTMENT STORES: WM. H. BLOCK COMPANY · L. S. AYRES & COMPANY · H. P. WASSON & COMPANY  
HOOK DRUG COMPANY · INDIANAPOLIS POWER & LIGHT COMPANY · CITIZEN GAS & COKE UTILITY · KROGER GROCERY COMPANY  
STANDARD OIL OF INDIANA · RADIO CORPORATION OF AMERICA · INDIANA BELL TELEPHONE CO. · INDIANAPOLIS RAILWAYS, INC.

**WIRE**

**INDIANAPOLIS—EST. 1926**

NBC

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Operated By...Indianapolis Bcstg., Inc.  
 Business Studio Address...Claypool Hotel  
 Phone Number...Riley 1541  
 Transmitter Location...44th & Ralston Rd.  
 Air Time...6 a.m.-12 m.  
 News Service...AP, UP  
 Transcription Service...World, Thesaurus  
 Representative...John E. Pearson  
 Membership...BMB  
 President...Eugene C. Pulliam  
 General Manager...Willard Worcester  
 Commercial Manager...Daniel C. Park  
 Program Dir.-Production Mgr...Bill Dean  
 Publicity Director...Ruby Anderson  
 Chief Announcer...Tommy Peden  
 Musical Director...John H. Winn  
 Chief Engineer...Gene Alden

**WISH**

**INDIANAPOLIS—EST. 1941**

ABC

Frequency: 1310 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By...Capitol Bcstg. Corp.  
 Business Studio Address...215 Board of Trade  
 Bldg.  
 Phone Number...Market 6345  
 Transmitter Location...Post Rd.  
 Air Time...18 hrs. daily  
 News Service...AP  
 Transcription Service...Standard  
 Representative...Free & Peters  
 Membership...NAB, BMB  
 President...Frank E. McKinney  
 General-Station-Com. Mgr...George J. Higgins  
 Sales Promotion Manager...Reid Chapman  
 Program Dir.-Production Mgr...Wm. Frosch  
 Musical Director...James Boyer  
 Chief Engineer...Stokes Gresham

**WKMO**

**KOKOMO—EST. 1941**

CBS—KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By...Kokomo Bcstg. Corp.  
 Business Studio Address...400½ N. Main St.  
 Phone Number...5871-2  
 Transmitter Location...Ohio at Morgan Sts.  
 Air Time...6 a.m.-12:05 a.m.; 7 a.m.-12:05 Sun.  
 News Service...UP  
 Transcription Service...Lang-Worth, Standard  
 Representative...Radio Adv. Co.  
 Membership...NAB, BMB  
 President...Dr. R. S. Taylor  
 General-Station Manager...Joseph W. Jordan

Commercial Manager...Bert Julian  
 Sales Promotion-Production Manager...  
 Publicity Director...Frank Gregory  
 Program Director...Clyde Caswell  
 Chief Announcer...Jack Rab  
 Musical Director...Jim Newman  
 Chief Engineer...George Palmer  
 Acting Farm Editor...Wayne Hoffman

**WASK**

**LAFAYETTE—EST. 1942**

MBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By...WFAM, Inc.  
 Business Studio Address...324 Ferry St.  
 Phone Number...4300  
 Transmitter Location...R. R. No. 5, McCarty Lane  
 Air Time...6 a.m.-12 m.  
 News Service...UP  
 Transcription Service...World  
 Representative...Joseph Hershey McGillvra  
 Membership...NAB  
 President-Commercial Mgr...O. E. Richardson  
 General-Station Manager...Joe Spring  
 Chief Engineer...Harry C. Garba

**WBAA**

**LAFAYETTE—EST. 1922**

Frequency: 920 Kc. Power: 5,000 d, 1,000 n.  
 Owned-Operated By...Purdue Univ.  
 Business Address...Hall of Music  
 Phone Number...92-2147  
 News Service...UP  
 Transcription Service...Thesaurus  
 President...F. L. Houde  
 General Mgr.-Program Dir...Jim Miles  
 Production Manager...John De Camp  
 Chief Engineer...Ralph Townsley  
 Education Supur...John Henderson

**WLOI (CP)**

LA PORTE

Frequency: 1540 Kc. Power: 250 Waits d.  
 Owned-Operated By La Porte County Bcstg. Co.  
 Business Address...P. O. Box 381  
 Phone Number...3675  
 President-Program Dir...Hoyt H. Scott  
 General Manager...Edward Young  
 Commercial Manager...I. S. Rumely

**WBAT**

**MARION—EST. 1947**

Frequency: 1600 Kc. Power 500 Watts d.  
 Owned-Operated By...Marion Radio Corp.  
 Business Address...303½ S. Adams St.  
 Phone Number...5500  
 News Service...AP

Transcription Service.....World  
 Representative.....Walker  
 President-Gen. Pro. Mgr. ....John Bone  
 Commercial Manager.....R. Douglas Garwood  
 Program Director.....Allen J. Jeffries  
 Chief Engineer.....Richard H. Mitchell

Commercial Manager-Publicity  
 Director.....R. L. Nusbaum  
 Program Dir.-Chief Engineer...Louis J. Duning  
 Musical Director.....Sue Tucker  
 Farm Director.....Mary L. Miller

## WIMS

**MICHIGAN CITY—EST. 1947**

Frequency: 1420 Kc....Power: 1000 Watts d.  
 Owned-Operated By...Northern Ind. Bcstrs., Inc.  
 Business Address.....415 Franklin St.  
 Phone Number.....4980  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Lorenz & Thompson  
 Membership.....NAB, BMB  
 President.....O. E. Richardson  
 General Manager.....E. R. Herkner  
 Chief Engineer.....R. Schilling

## WLBC

**MUNCIE—EST. 1926**

CBS—KBS

Frequency: 1340 Kc....Power: 250 Watts  
 Owned-Operated By.....Donald A. Burton  
 Business Studio Address.....P.O. Box 271—  
 U. S. Highway 35, S. E. of Muncie, Ind.  
 Phone Number.....4403  
 Transmitter Location..U. S. Highway 35, S.E.  
 of Muncie, Ind.  
 Air Time.....6:30 a.m.-12:07 a.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Walker Co., Holman  
 Membership.....NAB, BMB  
 Owner-General-Station Manager..D. A. Burton  
 Commercial-Sales Promotion Manager-  
 Publicity Director.....W. F. Craig  
 Program Director-Production Manager-  
 Chief Announcer-Farm Editor...Lee Allerton  
 Musical Director.....Bill Summers  
 Chief Engineer.....Maury Crain

## WKBV

**RICHMOND—EST. 1926**

Frequency: 1490 Kc....Power: 250 Watts  
 Owned-Operated By.....Central Bcstg. Corp.  
 Business Studio Address.....25 S. Ninth St.  
 Phone Number.....1156  
 Transmitter Location.....25 S. Ninth St.  
 Air Time.....6 a.m.-10:30 p.m.  
 News Service.....UP  
 Transcription Service...Lang-Worth, Standard  
 Membership.....NAB  
 General Manager.....G. F. Albright  
 Asst. Manager.....A. F. Schroy

## WHOT

**SOUTH BEND—EST. 1944**

Frequency: 1490 Kc....Power: 250 Watts  
 Owned-Operated By..South Bend Bcstg. Corp.  
 Business Studio Address..434 S. St. Joseph St.  
 Transmitter Location.....434 S. St. Joseph St.  
 Air Time.....6 a.m.-12 m.  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Weed & Co.  
 Membership.....NAB  
 President.....C. Bruce McConnell  
 General-Station-Com. Mgr....Wm. H. Spencer  
 Program Dir.-Chief Announcer...Ted Vernasco  
 Sales Promotion Manager...C. J. Pajakowski  
 Production Manager.....Robert Lashbrook  
 Musical Director.....Violet Joy  
 Chief Engineer.....David Maltby  
 Farm Editor.....Ed Berryman

## WJVA

**SOUTH BEND—EST. 1947**

Frequency: 1580 Kc....Power: 250 Watts d.  
 Owned-Operated By..St. Joseph Valley Bcstg.  
 Corp.  
 Business Address.....214 W. Wayne St.  
 Phone Number.....3-8668  
 Transmitter Studio Location.....Hickory Rd.  
 Air Time.....Local Sunrise—Local Sunset  
 News Service.....UP  
 Transcription Service...Capitol, Lang-Worth,  
 Standard  
 Representative.....Burn-Smith  
 President-General Manager....B. W. Redifer  
 Vice Pres.-Program Dir....D. Carrol Reynolds  
 Commercial Manager.....H. Parker Smith  
 Chief Engineer.....Francis Bock

## WSBT

**SOUTH BEND—EST. 1922**

CBS

Frequency: 960 Kc....Power: 5000 Watts  
 Owned-Operated By.....South Bend Tribune  
 Business Address.....South Bend 26, Ind.  
 Phone Number.....3-6161  
 Studio Address.....Tribune Bldg.  
 Transmitter Location.....R. R. No. 6, Box 32  
 Air Time...5 a.m.-12 m.; 8 a.m.-11:15 p.m. Sun.  
 News Service.....UP  
 Transcription Service.....Capitol, Standard  
 Representative.....Paul H. Raymer  
 Membership.....BMB  
 President.....F. A. Miller

General-Station Manager.....R. H. Swintz  
 Commercial Manager.....N. B. Welch  
 Sales Promotion Manager-Publicity  
 Director.....W. A. Sweitzer  
 Program Director.....Marc Boyden  
 Production Manager.....Ollie Parcher  
 Chief Announcer.....Morton Linder  
 Musical Director.....Harlan Hogan  
 Chief Engineer.....H. G. Cole  
 Farm Editor.....Phillip Combs

**W T C J (CP)**

TELL CITY

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By....James Roland Brewer

**W B O W**

TERRE HAUTE—EST. 1927

NBC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Banks of the Wabash, Inc.  
 Business Studio Address.....303 S. 6th St.  
 Phone Number.....Crawford 5034  
 Transmitter Location.....1st & Peyton Sts.  
 Air Time.....18 hrs. daily  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Weed & Co.  
 Station-Commercial Mgr..W. Ferrall Rippetoe  
 Membership.....NAB, BMB  
 Program-Musical Director.....Leo Baxter  
 Publicity Director.....Madeline K. Barry  
 Chief Announcer.....Harry E. Frey  
 Chief Engineer.....Donald Aldrich

**W T H I**

TERRE HAUTE—EST. 1947

ABC

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Operated By...Wabash Valley Bcstg.  
 Corp.  
 Business Studio Address...120 S. Seventh St.  
 Phone Number.....C-9481  
 Transmitter Location..13th St. & Hazelburg Rd.  
 Air Time.....6 a.m.-12 m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Free & Peters  
 Membership.....NAB  
 President.....Anton Hulman, Jr.  
 General Manager.....Joseph M. Higgins  
 Program Director.....Arnold C. Johnson  
 Musical Director.....Ben Falber  
 Chief Engineer.....Frank Lee

**W A O V**

VINCENNES—EST. 1940

MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By..Vincennes Newspapers, Inc.  
 Business Address.....320 Busseron St.  
 Phone Number.....787-8  
 Studio Address.....Grand Hotel  
 Transmitter Location..U. S. 41, N. of Vincennes  
 Air Time...8 a.m.-11 p.m. Sun.; 6 a.m.-11 p.m.  
 Mon.; 6 a.m.-12 m. Tues.-Sat.

News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....John E. Pearson  
 President.....Eugene C. Pulliam  
 General Manager.....Howard N. Greenlee  
 Station-Sales Promotion Mgr..Edw. R. Raasch  
 Commercial Manager.....Robert Harris  
 Program Director.....Vernon Paule  
 Publicity Dir.-Chief Announcer...Dale Young  
 Musical Director.....Byron Davidson  
 Chief Engineer.....Engene E. Alden

*For Prestige...*

**AP**

**Membership!**

# IOWA

Estimated Population 2,606,000—% Increase 2.7—Radio Homes 680,295  
Farms with Radios 190,438—Stations in State 37

## K B U R

### BURLINGTON—EST. 1941

ABC—IOWA TALL CORN NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By...Burlington Bcstg. Co.  
Business-Studio Address..National Bank Bldg.  
Phone Number .....680  
Transmitter Location...Natioal Bank Bldg.  
Air Time.....6 a.m.-11 p.m.  
News Service .....UP  
Transcription Service....Thesaurus, SESAC,  
Capitol  
Representative .....TaylorHowe-Snowden  
Membership .....NAB  
President .....Dan T. Riley  
General Manager.....Gerard B. McDermott  
Sales Manager.....Robert W. Frudeger  
Sales Promotion Manager.....David Steinle  
Program Director.....Layton K. Hurst  
Chief Announcer.....Robert Matheny  
Musical Director.....oCnstance Prusia  
Chief Engineer.....John Gallino  
Farm Editor.....Virgil Radtke

## K C R G

### CEDAR RAPIDS—EST. 1947

MBS

Frequency: 1600 Kc.....Power: 5000 Watts  
Owned-Operated By...The Gazette Co.  
Business-Studio Address....104 First St., S.W.  
Phone Number .....4194  
Transmitter Location....Cedar Rapids, Iowa  
Air Time.....18½ hrs. daily  
News Service.....AP, INS  
Transcription Service...Standard, Associated  
Representative.....Weed & Co.  
Membership .....NAB, BMB  
Vice-Pres. & Secy.....J. F. Hladky  
General Manager.....George C. Biggar  
Commercial Manager.....Neil C. Conklin  
Promotion-Publicity Director..Edna A. Herbst  
Program-News Director.....Pat Patterson  
Music Librarian.....Phyllis Rafferty  
Chief Engineer.....Wayne L. Babcock  
Farm Editor.....Rex Conn

## W M T

### CEDAR RAPIDS—EST. 1922

CBS

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Operated By..American Bcstg. Stations,  
Inc.  
Business-Studio Address...Paramount Theatre  
Bldg.  
Phone Number .....6127  
Transmitter Location.....Marion, Iowa

Air Time..5:30 a.m.-12:05 a.m.; 6:55 a.m.-12:05  
a.m., Sun.

News Service.....AP, INS  
Transcription Service....World, Lang-Worth,  
Davis & Schwegler

Representative .....Katz Agency  
Membership .....NAB, BMB  
Owner.....Mrs. Helen Mark  
Exec. Vice Pres.....Wm. B. Dolph  
Gneral-Station Mgr.....Wm. B. Quarton  
Commercial Manager....Donald D. Sullivan  
Sales Promotion Manager.....Leo F. Cole  
Program Director.....Douglas B. Grant  
Production Manager.....Don Alt  
Publ. Directors..Bernie Kozberg, Vern Hansen  
Chief Announcer.....Robert C. Leefers  
Musical Director.....June Caldwell  
Chief Engineer.....George P. Hixenbaugh  
Farm Editor.....Charles A. Worcester

## K R O S

### CLINTON—EST. 1941

MBS—TALL CORN

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By....Clinton Bcstg. Corp.  
Business Address.....246 Fifth Ave., S.  
Phone Number .....448  
Transmitter-Studio Address...Jacobsen Bldg.  
Air Time.....6 a.m.-12 M.; 7 a.m.-12M., Sun.  
News Service .....UP  
Transcription Service .....Standard  
Representative .....Taylor-Snow-Howden  
Membership .....NAB, BMB  
President.....W. S. Jacobsen  
General-Station Manager....Morgan Sexton  
Commercial Manager.....Walter Teich  
Sales Promotion Mgr., Publicity  
Director .....Verne Gielow  
Program Director, Production Manager, Musical  
Director.....Robert J. Bodden  
Chief Engineer.....Gilbert A. Andrew  
Farm Editor.....John Rohwer

## K S W I

### COUNCIL BLUFFS—EST. 1947

IOWA TALL CORN NETWORK

Frequency: 1560 Kc....Power: 500 Watts d.  
Owned-Operated By...Nonpareil Bcstg. Co.  
Business-Studio Address..Strand Theatre Bldg.,  
Council Bluffs and Livestock Natl. Bk. Bldg.,  
Omaha  
Phone Number....Co. Bluffs 4041 and Omaha  
Jackson 7736  
Transmitter Location.....½ mi. E. of the So.  
Omaha Bridge on Highway 275  
Air Time.....12 hrs. daily  
News Service .....AP

Transcription Service...Lang-Worth, Associated  
 Representative .....Taylor-Howe Snowden  
 Membership .....NAB  
 President, Sales Promotion Manager, Publicity  
 Director .....Robert H. O'Brien  
 General-Station-Commercial  
 Manager .....William E. Ware  
 Program Director .....Terry Moss  
 Production Manager .....Hugh Carlyle  
 Chief Engineer .....Robert W. Hall  
 Farm Editor .....C. W. McManamy

## K S I B

CRESTON—EST. 1946

KBS—IOWA TALL CORN

Frequency: 1520 Kc....Power: 1000 Watts d.  
 Owned-Operated By...Southwest Iowa Bcstg.  
 Co.

Business-Studio Address.....Radio Center  
 Phone Number .....55  
 Transmitter Location.....Radio Center  
 Air Time.....Local sunrise-local sunset  
 News Service .....AP  
 Transcription Service.....Standard, SESAC  
 Representative .....Taylor-Howe-Snowden  
 Membership .....NAB  
 President .....Arthur Horning  
 General-Station Manager, Publicity  
 Director .....E. M. Horning  
 Commercial Manager.....Charles T. Webb  
 Program Director.....Ray W. Heinen  
 Chief Announcer Musical Dir....Cliff Stillinger  
 Chief Engineer.....Louis A. Polen  
 Farm Editor.....Ray W. Heinen

## K S T T

DAVENPORT—EST. 1946

MBS

Frequency: 750 Kc....Power: 250 Watts d.  
 Owned-Operated By...Davenport Bcstg. Co.  
 Inc.

Business-Studio Address.....324 Main Street  
 Phone Number .....2-3525  
 Transmitter Location....2505 Rockingham Rd.  
 Air Time.....Local sunrise-local sunset  
 News Service .....AP  
 Chief Executives.....Hugh R. Norman,  
 A. M. McGregor  
 General Manager.....Hugh R. Norman  
 Station Manager.....A. M. McGregor  
 Commercial Mgrs...John Reid, Charles Niles  
 Program Director.....Pat Alan  
 Musical Director.....Gregg Dunn  
 Chief Engineer.....David Breister

## W O C

DAVENPORT—EST. 1922

NBC

Frequency: 1420 Kc....Power: 5000 Watts  
 Owned-Operated By.....TriCity Bcstg. Co.

Business-Studio Address.....1002 Brady St.  
 Phone Number .....3-3661  
 Transmitter Location.....R. R. No. 1  
 Air Time...6 a.m.-12 M.; 8 a.m.-12 M., Sun.  
 News Service .....UP  
 Transcription Service...Lang-Worth, Thesaurus  
 Representative.....Free & Peters  
 Membership .....NAB, BMB  
 President.....Col. B. J. Palmer  
 V. P., General-Station Mgr....Buryl Lottridge  
 Commercial Manager.....L. O. Fitzgibbons  
 Sales Promotion Manager.....Jane Boom  
 Program Director, Production  
 Manager .....Charles Freburg  
 Publicity Director.....Bob Campbell  
 Musical Director.....George Sontag  
 Chief Engineer.....Paul Arvidson

## K D E C

DECORAH—EST. 1947

MBS—IOWA TALL CORN NETWORK

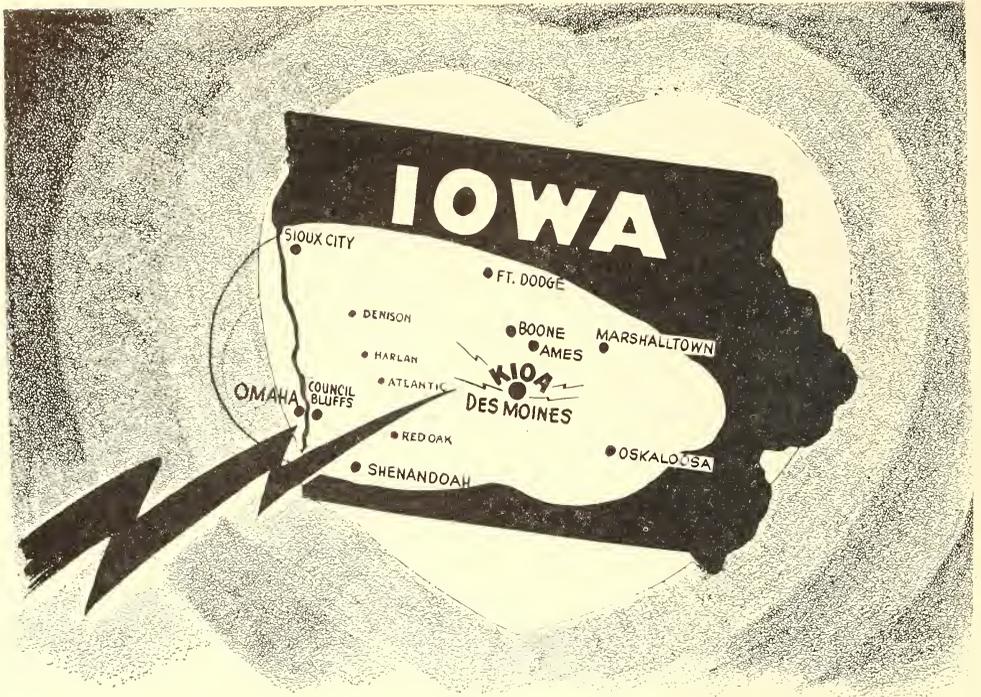
Frequency: 1240 Kc....Power: 250 Watts  
 Owned-Operated By .....Telegraph-Herald  
 Business-Studio Address....301 W. Broadway  
 Phone Number .....110  
 Transmitter Location...Luther College Campus  
 Air Time...6 a.m.-9:30 a.m.; 1:30 p.m.-12 M.;  
 7:30 a.m.-9:30 a.m.; 1:30 p.m.-12 M., Sun.  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Taylor-Howe-Snowden  
 Membership .....NAB  
 President.....F. W. Woodward  
 General Manager.....William J. Croker  
 Commercial Manager.....George J. Dorrington  
 Program Director, Chief Announcer, Ray Laube  
 Chief Engineer.....Clifford Vought  
 Farm Editor.....Kenneth Bjerke

## K C B C

DES MOINES—EST. 1946

MBS

Frequency: 1390 Kc....Power: 10,000 Watts  
 Owned-Operated By...Capital City Bcstg. Co.  
 Business-Studio Address...309 Plymouth Bldg.  
 Phone Number .....4-3151  
 Transmitter Location....E. 42nd & Dean Sts.  
 Air Time.....6 a.m.-2 a.m.  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative .....Burn-Smith  
 President.....George O'Dea  
 General-Station Manager...Sidney J. Pearlman  
 Sales Manager.....Allan Curnutt  
 Sales Promotion Manager.....Wayne Crew  
 Program Director, Production  
 Manager .....Dale Morgan  
 Musical Director.....Ralph Zarnow  
 Chief Engineer.....Bob Brown  
 Farm Editor.....Dale Barton



*HIT THE HEART—  
OF YOUR "MILK and MONEY" MARKET*

**Sell IOWA the KIOA Way**

**With the Midwest's Largest  
Independent Clear Channel Station**

**10,000 Watts Daytime**

**5,000 Watts Nighttime**

**940 on the Dial**

**JOHN BOLER**

**President**

**& Gen. Mgr.**

**PAUL H. RAYMER CO., INC. - National Sales Representative**

**KIOA 940**

**K C**

# K I O A

DES MOINES—EST. 1947

Frequency: 940 Kc. Power: 10,000 Watts d.;  
5,000 Watts n.  
Owned-Operated By...Independent Bcstg. Co.  
Business-Studio Address...Onthank Bldg., 10th  
& Mulberry  
Phone Number.....4-8193 and 4-8194  
Transmitter Location...Ford, Iowa (20 mi. S.E.  
of Des Moines)  
Air Time...5:30 a.m.-12:30 a.m.; 7:30 a.m.-12:30  
a.m., Sun.  
News Service.....INS, UP  
Transcription Service.....World, Associated  
Representative.....Paul H. Raymer  
Membership.....NAB, BMB  
President, General-Commercial  
Manager.....John W. Boler  
Sales Promotion Manager, Publicity  
Director.....Mary Tucker  
Program Director.....Don Alt  
Production Manager.....Donn Clayton  
Chief Engineer.....Lloyd R. Amoo

# K R N T

DES MOINES—EST. 1936

ABC

Frequency: 1350 Kc. Power: 5000 Watts  
Owned-Operated By...Cowles Bcstg. Co.  
Business-Studio Address...715 Locust St.  
Phone Number.....3-2111  
Transmitter Location...S.E. 22nd & Park Ave.  
Air Time.....6 a.m.-12 M.  
News Service.....AP, INS, UP  
Transcription Service...Standard, Associated  
Representative.....The Katz Agency  
Membership.....NAB, BMB  
President.....Gardner Cowles  
General-Station Manager.....Phil Hoffman  
Commercial Manager.....Robert Dillon  
Sales Promotion Manager.....Joe Hudgens  
Program Director.....Charles D. Miller  
Production Manager.....Charles McCuen  
Publicity Director.....Mary Little  
Musical Director.....Wayne Ackley  
Chief Engineer.....Charles Quentin  
Farm Editor.....Joseph B. Ryan

# K S O

DES MOINES—EST. 1932

CBS

Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Operated By...Murphy Bcstg. Co.  
Business-Studio Address...Tenth and Grand  
Phone Number.....3-0571  
Transmitter Location...E. 38th & Broadway  
Air Time...6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.  
News Service.....AP, UP  
Transcription Service.....World  
Representative.....Headley-Reed

Membership.....NAB, BMB  
President.....Kingsley H. Murphy  
General-Commercial Mgr...George J. Higgins  
Promotion Manager.....Don V. Shoemaker  
Program Director.....Edmund J. Linehan  
Musical Director.....Bill Baldwin  
Chief Engineer.....F. E. Bartlett  
Farm Editor.....Tom Lewis

# K U M B (CP)

DES MOINES

Frequency: 740 Kc. Power: 250 Watts d.  
Owned-Operated By.....Radio Station  
Des Moines, Inc.  
Business Address.....Paramount Bldg.  
Phone Number.....3-5175  
News Service.....UP  
Transcription Service.....World  
President-General Mgr.....Myron J. Bennett

# K W D M

DES MOINES—EST. 1947

TALL CORN

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Operated By...Des Moines Bcstg. Corp.  
Business Address.....407 Fifth Ave.  
News Service.....AP  
Transcription Service.....Capital, Associated  
Representative.....Taylor-Howe-Snowden  
President.....George W. Webber  
General Manager.....Robert L. Webber  
Commercial Manager.....James L. Kelehan  
Program Director.....Kenn R. Barry  
Chief Engineer.....Werner Schwarz

# W H O

DES MOINES—EST. 1924

NBC

Frequency: 1040 Kc. Power: 50,000 Watts  
Owned-Operated By...Central Bcstg. Co.  
Business-Studio Address...914 Walnut St.  
Phone Number.....3-7147  
Transmitter Location...Mitchellville, Iowa  
Air Time...5:30 a.m.-12:30 a.m.; 7:30 a.m.-  
12:30 a.m., Sun.  
News Service.....AP, INS, UP  
Transcription Service...Thesaurus, Lang-Worth,  
SESAC  
Representative.....Free & Peters  
Membership.....NAB, BMB  
President.....B. J. Palmer  
Executive Vice President.....Ralph Evans  
Vice Pres.-Resident Mgr.....Paul A. Loyet  
Commercial Manager.....Harold Fulton  
Sales Promotion Manager...Maurice McMurray  
Program Director.....Jack Kerrigan  
Publicity Director.....Woody Woods  
Musical Director.....Don Hovey  
Chief Engineer.....Reed Snyder  
Farm Editor.....Herb Plambeck

**K D T H**

**DUBUQUE—EST. 1941**

MBS—IOWA TALL CORN NETWORK

Frequency: 1370 Kc. Power: 1000 Watts  
 Owned-Operated By: Telegraph Herald  
 Address: 8th and Bluff  
 Phone Number: 1603  
 Transmitter Location: East Dubuque, Ill.  
 Air Time: 6 a.m. to 12 midnight  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Taylor-Howe-Snowden  
 President: F. W. Woodward  
 General Manager: K. S. Gordon  
 Commercial Manager: Robert S. Graham  
 Commercial Manager: Gordon K. Downey  
 Program Director: Arnie Stierman  
 Chief Engineer: Charles M. Cain

**W K B B**

**DUBUQUE—EST. 1933**

ABC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Dubuque Bcstg. Co.  
 Business-Studio Address: 505 Main St.  
 Phone Number: 572  
 Transmitter Location: R. R. No. 2  
 Air Time: 6:30 a.m.-12 M.  
 News Service: UP  
 Transcription Service: World  
 Representative: Radio Adv. Co.  
 Membership: NAB, BMB  
 Exec. Vice-Pres., General-Station-Sales Promotion Mgr., Publicity Dir.: James D. Carpenter  
 Commercial Manager: Harry Hatzenbuehler  
 Program Director, Production Manager, Musical Director: Scott Runge  
 Chief Announcer: L. Vaughn Gayman  
 Chief Engineer: John Ueyoka

**K V F D**

**FORT DODGE—EST. 1939**

MBS—IOWA TALL CORN NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Northwest Bcstg. Co.  
 Business-Studio Address: Warren Bldg., 912 1st Ave., S.  
 Phone Number: Wal. 3761  
 Transmitter Location: Junction Hiways 169 & 20, 1 mi. W. of Fort Dodge  
 Air Time: 18 hrs. daily  
 News Service: UP  
 Representative: Taylor-Howe-Snowden  
 Membership: NAB  
 President, General-Station Mgr.: Edward Breen  
 Office Manager: Mae Chalberg  
 Sales Manager: Max Landes  
 Program Director, Farm Editor: Drexel Peterson

Publicity Director: Kenneth Peterson  
 Chief Announcer: Frank Sims  
 Chief Engineer: David G. Sinclair

**K X G I (CP)**

**FORT MADISON**

Frequency: 1360 Kc. Power: 500 Watts d.  
 Owned-Operated By: Hawkeye Bcstg. Co.  
 Business Address: Marquette Bldg.  
 Partners: Willis L. Ashby,  
 Billy M. Arron, John F. Courier

**K X I C (CP)**

**IOWA CITY**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Johnson County Bcstg. Co.  
 Business Address: Iowa City, Ia.  
 President: Robert E. Snyder  
 Program Director: Herbert D. Olson

**K O K X**

**KEOKUK—EST. 1947**

TALL CORN

Frequency: 1310 Kc. Power: 250 Watts d.  
 Owned-Operated By: Keokuk Bcstg. Co.  
 Business Address: 5th & Main Sts.  
 Phone Number: 335  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Webber, Taylor-Howe-Snowden  
 President: H. W. Stadler  
 General-Commercial Mgr. George B. Adkisson  
 Promotion Manager: Cy Farr  
 Program Director: E. J. Lessinger  
 Chief Engineer: Walton W. Wilson

**K F J B**

**MARSHALLTOWN—EST. 1923**

MBS—IOWA TALL CORN NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By: Times Republican Prtg. Co.  
 Operated By: Marshall Electric Co.  
 Business-Studio Address: 136 W. Main St.  
 Phone Number: 3361  
 Transmitter Location: 3½ m. N.W. of Studio  
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Taylor-Howe-Snowden  
 Membership: NAB, BMB  
 President: D. W. Norris  
 General Manager: Paul E. Millen  
 Commercial Manager: William Theek  
 Program Director, Production Manager, Musical Director: Ray P. Bennett  
 Publicity Director: Paul G. Norris  
 Chief Announcer, Farm Editor: Bill White  
 Chief Engineer: Jim Dickens

**K G L O**

**MASON CITY—EST. 1937**

CBS

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Operated By... Lee Radio, Inc.  
 Business-Studio Address... 12½ 2nd N. E.  
 Phone Number ..... 2800  
 Transmitter Location... 2 mi. W. of Mason City  
 on Highway No. 18

Air Time... 6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m.,  
 Sun.

News Service..... AP, UP  
 Transcription Service ..... Standard  
 Representative..... Weed & Co.  
 Membership ..... NAB, BMB  
 President..... Lee P. Loomis  
 General-Station Manager... Herbert R. Ohrt  
 Commercial Manager..... Lloyd D. Loers  
 Sales Promotion Manager, Publicity  
 Director..... Henry B. Hook  
 Program Director..... William G. Suter  
 Production Manager, Chief  
 Announcer..... Douglas F. Sherwin  
 Chief Engineer..... Roger E. Sawyer  
 Farm Editor..... Albin Heinz

**K I C N (CP)**

**MASON CITY**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Mason City Bcstg. Co.  
 Partners..... Louis Wolf,  
 Abbott E. Wolf, J. George Wolf, W. Robert  
 Wolf

**K S M N (CP)**

**MASON CITY**

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Mohawk Bcstg. Co.  
 Business Address... Mason City, Ia.  
 President-General Mgr..... Robert M. Carson  
 Commercial Manager..... N. W. Rice

**K W P C**

**MUSCATINE—EST. 1947**

IOWA TALL CORN NETWORK

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned-Operated By... Muscatine Bcstg. Co.,  
 Ltd.

Business-Studio Address... Mulberry & Houser  
 Sts.

Phone Number ..... 860  
 Transmitter Location... Mulberry & Houser Sts.  
 Air Time..... Local sunrise-local sunset  
 News Service ..... UP  
 Transcription Service..... Thesaurus, Capitol  
 Representative ..... Taylor-Howe-Snowden  
 Membership ..... NAB

General-Station-Commercial

Manager..... George J. Volger  
 Sales Promotion Manager..... Max Risinger  
 Program Director..... Virgil Godfrey  
 Chief Announcer..... John Hanlon  
 Musical Director..... Thelma Volger  
 Chief Engineer..... Elmer Christenson

**K B I Z**

**OTTUMWA—EST. 1941**

MBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... KBIZ, Inc.  
 Business-Studio Address... 115 N. Marion St.  
 Phone Number ..... 5600-5601  
 Transmitter Location... Community Gardens  
 Air Time..... 6 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... World  
 President, General Manager... James J. Conroy  
 Station Manager..... Eleanor M. Haling  
 Commercial-Production Mgr.... Milo Knutson  
 Sales Promotion Manager..... Richard Meier  
 Chief Announcer..... Paul Prince  
 Chief Engineer..... Wayne Hatchett

**K F N F**

**SHENANDOAH—EST 1924**

Frequency: 920 Kc. Power: 1000 Watts d.;  
 500 Watts n.

Owned-Operated By... KFNF, Inc.  
 Business-Studio Address... 403 Sycamore  
 Phone Number..... No. 1  
 Transmitter Location... 403 Sycamore St.  
 Air Time..... 15 hrs. daily  
 News Service ..... AP  
 Transcription Service..... World, Standard  
 Membership ..... NAB, BMB  
 Owner ..... John Nicolson  
 President ..... Henry Field  
 General-Station-Commercial Manager, Publicity  
 Director ..... Frank Stubbs  
 Program Director..... Marian Stubbs  
 Production Manager..... Earl Blakesly  
 Chief Announcer..... Mel Eyberg  
 Musical Director..... Ermal Dilley  
 Chief Engineer..... Bob Barkman  
 Farm Editor..... Dean Barnett

**K M A**

**SHENANDOAH—EST. 1925**

ABC—MBS

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Operated By... May Bcstg. Co.  
 Business-Studio Address... Lowell & Elm Sts.  
 Phone Number ..... 192  
 Transmitter Location... 1 mi. N.E. of Shenan-  
 doah on Highway 48  
 Air Time..... 5:15 a.m.-12 M.  
 News Service..... AP, UP

**IOWA'S MOST POWERFUL ABC OUTLET**

# **KXEL**

## **CHANGES IOWA'S LISTENING HABITS**

Exhaustive Telephone Survey of 14,083 telephone calls prepared by Robert S. Conlan and Associates, Inc., Kansas City, reveals that KXEL's Voice of Agriculture dominates listening homes in Iowa's richest Industrial and Agricultural area of "The KXEL Rural City."

### **DAY TIME LISTENING**

Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

	Morning	Afternoon
KXEL .....	38.7%	30.4%
Station A (Des Moines 50,000 Watt NBC outlet) .....	20.8%	32.0%
Station B (Cedar Rapids 5,000 Watt CBS outlet) .....	16.8%	13.3%
Others (Over 18 stations) .....	23.7%	24.3%

### **NIGHT TIME LISTENING**

Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

	Evening
KXEL .....	32.1%
Station A (Des Moines 50,000 Watt NBC outlet) .....	36.6%
Station B (Cedar Rapids 5,000 Watt CBS outlet) .....	20.7%
Others .....	10.6%

### **TOTAL OF ENTIRE SURVEY**

KXEL .....	32.9%
Station A (Des Moines 50,000 Watt NBC outlet) .....	31.5%
Station B (Cedar Rapids 5,000 Watt CBS outlet) .....	17.1%
Others .....	18.5%

These are just a few of the facts contained in the Conlan Survey. Complete details on KXEL's Great Listening Audience can be obtained by writing Josh Higgins Broadcasting Company, Waterloo, Iowa, or contacting your nearest Avery-Knodel representative.

**50,000 Watts KXEL 50,000 Watts**

Josh Higgins Broadcasting Co. • Waterloo, Iowa  
 Represented by Avery-Knodel, Inc.

Transcription Service.....SESAC, Cole  
 Representative .....Avery-Knodel  
 Membership .....NAB  
 President.....Edward W. May  
 General-Station Mgr.....Owen Saddler  
 Commercial Manager.....H. O. Peterson  
 Program Director.....Glenn E. Harris  
 Musical Director.....Mabel McFarland  
 Chief Engineer.....R. J. Schroeder  
 Farm Editor.....M. J. Langfitt

## K C O M (C P)

SIoux CITY

Frequency: 620 Kc.....Power: 10000 Watts  
 Owned-Operated By...Commercial Assoc., Inc.

## K S C J

SIoux CITY—EST. 1927

CBS

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Perkins Bros. Co.  
 Business-Studio Address.....415 Douglas St.  
 Phone Number .....5-7993  
 Air Time .....6 a.m.-12 M.  
 News Service .....AP  
 Transcription Service.....World, Lang-Worth,  
 SESAC, Cole  
 Representative.....George P. Hollingbery  
 Membership .....NAB  
 President.....W. P. Perkins  
 Station-Commercial Mgr...Eugene T. Flaherty  
 Program Director.....Elizabeth Sammons  
 Chief Engineer.....S. C. Dier  
 Farm Editor.....Jack Elton

## K T R I

SIoux CITY—EST. 1938

MBS—IOWA TALL CORN

Frequency: 1470 Kc.....Power: 5000 Watts  
 Owned-Operated By...Sioux City Bcstg. Co.  
 Business-Studio Address...Commerce Bldg.  
 Phone Number .....8-0165  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....Associated  
 Representative .....Taylor-Howe-Snowden  
 Membership .....NAB, BMB  
 President, General-Station Mgr...Dietrich Dirks  
 Commercial Manager.....Charles Butler  
 Program-Publicity Director...Sheldon Singer  
 Chief Announcer.....Wayne Ross

## K I C D

SPENCER—EST. 1941

MBS—IOWA TALL CORN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Iowa Great Lakes Bcstg.  
 Co.  
 Business Address.....Box 631  
 Phone Number .....45-6

Air Time.....6 a.m.-12 M.  
 News Service .....AP  
 Transcription Service.....World, Standard  
 Representative .....Taylor-Howe-Snowden  
 Membership .....NAB  
 Pres., General-Station Mgr....Ben B. Sanders  
 Program Director.....Mason Dixon  
 Production Manager.....Tom Edwards  
 Musical Director.....Carlyle Gemmer  
 Chief Engineer.....Clarence Touw  
 Farm Editor.....Lyle Swigart

## K X E L

WATERLOO—EST. 1942

ABC

Frequency: 1540 Kc.....Power: 50,000 Watts  
 Owned-Operated By..Josh Higgins Bcstg. Co.  
 Business-Studio Address.....Insurance Bldg.  
 Phone Number .....3-3371  
 Transmitter Location.....Dysart, Iowa  
 Air Time .....5:30 a.m.-12 M.  
 News Service .....INS  
 Transcription Service .....SESAC  
 Representative .....Avery-Knodel  
 Membership .....NAB, BMB  
 President, General-Station Mgr...Joe DuMond  
 Commercial Manager.....A. J. DuMond  
 Program Director.....Emlyn Owen  
 Publicity Director.....Elizabeth M. Gahre  
 Musical Director.....George Timm  
 Chief Engineer.....Don E. Kassner  
 Farm Editor.....Carl Roth

## K A Y X

WATERLOO—EST. 1947

IOWA TALL-CORN NET.

Frequency: 1090 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Waterloo Bcstg. Co.  
 Business-Studio Address...620½ Lafayette St.  
 Phone Number .....6851  
 Air Time .....Local sunrise-local sunset  
 News Service .....UP  
 Transcription Service...Lang-Worth, Thesaurus  
 Representative .....Taylor-Howe-Snowden  
 President.....C. R. Mille  
 Station-Commercial Mgr.....A. W. Triggs  
 Program Director.....Cole McMartin  
 Chief Announcer.....Erling Jorgensen  
 Chief Engineer.....Bob Moore

## K W W L

WATERLOO—EST. 1947

Frequency: 1320 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Black Hawk Bcstg. Co.  
 Business Address.....Russell-Lamson Hotel  
 Phone Number.....2-9333  
 News Service .....AP  
 Transcription Service.....Associated  
 President-General Mgr.....Ralph J. McElroy  
 Commercial Manager .....W. Lyle Harvey

# SOCRATES HAD "SOCK!"

**Sound old Socrates would present time buying facts in this logical manner.**

- **PREMISE I**—Kansas farmers have more money to spend than at any other time in history.
- **PREMISE II**—WIBW, by actual survey, is the station most preferred and most listened to by these ready-to-buy farm families.
- **CONCLUSION**—To sell more of your goods or services to more families in Kansas and adjoining states . . . use WIBW.

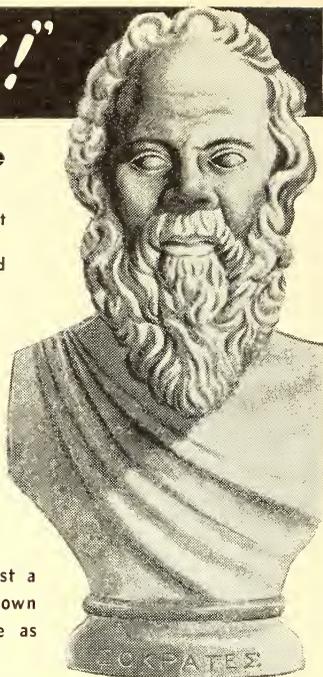
**Darned good logic, Soc! And it's equally good business reasoning for 1948 or any other year because—**

## WIBW HAS SOCK!

. . . selling sock, Mr. Advertiser, and here's why! For almost a quarter-century we've faithfully served a farm and small town audience. Today, we're as much a part of their daily life as their ultra-modern farm equipment.



Our buying recommendations are acted upon . . . quickly . . . because these First Families of Agriculture are rich. Years of bumper crops were climaxed in 1947 by the largest wheat crop in history sold at record prices. This staggering new purchasing power is a PLUS . . . a value over and above WIBW's ability to startle you with sales even in average times.



### Carefully Planned Farm Service Builds Audience, Confidence, Sales

Long ago, our listeners learned that WIBW was always first with farm news, market reports, and sound information on advanced farming methods. WIBW cooperates closely with 4-H Clubs, county agents, and men's and women's farm organizations.



WIBW's "Flying Rooster" plane covers the Midwest, making on-the-spot tape recordings at important farm meetings, demonstrations, or in the fields and barns of successful farmers. Flown back to the studio immediately, our vast farm audience "attends" these meetings later, at a more convenient time. Years of such "one step ahead" service has built outstanding listener acceptance for WIBW and equally outstanding sales results for our advertisers.

### By Logic and by Facts—It's WIBW

In Kansas and adjoining states, independent surveys show that WIBW is the station most preferred and most listened to by farm and small town families. Plan your sales attack accordingly.

**Serving the  
First Families of Agriculture**

Rep.: CAPPER PUBLICATIONS, Inc.



**CBS**

**BEN LUDY  
Gen. Mgr.  
WIBW-KCKN**

# KANSAS

Estimated Population 1,914,000—% Increase 6.3—Radio Homes 492,538  
Farms with Radios 115,769—Stations in State 27

## KSOK

### ARKANSAS CITY—EST. 1947

Frequency: 1280 Kc....Power: 1000 Watts d.  
Owned-Operated By..The Traveler Publishing Co.

Business Address..Home National Bank Bldg.  
Phone Number .....2666-7  
Studio Address...Home National Bank Bldg.;

Southwestern College Campus, Winfield  
Transmitter Location....Arkansas City, Ark.  
Air Time.....6:30 a.m.-local sunset

News Service .....AP  
Transcription Service .....Standard  
Representative .....Lorenzen & Thompson  
President.....Oscar S. Stauffer  
General Manager.....George E. Lindman  
Asst. Manager-Commercial

Manager.....S. C. Thompson  
Promotion Manager, Program Director, Pro-  
duction Manager.....Don Chadd  
Chief Announcer, Musical

Director .....Martin Thomas  
Chief Engineer.....Ed Howe  
Farm Editor.....Jack Fallon

## KVAK

### ATCHISON—EST. 1939

MBS—SUPPLEMENTARY K STATE—KBS

Frequency: 1450 Kc. (CP 1470 Kc.)..Power: 250  
Watts (CP 1000 Watts)

Owned-Operated By.....S. H. Patterson  
Business Address.....622½ Commercial St.  
Phone Number .....1420

Studio Address..622½ Commercial St., Atchi-  
son Ks.; Hotel Robidoux, St. Joseph, Mo.  
Transmitter Location.....Winthrop, Missouri

Air Time...6 a.m.-12 M.; 7 a.m.-10 p.m., Sun.  
News Service .....AP  
Transcription Service.....Keyston, Capitol

Representative.....Wm. G. Rambeau  
Membership .....NAB  
President-Owner.....S. H. Patterson

General Manager.....Norwood Patterson  
Station-Commercial Mgr....Leslie D. Cox, Jr.  
Sales Promotion Manager, Program Director,

Production Manager, Farm  
Editor.....Kenneth D. Goodding  
Musical Director, Chief  
Engineer .....Louden Gingery

## KGGF

### COFFEYVILLE—EST. 1947

ABC

Frequency: 690 Kc.....Power: 1000 d.; 500 n.  
Owned-Operated By...Midwest Bcstg. Co., Inc.  
Address.....Journal Bldg.

Phone Number.....147

Air Time .....Unlimited

News Service.....AP

Transcription Service...NBC Thesaurus, World

Representative.....Weed & Co.

President.....Fay N. Seaton

Chief Engineer.....J. Sarto Jamineto

Commercial Manager.....E. B. Spoonamore

Program Director.....Robert L. Pratt

## KXXX

### COLBY—EST. 1947

Frequency: 790 Kc.....Power: 5000 Watts d.

Owned-Operated By..Western Plains Bcstg. Co.

Business Address.....Cooper Hotel

Phone Number.....790

News Service.....INS

Transcription Service...Associated, Thesaurus

Representative .....Holman

President-General Mgr.....John B. Hughes

Sales Manager.....Dan E. Bellus

Program Director.....George E. Nickson

Chief Engineer.....Urban L. Lynch

## KGNO

### DODGE CITY—EST. 1930

KBS

Frequency: 1370 Kc...Powe:: 1000 Watts d.;  
250 Watts n.

Owned-Operated By...Dodge City Bcstg. Co.

Business-Studio Address...705 Second Ave.

Phone Number .....1100

Transmitter Location.....W. Park St.

Air Time .....Unlimited

News Service .....AP

Transcription Service .....World

Representative.....Arthur H. Hagg & Assoc.

Membership .....NAB, BMB

President.....J. C. Denious

Station Manager.....N. C. Petersen

Commercial Manager.....Darrell Mathes

Program Director.....Herschel Holland

Chief Engineer.....Henry McClintock

## KTMP (CP)

### EL DORADO

Frequency: 1360 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Tom Potter

Business Address.....1517 Commerce St.,  
Dallas, Tex.

## KTSW

### EMPORIA—EST. 1939

MBS—KANSAS STATE NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By . . . Emporia Bcstg. Co., Inc.  
 Business-Studio Address . . . 613 Merchant St.  
 Phone Number . . . . . 153-4  
 Transmitter Location . . . . . S. of City, 1 mi. in  
 Sodens Grove  
 Air Time . . . . . 6:30 a.m.-11 p.m.; 8 a.m.-11 p.m.,  
 Sun.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Standard  
 Membership Service . . . . . NAB  
 President . . . . . Sid Harris  
 General Manager . . . . . Julian L. Hill  
 Sales Manager . . . . . Steve Aylword  
 Publicity Director, Farm Editor . . . . . Bob Mott  
 Chief Announcer . . . . . Vic Peck  
 Chief Engineer . . . . . Paul H. Daniels

**K G A R (CP)**

GARDEN CITY

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Albert B. Pyatt  
 Business Address . . . . . 411 N. 3rd St.

**K I U L**

GARDEN CITY—EST. 1935

MBS—KANSAS STATE NET.—KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Telegram Publishing Co.  
 Business-Studio Address . . . . . 509½ North Main  
 Phone Number . . . . . 666  
 Transmitter Location . . . . . Warner Terrace  
 Air Time . . . . . Sun. 7 a.m.-10:15 p.m.; Mon.-Fri. 6  
 a.m.-10:15 p.m.; Sat. 6 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Cole Library  
 Membership . . . . . NAB  
 President . . . . . Gervais F. Reed  
 General Manager . . . . . Ed Lovelace  
 Program Director . . . . . John Melcum  
 Chief Announcer . . . . . Leo Billings  
 Chief Engineer . . . . . Robert Bryant

**K W G B**

GOODLAND—EST. 1947

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Goodland Bcstg. Co.  
 Business Address . . . . . Box 88  
 Phone Number . . . . . 331  
 News Service . . . . . INS  
 Transcription Service . . . . . World, Lang-Worth  
 Owner-General Manager . . . . . James E. Blair  
 Sales Manager . . . . . J. Melvin Gulick  
 Program Director . . . . . George Bradley  
 Chief Engineer . . . . . Ralph MacClellan

**K V G B**

GREAT BEND—EST. 1937

Frequency: 1590 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KVGB, Inc.

Business-Studio Address . . . . . 2103 Forest Ave.  
 Phone Number . . . . . 1080-1081  
 Transmitter Location: . . . . . 5 M. S.W. of Great Bend,  
 Kansas  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB  
 President-Owner . . . . . Helen Townsley Coogan  
 Gen.-Com.-Sales Pro. Mgr. . . . . Clem Morgan  
 Program-Musical Dir. . . . . Ray Beals  
 Production Mgr.-Publicity Dir. . . . . Joe Neidig  
 Chief Engineer . . . . . Chet Wallack  
 Farm Editor . . . . . Stan Bechtel

**K A Y S (CP)**

HAYS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Kays, Inc.  
 Business Address . . . . . 2401 Hall St.

**K W B W**

HUTCHINSON—EST. 1935

NBC

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . William Wyse  
 Business-Studio Address . . . . . 101 E. Avenue A  
 Phone Number . . . . . 5202  
 Transmitter Location . . . . . 101 E. Avenue A  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB  
 Owner, General Manager . . . . . William Wyse  
 Station-Commercial Manager . . . . . Lee Biggs  
 Asst. Mgr., Program Director . . . . . George Alden  
 Production Manager . . . . . Bob Madison  
 Publicity Director . . . . . Tommy Couser  
 Chief Engineer . . . . . John Swafford

**K W H K**

HUTCHINSON—EST. 1946

KBS

Frequency: 1190 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . KWHK Bcstg. Co.  
 Business-Studio Address . . . . . 12 W. 5th St.  
 Phone Number . . . . . 3-100  
 Transmitter Location . . . . . Hutchinson, Kans.  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Homer Griffith  
 Owner . . . . . James E. Murray  
 General Manager . . . . . Vern Minor  
 Commercial-Sales . . . . . Gren Darling  
 Program Director . . . . . Sherwood Parks  
 Chief Announcer . . . . . Paul Cochran  
 Musical Director . . . . . J. Bruce Murray  
 Chief Engineer . . . . . Millard Clary

**KIND (CP)**  
INDEPENDENCE

Frequency: 1010 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . Central Bcstg. Co., Inc.  
Business Address . . . . . First Nat'l Bank Bldg.  
Phone Number . . . . . 1822  
President-General Mgr. . . . . J. Nelson Rupard  
Commercial Manager . . . . . E. J. Barani  
Chief Engineer . . . . . Harry C. Butterfield

**KCKN**

KANSAS CITY—EST. 1925  
MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Capper Publications, Inc.  
Business-Studio Address . . 300 Waltower Bldg.,  
Kansas City, Mo.  
Phone Number . . . . . Victor 3864  
Transmitter Location . . 901 N. 8th St., Kansas  
City, Kans.  
Air Time . . . . . 7 a.m.-11 p.m.  
News Service . . . . . AP, UP  
Transcription Service . . Lang-Worth, Standard  
Representative . . . . . Capper Publications, Inc.  
Membership . . . . . NAB  
Owner . . . . . Senator Arthur Capper  
General Manager . . . . . Ben Ludy  
Station Manager . . . . . Ellis Atteberry  
Commercial-Promotion Manager . . . Joe Story  
Program Director, Production  
Manager . . . . . George Stump  
Chief Engineer . . . . . Max Williams

**KOAM**

PITTSBURG—EST. 1937  
NBC

Frequency: 860 Kc. . . . . Power: 10,000 Watts d.;  
5,000 Watts n.  
Owned-Operated By . . . The Pittsburg Bcstg. Co.  
Business Address . . . . . P. O. Box 603  
Phone Number . . . . . 2165  
Studio Address . . . . . Commerce Bldg.  
Transmitter Location . . 3½ mi. E. of Pittsburg  
Air Time . . . . . 6 a.m.-12 M.  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . John E. Pearson Co.  
Membership . . . . . NAB, BMB  
President, Commercial Mgr. . . . . E. V. Baxter  
General-Station Manager, Program  
Director . . . . . R. E. Wade  
Chief Announcer . . . . . Bob Arthur  
Chief Engineer . . . . . Leo Stafford

**KSEK**

PITTSBURGH—EST. 1947

Frequency: 1340 Kc. . . . . Power: 250 Watts

Owned-Operated By: Pittsburgh Publishing Co.  
Business-Studio Address . . . Hotel Besse Bldg.  
Phone Number . . . . . 742  
Transmitter Location . . . East Quincy (extended)  
Air Time . . . 6 a.m.-12 M.; 8 a.m.-10:15 p.m. Sun.  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth, Cole  
Representative . . . . . Lorenzen & Thompson  
Membership . . . . . BMB  
President . . . . . Oscar S. Stauffer  
General Manager . . . . . James M. Griffith  
Commercial Manager . . . . . Gordon Griffith  
Program Director . . . . . C. M. Garnes  
Musical Director . . . . . Dean Turner  
Chief Engineer . . . . . W. D. Brosseau

**KSAL**

SALINA—EST. 1937

MBS—KANSAS STATE NETWORK

Frequency: 1150 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . KSAL, Inc.  
Business-Studio Address . . . . . Journal Bldg.  
Phone Numbers . . . . . 100-1  
Air Time . . . . . 6:00 a.m.-12 M.  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth, Standard  
Representative . . . . . John E. Pearson Company  
Membership . . . . . NAB, BMB  
President . . . . . R. J. Laubengayer  
General-Commercial-Promotion  
Manager . . . . . R. V. Jensen  
Production Manager, Chief  
Announcer, Farm Editor . . . . . C. S. Peck  
Publicity Director . . . . . Mrs. Dorothy Lundstrom  
Musical Director . . . . . Al Thompson  
Chief Engineer . . . . . N. E. Vance, Jr.

**KJAY (CP)**

TOPEKA

Frequency: 1440 Kc. . . . . Power: 500 d.; 1000 n.  
Owned-Operated By . . . . . S. H. Patterson  
Business Address . . . . . 908 Kansas Ave.  
Phone Number . . . . . 8890  
Representative . . . . . Rambeaux  
Chief Owner . . . . . S. H. Patterson  
Station Manager . . . . . David G. Roberts  
Chief Engineer . . . . . N. J. Patterson

**KTOP**

TOPEKA—EST. 1947

MBS—KANSAS STATE NETWORK

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Collinson Bcstg. Co.  
Business-Studio Address . . . 212-214 W. 6th St.  
Phone Number . . . . . 2-9335  
News Service . . . . . AP  
Transcription Service . . . . . Capitol

Representative . . . . . Lorenzen & Thompson  
 President-General Manager: T. Hall Collinson  
 Commercial Manager . . . . . Wendell Elliott  
 Promotion Manager . . . . . Thad Sandstrom  
 Chief Engineer . . . . . Chet Wallack

V.-P.-Gen.-Commercial Mgr. . . . . Clark A. Luther  
 Public Relations Director . . . . . Robert Hix  
 Chief Engineer . . . . . Harold Newby

**W I B W**  
**TOPEKA—EST. 1924**  
 CBS

Frequency: 580 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Capper Publications, Inc.  
 Operated By . . . . . Topeka Bcstg. Assn., Inc.  
 Business-Studio Address . . . . . 1035 Topeka Ave.  
 Phone Number . . . . . 3-2377  
 Transmitter Location . . . . . Seven mi. w. of Topeka  
 Air Time . . . . . Shares time  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Capper Publications, Inc.  
 President . . . . . H. S. Blake  
 General-Station-Commercial

Manager . . . . . Ben Ludy  
 Program Director, Production Manager, Musical Director . . . . . Maude Carlson  
 Chief Engineer . . . . . K. G. Marquardt  
 Farm Editor . . . . . Gene Shipley  
*(See Page 426)*

**W R E N**  
**TOPEKA—EST. 1926**  
 ABC

Frequency: 1250 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By: The WREN Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 411 Tenth St.  
 Phone Number . . . . . 2-0505  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NAB, BMB  
 President . . . . . R. C. Jackman  
 General Manager . . . . . Verl Bratton  
 Station-Sales Manager . . . . . Larry Cotton  
 Chief Engineer . . . . . Carl Bliesner

**K A K E**  
**WICHITA**  
 MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KAKE Bcstg. Co., Inc.  
 Business Address . . . . . 416 W. Douglas  
 Phone Number . . . . . 4-9369  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Rambeau  
 President . . . . . Mark H. Adams

**K A N S**  
**WICHITA—EST. 1946**  
 NBC

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Kansas Bcstg., Inc.  
 Business-Studio Address . . . . . 1015 N. Broadway  
 Phone Number . . . . . 4-2387  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Taylor-Howe-Snowden  
 Membership . . . . . NAB, BMB  
 Chief Owner . . . . . O. L. Taylor  
 Pres. & General Manager . . . . . Archie J. Taylor  
 Commercial Manager . . . . . H. W. Allen  
 Chief Engineer . . . . . Ted Heithecker

**K F B I**  
**WICHITA—EST. 1923**  
 ABC

Frequency . . . . . 1070 Kc.  
 Power . . . . . 10,000 Watts D.; 1,000 Watts N.  
 Owned-Operated By: Farmers & Bankers Bcstg. Corp.  
 Business-Studio Address . . . . . 200 E. First St.  
 Phone Number . . . . . 2-1447  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . H. P. Hollingbery  
 Membership . . . . . NAB, BMB  
 President . . . . . H. K. Lindsley  
 General-Station Manager . . . . . J. Wirth Sargent  
 Commercial Manager . . . . . D. W. McCoy  
 Program Director . . . . . J. B. Bradshaw  
 Chief Announcer . . . . . Wendell Odland  
 Musical Director . . . . . Verne Nydegger  
 Chief Engineer . . . . . K. W. Pyle  
 Farm Editor . . . . . Lester Weatherwax

**K F H**  
**WICHITA—EST. 1923**  
 CBS

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Radio Station KFH Co.  
 Business-Studio Address . . . . . KFH Bldg.  
 Phone Number . . . . . 2-4491  
 Air Time . . . . . 18 hrs. daily  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Edward Petry  
 Membership . . . . . NAB, BMB  
 Vice President & Gen. Mgr.: M. M. Murdock  
 Nat'l Sales & Promotion Mgr.: Frank Mathews  
 Chief Engineer . . . . . Amos Dadisman

# KENTUCKY

Estimated Population 2,777,000—% Increase —2.4—Radio Homes 552,670  
Farms with Radios 148,692—Stations in State 37

## WCMI

ASHLAND—EST. 1935

CBS—SOUTHERN NETWORK

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Ashland Bcstg. Co.  
Business Address: 20th St., between Greenup  
Ave. & Front St.

Phone Number . . . . . 3010  
Transmitter Location . . . . . 48th & Clay St.  
Air Time . . . . . 18 hrs. daily; 17½ hrs. Sun.  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus, World  
Representative . . . . . John E. Pearson  
Membership . . . . . NAB, BMB  
President . . . . . Gilmore N. Nunn  
General Manager . . . . . Charles C. Warren  
Publicity Director . . . . . John W. Fell  
Chief Announcer . . . . . George Marshall  
Musical Director . . . . . Anna Louise Wallace  
Chief Engineer . . . . . Clarence Weaver  
Farm Editor . . . . . Ed Paulin

## WKCT

BOWLING GREEN—EST. 1947

Frequency: 930 Kc. . . . . Power: 1000 Watts n.  
Owned-Operated By . . . . . Daily News Bcstg. Co.  
Business Address . . . . . 415½ Park Row  
Phone Number . . . . . 2640  
News Service . . . . . UP  
Transcription Service . . . . . Associated, Capitol,  
SESAC

President . . . . . J. Ray Gaines  
General Manager . . . . . Paul R. Huddleston  
Commercial-Promotion Manager . . . . . Jack Wilson  
Program Director . . . . . Joe Calloway  
Chief Engineer . . . . . David Dodd

## WLBJ

BOWLING GREEN—EST. 1940

MBS—KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By: Bowling Green Bcstg. Co.,  
Inc.

Business-Studio Address . . . . . 901 Fairview Ave.  
Phone Numbers . . . . . 1340-1  
Air Time . . . . . 6 am-12 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Burn-Smith  
Membership . . . . . NAB  
President . . . . . Ken D. Given  
Commercial Manager . . . . . Elmer A. Finley  
Sales Promotion Manager . . . . . Wm. Kuznitsof  
Program Director . . . . . Ken D. Given  
Chief Announcer . . . . . Joe Hamilton  
Chief Engineer . . . . . Frank C. Bliesener

## WTCO

CAMPBELLSVILLE—EST. 1947

Frequency: 1150 Kc. . . . . Power 1000 Watts d.  
Owned-Operated By . . . . . South Central Ky.  
Bcstg. Co.

Business Address . . . . . Main St.  
Phone Number . . . . . 250  
News Service . . . . . UP  
President . . . . . H. T. Parrott  
Vice President . . . . . Dr. Paul Shirley  
Secty.-Treas.-Gen. Manager . . . . . James Shacklette  
Chief Engineer . . . . . J. B. Crawley

## WCTT

CORBIN—EST. 1947

MBS—KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By: Corbin Times-Tribune, Inc.  
Business Address . . . . . 308 S. Main St.  
Phone Number . . . . . 1071  
Transmitter-Studio Location: Cumberland Falls  
Rd.

Air Time . . . . . 6 a.m.-11 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus  
Membership . . . . . NAB, BMB  
General Manager . . . . . John L. Crawford  
Commercial Manager . . . . . S. G. Hembree  
Chief Engineer . . . . . Russell Henson

## WZIP

COVINGTON—EST. 1947

Frequency: 1050 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . WZIP, Inc.  
Business Address . . . . . 6th & Madison Ave.

## WHIR

DANVILLE—EST. 1947

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Commonwealth Bcstg.  
Corp.

Business Address . . . . . P. O. Box 234  
Phone Number . . . . . 1230  
News Service . . . . . UP  
Transcription Service . . . . . World, Capitol  
President-Commercial Mgr. . . . . W. T. Isaac  
V.-P.-Program Director . . . . . David B. Highbaugh  
V.-P.-Techn. Director . . . . . James D. Russell

## WFKY

FRANKFORT—EST. 1946

MBS—BLUEGRASS STATE

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Frankfort Bcstg. Co.

. . . **KENTUCKY** . . .

Business-Studio Address.....104 E. Main St.  
 Phone Numbers: 2509, 2510. Transmitter: 2354  
 Transmitter Location.....Crutcher's Hill  
 Air Time: 6 a.m.-11 p.m.; 7 a.m.-10:30 p.m., Sun.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NAB, BMB  
 President.....Leslie W. Perkins  
 General Manager.....Marshall L. Peace  
 Program Director.....Earl Davis  
 Chief Engineer.....Stanley Frakes

**WKAY**  
**GLASGOW—EST. 1946**  
 KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By: Glasgow Bcstg. Co., Inc.  
 Business-Studio Address....Happy Valley Rd.  
 Phone Numbers.....598, 632  
 Air Time. 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.  
 News Service.....UP  
 Transcription Service.....World, Capitol  
 Representative.....Homer Griffith  
 Membership.....NAB  
 President.....Gordon E. Brown  
 General Manager.....Russell J. Pirkey  
 Chief Announcer.....Robert Proctor  
 Chief Engineer.....E. C. Lockwood

**WHLN**  
**HARLAN—EST. 1941**

MBS—GOOD COAL NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By....Blanfox Radio Co., Inc.  
 Business-Studio Address.....S. Main St.  
 Phone Number.....625  
 Air Time.....6 a.m.-11:15 p.m.  
 News Service.....AP  
 Transcription Service.....Standard, Cole  
 Representative.....Burn-Smith  
 Membership.....NAB, BMB  
 Owners.....R. B. Helms, J. Francke Fox  
 General Manager.....R. B. Helms  
 Commercial Manager.....C. E. Whitehart  
 Program-Musical Director.....Jean Sutton  
 Chief Announcer.....Jay Barlow  
 Chief Engineer.....J. Francke Fox

**WKIC**  
**HAZARD—EST. 1947**

MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....BMG Bcstg. Corp.  
 Business Address.....Box 621

**WSON**  
**HENDERSON—EST. 1941**  
 MBS

Frequency: 860 Kc.....Power: 500 Watts  
 Owned-Operated By: Henderson Bcstg. Co., Inc.

Business-Studio Address.....Zion Rd.  
 Phone Number.....3923  
 Air Time.....Specified daylight hours  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Sears & Ayers  
 Membership.....NAB  
 President.....Pierce E. Lackey  
 General Manager.....Hecht S. Lackey  
 Program Director.....Tom Fitzgibbons Murray  
 Chief Announcer.....Martin E. Shaeffer  
 Chief Engineer.....Vernon R. Nunn

**WHOP**  
**HOPKINSVILLE—EST. 1940**  
 CBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By: Hopkinsville Bcstg. Co.,  
 Inc.  
 Business-Studio Address.....Cadiz Rd.  
 Phone Number.....1025  
 Transmitter Location.....Cadiz Rd.  
 Air Time.....5 a.m.-12 M.  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Sears & Ayer  
 Membership.....NAB  
 President.....Pierce E. Lackey  
 General-Station-Commercial, Sales  
 Promotion Manager.....F. Ernest Lackey  
 Program Director.....Katherine Peden  
 Production Manager.....Vadah Cochran  
 Publicity Director, Chief Announcer,  
 Musical Director.....Charles W. Stratton  
 Chief Engineer.....Leo Y. Wilson  
 Farm Editor.....Robert McGaughey

**W M T C (CP)**  
**LAWSON**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Ky. Mt. Holiness Assn.  
 Business Address.....Vancleve, Ky.

**WKLX**  
**LEXINGTON—EST. 1945**

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Operated By...Fayette Broadcasting Co.  
 Address.....Phoenix Hotel  
 Phone Number.....8115  
 Transmitter Location.....Greendale Rd.  
 Air Time.....5 a.m. to 12:05 a.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth,  
 Standard, Cole  
 Representative.....Walker  
 Chief Owner.....E. F. Prichard, Sr.  
 General Manager.....Ted Grizzard  
 Commercial Manager.....Paul Ledridge  
 Program Director.....Jack Brooks  
 Asst. Manager.....Phil Sutterfield  
 Chief Engineer.....Bob Jones

**W L A P**

**LEXINGTON—EST. 1928**

ABC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: American Bcstg. Corp.  
 Business-Studio Address: Radio Bldg.  
 Phone Number: 1721  
 Air Time: 5:30 a.m.-12 M.  
 News Service: UP  
 Transcription Service: World, Thesaurus  
 Representative: John E. Pearson  
 Membership: NAB, BMB  
 President: Gilmore N. Nunn  
 General Manager: J. E. Willis  
 Commercial Manager: Miller Welch  
 Program Director: J. B. Faulconer  
 Publicity Director: Doris Holtzclaw  
 Chief Engineer: Sanford Helt  
 Farm Editor: Charles Farmer

**W L E X**

**LEXINGTON—EST. 1946**

BLUEGRASS STATE NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Central Kentucky Bcstg.  
 Business Address: Box 985, Russell Cave Pike  
 Phone Numbers: 7833, 5878, 2901, 3058  
 Air Time: 5:30 a.m.-12 M.  
 News Service: AP  
 Transcription Service: Associated, Capitol,  
 President: J. Douglas Gay  
 General Manager: Jean H. Clos, Jr.  
 Commercial Manager: George T. Webb  
 Program Director: Howard Malcolm  
 Chief Engineer: Theodore Jones  
 Farm Editor: Mark Halleck

**CALL LETTERS TO BE ASSIGNED  
(CP)**

**LOUISVILLE**

Frequency: 1080 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By: Mid-American Bcstg.  
 Business Address: Starks Bldg.

**W A V E**

**LOUISVILLE—EST. 1933**

NBC

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Operated By: WAVE, Inc.  
 Business-Studio Address: 334 E. Broadway  
 Phone Number: Wabash 6543  
 Air Time: 5 a.m.-12 p.m.  
 News Service: AP  
 Transcription Service: Thesaurus, Langworth  
 Representative: Free & Peters  
 Membership: NAB, BMB  
 President: George W. Norton, Jr.  
 General-Station Manager: Nathan Lord  
 Sales or Commercial Manager: James Cox

Sales Promotion Manager: E. W. Leake, Jr.  
 Program Director: George Patterson  
 Chief Announcer: Burt Blackwell  
 Chief Engineer: Wilbur Hudson

**W G R C**

**LOUISVILLE—EST. 1936**

MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Northside Bcstg. Corp.  
 Business Address: Ky. Home Life Bldg.  
 Phone Number: Wabash 8871  
 Studio Addresses: Elsby Bldg., New Albany,  
 Ind.; Ky. Home Life Bldg., Louisville, Ky.  
 Air Time: 6:00 a.m.-12 M.  
 News Service: AP, UP  
 Transcription Service: Lang-Worth, Standard  
 Representative: The Walker Co.  
 Membership: NAB  
 Vice President-General Mgr.: Charles L. Harris  
 President, Commercial Manager: J. Porter Smith  
 Publicity, Promotion Manager: H. R. Hunter  
 Ass't Manager in Charge of  
 Programs: Ward Hatcher  
 Production Manager: W. S. Lukenbill  
 Chief Announcer: Gerald Fordyce  
 Chief Engineer: Perry W. Esten  
 Farm Editor: C. M. East

**W H A S**

**LOUISVILLE—EST. 1922**

CBS

Frequency: 840 Kc. Power: 50,000 Watts  
 Owned By: The Courier-Journal & Louisville  
 Times Co.  
 Operated By: WHAS, Inc.  
 Business-Studio Address: 300 W. Liberty St.  
 Phone Number: Wabash 2211  
 Transmitter Location: Eastwood, Ky.  
 Air Time: 19 hrs. daily  
 News Service: AP, UP  
 Transcription Service: World; Standard; Asso-  
 ciated; Lang-Worth.  
 Representative: Edward Pety  
 President: Barry Bingham  
 Director: Victor A. Sholis  
 Commercial Manager: Joe Eaton  
 Promotion Manager: Sandy Sanders  
 Program Manager: Peter R. Disney  
 Continuity-Production: William Aldridge  
 Chief Announcer: Paul Clark  
 Musical Director: Robert Hutsell  
 Technical Director: Orrin W. Towner  
 Agricultural Co-ordinator: Frank Cooley

**W H A S**  
**Color Advertisement**  
**See Page 10**

**W I N N**

**LOUISVILLE—EST. 1940**  
ABC

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Kentucky Bcstg. Co.  
 Business-Studio Address: Earle Hotel, 3rd and  
 Jefferson.  
 Phone Number . . . . . Wabash 5148  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service: SESAC, MacGregor, Cole  
 Representative . . . . . Taylor-Howe-Snowden  
 Membership . . . . . NAB, BMB  
 President, General-Station  
 Manager . . . . . Harry McTigue  
 Commercial Manager . . . . . G. F. Bauer  
 Promotion Manager . . . . . H. E. Roberts  
 Program Director . . . . . M. K. McCarten  
 Production Manager . . . . . Sam Woodall  
 Chief Announcer . . . . . Edwin A. Kallay  
 Musical Director . . . . . Claude Fraul  
 Chief Engineer . . . . . E. G. Rinn

**W K Y W**

**LOUISVILLE—EST. 1947**

Frequency: 900 Kc. . . . . Power: 1000 Watts D.  
 Owned-Operated By . . . . . Radio Kentucky, Inc.  
 Business-Studio Address: 431 W. Jefferson St.  
 Phone Number . . . . . Clay 4811  
 Transmitter Address: River Rd., near Louisville  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service: Associated, Capitol,  
 Standard Cole.  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB, BMB  
 President-Treasurer . . . . . F. Eugene Sandford  
 V. P.-Operations . . . . . S. A. Cis'er  
 V. P.-Station Manager . . . . . Edwin E. S. Weldon  
 Secretary . . . . . W. Scott Miller  
 Program Director . . . . . David Wilburn

**W L O U (CP)**

**LOUISVILLE**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Louisville Bcstg. Corp.

**W C I F**

**MADISONVILLE—EST. 1947**

Frequency: 730 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Madisonville Bcstg. Co.  
 Business Address . . . . . Box 27  
 Phone Number . . . . . 1297  
 Transmitter-Studio Location . . . . . Hanson Rd.  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Membership . . . . . BMB  
 President, General Manager . . . . . Pierce Lackey

Station-Commercial Manager . . . . . T. E. Brewer  
 Program Director . . . . . Conrad Brewer  
 Chief Announcer . . . . . Dick Harris  
 Chief Engineer . . . . . Evers Mick

**W K T M**

**MAYFIELD—EST. 1946**

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Mayfield Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Mayfield Hotel  
 Phone Number . . . . . 46  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Sears & Ayer  
 Membership . . . . . NAB, BMB  
 President . . . . . Frank O. Evans  
 General Manager . . . . . Pierce E. Lackey  
 Station-Sales Manager . . . . . Wayne R. Morgan  
 Program Director . . . . . James Motheral  
 Chief Announcer . . . . . Ralph Haskins  
 Musical Director . . . . . James Motheral  
 Chief Engineer . . . . . Ernest J. Pell  
 Farm Editor . . . . . Dorothy Spahr

**W N G O**

**MAYFIELD—EST. 1947**

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
 Owned-Operator By . . . . . West Ky. Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Box 39  
 Phone Number . . . . . 1204  
 Air Time . . . . . 5:00 a.m.-Local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World, SESAC  
 Representative . . . . . The Friedenberg Agency  
 President, General Manager: H. M. Suthard  
 Station Manager . . . . . Kenneth Z. Turner  
 Chief Announcer . . . . . Lynn Lemond  
 Chief Engineer . . . . . James Ray Turner

**W F T M (CP)**

**MAYSVILLE**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned Operated By . . . . . Standard Tobacco Co.  
 Business Address . . . . . Maysville, Ky.  
 Phone Number . . . . . 245  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 President . . . . . C. P. Clarke  
 Secty.-Treas. . . . . J. M. Finch, Jr.  
 Gen.-Commercial Manager . . . . . J. W. Betts  
 Program Director . . . . . Ross Edwards  
 Chief Engineer . . . . . William Martin

**W M I K (CP)**

**MIDDLESBORO**

Frequency: 560 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . The Middlesboro Bcstg.  
 Co.  
 Business Address . . . . . Box 500

**W W P N (CP)**

MIDDLESBORO

Frequency 1490 Kc. Power: 250 Watts  
Owned-Operated By Pinnacle Bcstg. Co.

**W W N L (CP)**

NEWPORT

Frequency: 1110 Kc. Power: 1000 Watts d.  
Owned-Operated By Tri-City Bcstg. Co.

**W O M I**

OWENSBORO—EST. 1937

KBS—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Owensboro Bcstg. Co., Inc.

Business-Studio Address: Byars Ave. & Livermore Rd. (P. O. Box 536).  
Phone Numbers 420-1  
Transmitter Location: Byars Ave. & Livermore Rd. (P. O. Box 536).

Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
News Service AP  
Transcription Service Lang-Worth  
Representative Burn-Smith  
Membership NAB  
President Lawrence W. Hager

General-Station-Sales Promotion  
Manager, Publicity Director Hugh O. Potter  
Program Director Norman Hall  
Production Manager Patsy Roberts  
Musical Director Cliffordean Potter  
Chief Engineer Leslie Goodaker  
Assistant Mgr., Farm Editor Marshall Bruner

**W V J S**

OWENSBORO—EST. 1947

Frequency: 1420 Kc. Power: 1000 Watts  
Owned-Operated By Owensboro On the Air, Inc.

Business Address 320 Allen St.  
Phone Number 3408  
News Service INS  
Transcription Service Thesaurus, World  
Representative Rambeau  
President Vincent J. Steele  
General Manager Malcolm Greep  
Commercial Manager Jack McLean  
Promotion Director John T. Rutledge  
Program Director Lee C. Meredith  
Chief Engineer Robert Earl Jaqoe

**W K Y B**

PADUCAH—EST. 1946

MBS

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Operated By: Paducah Newspapers, Inc.

Business-Studio Address 504 Kentucky Ave.  
Phone Number 800  
Transmitter Location Lone Oak, Ky.  
Air Time Local sunrise-local sunset  
News Service AP  
Transcription Service Standard, Associated  
Representative Burke, Kuipers & Mahoney  
Membership NAB, BMB  
President Edwin J. Paxton, Sr.  
General Manager E. J. Paxton, Jr.  
Commercial Manager Sam Livingston  
Sales Promotion Manager Ray Hoag  
Program Director Neil McIntyre  
Publicity Director Marcia Richardson  
Musical Director Pat Klein  
Chief Engineer C. G. Sims  
Farm Editor Andrew Parker

**W P A D**

PADUCAH—EST. 1930

CBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Paducah Bcstg. Co., Inc.  
Business-Studio Address Taylor Bldg.  
Phone Number 4100  
Transmitter Location U. S. Route 45  
Air Time 5:00 a.m.-12 M.  
News Service AP  
Transcription Service: World, Lang-Worth, Cole  
Representative Sears & Ayer  
Membership NAB, BMB  
President, General Manager Pierce E. Lackey  
Station-Commercial Manager W. Prewitt Lackey  
Asst. Mgr. Public Relations Gene Peak  
Program Director Evelyn Carroll  
Chief Announcer Ray Mofield  
Musical Director Lynn Wolfe  
Chief Engineer U. C. Morris

**W S F C**

SOMERSET—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Southeastern Bcstg. Co.  
Business Address Pinnell-Led Ford Bldg.

**W V L K (CP)**

VERSAILLES

MBS

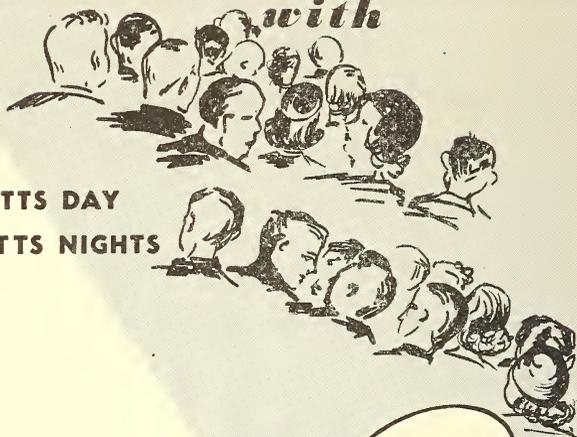
Frequency: 590 Kc. Power: 1000 watts  
Owned-Operated By Bluegrass Bcstg. Co., Inc.  
Business Address Logan-Helm Memorial Lib.  
Phone Number 654  
News Service INS  
Transcription Service SESAC  
Representative Taylor-Howe-Snowden  
President A. B. Chandler  
Gen.-Commercial Mgr. W. D. McCammish  
Promotion Manager Margaret Middendorf  
Program Director Edwin L. Rogers  
Chief Engineer Henry C. Hall

*All This and More Too*

*with*

5000 WATTS DAY

1000 WATTS NIGHTS



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# KMLB

***KMLB has more  
listeners than all other  
stations combined in  
Northeastern Louisiana***

Authenticated listening surveys prove that for the **FOURTH STRAIGHT YEAR** KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined! A rich, luscious \$103,629,000 market reached only by KMLB.



REPRESENTED BY

**TAYLOR-HOWE-SNOWDEN** *Radio Sales, INC.*

AFFILIATED WITH

**AMERICAN BROADCASTING CO.**

**J. C. LINER, JR., Mgr.**

# LOUISIANA

Estimated Population 2,549,000—% Increase +7.8—Radio Homes 468,914  
Farms with Radios 63,025—Stations in State 37

## KROF

ABBEVILLE—EST. 1948

Frequency: 960 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By. . . . . Abbeville Bcstg. Service,  
Inc.

Business Address. . . . . P. O. Box 306  
Transcription Service. . . . . World  
President. . . . . Lovelis Herbert  
Gen.-Commercial Mgr. . . . . George P. Martin  
Program Director. . . . . Ebba Lou Martin

## KALB

ALEXANDRIA—EST. 1935

ABC—LOUISIANA NETWORK

Frequency. . . . . 580 Kc.  
Power. . . . . 5000 Watts d.; 1000 Watts n.  
Owned-Operated By. . . . . Alexandria Bcstg. Co.

Business-Studio Address. . . . . Fifth & Johnson Sts.  
Phone Number. . . . . 3335  
Air Time. . . . . 18½ hrs. daily  
News Service. . . . . UP  
Transcription Service. . . . . World  
Representative. . . . . Weed & Co.  
Membership. . . . . NAB, BMB  
President. . . . . W. H. Allen  
Secretary-Treasurer. . . . . T. B. Langford  
General Manager. . . . . Willard L. Cobb  
Station Director. . . . . Fred Ohl  
Sales Manager. . . . . Walter D. Melson  
Production Manager. . . . . Harper L. Clark  
Publicity Director. . . . . Josephine Miller  
Chief Engineer. . . . . Jesse R. Sexton  
Farm Editor. . . . . Mildred Gatlin

## KPDR

ALEXANDRIA—EST. 1946

MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Central La. Bcstg. System  
Business-Studio Address. . . . . 1710 Jackson St.

Phone Number. . . . . 9568  
Air Time. . . . . 6 a.m.-11 p.m.  
News Service. . . . . AP  
Transcription Service. . . . . Capitol  
Membership. . . . . BMB  
President. . . . . Eugene Levy  
General-Station Manager. . . . . George I. Maston  
Commercial Manager. . . . . Albert Roarke  
Chief Announcer. . . . . Hobart Hare  
Chief Engineer. . . . . Glen Pebbles

## KSYL

ALEXANDRIA—EST. 1947

NBC

Frequency: 1400 Kc. . . . . Power: 250 Watts

Owned By. . . . . Radio Station KSYL  
Operated By: Sylvan Fox & Harold Wheelahan, Partners.

Business Address. . . . . P. O. Box 1489  
Phone Numbers. . . . . 6611-2  
Air Time. . . . . 17 hrs. daily  
News Service. . . . . AP  
Transcription Service. . . . . Lang-Worth  
Representative. . . . . George P. Hollingbery  
Membership. . . . . NAB, BMB  
Partners. . . . . Sylvan Fox, Harold Wheelahan  
General-Station Manager. . . . . Paul Goldman  
Commercial Manager. . . . . Milton Fox  
Program Director. . . . . Bruce Rainey  
Chief Announcer, Farm Editor. . . . . Paul Mitchell  
Chief Engineer. . . . . E. W. McDonald

## KTRY (CP)

BASTROP

Frequency: 730 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By. . . . . Morehouse Bcstg. Co.  
Business Address. . . . . 217 S. Washington St.  
Partners. . . . . Nathan Bolton, A. R. McCleary

## WAFB (CP)

BATON ROUGE

Frequency: 1460 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By. . . . . Modern Bcstg. Co.  
Business Address. . . . . 302 La. Natl. Bank Bldg.

## WCLA (CP)

BATON ROUGE

Frequency: 1220 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By. . . . . Community Bcstg. Co.  
Business Address. . . . . Baton Rouge, La.  
Partners. . . . . G. T. Owen, Owen W. Ware

## WJBO

BATON ROUGE—EST. 1934

NBC—LOUISIANA NETWORK

Frequency: 1150 Kc. . . . . Power: 5000 Watts  
Owned-Operated By. . . . . Baton Rouge Bcstg. Co.  
Business-Studio Address. . . . . 444 Florida St.

Phone Number. . . . . 5271  
Air Time. . . . . 6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
News Service. . . . . AP, UP  
Transcription Service. . . . . World; Standard  
Representative. . . . . George P. Hollingbery  
Membership. . . . . NAB, BMB  
President. . . . . Charles P. Manship, Jr.  
V. P.-General Manager. . . . . J. Roy Dabadie  
Secretary-Treasurer. . . . . Douglas L. Manship  
Sales Manager. . . . . T. E. Gibbens  
Chief Engineer. . . . . Vernon E. Dudley

**WLCS**

**BATON ROUGE—EST. 1946**

ABC—LA. ASS'N BROADCASTERS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Air Waves, Inc.  
 Business-Studio Address: 204 North St., P. O.  
 Box 240.

Phone Numbers . . . . . 2-4411-2  
 Air Time . . . . . 6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service . . . . . AP, INS  
 Transcription Service . . . . . Associated, Capitol,  
 SESAC, M. M. Cole  
 Representative . . . . . Burke-Kuipers-Mahoney  
 Membership . . . . . NAB, BMB  
 President . . . . . Harry B. Nelson  
 General Manager . . . . . Earl H. Smith  
 Sales Manager . . . . . Lamar Simmons  
 Publicity Director . . . . . Mildred Bland  
 Chief Announcer . . . . . Quitman Hen'ey  
 Chief Engineer . . . . . William H. Bland  
 Farm Director . . . . . Irving Heath

**WIKC**

**BOGALUSA—EST. 1947**

MBS—LA. NETWORK

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Bogalusa Bcstg. Co.  
 Business Address . . . . . P. O. Box 811  
 Phone Number . . . . . 1906  
 Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB  
 President, General-Station  
 Manager, Chief Engineer . . . . . I. K. Corkern, Jr.  
 Commercial Manager . . . . . J. H. Knight

**KSIG**

**CROWLEY—EST. 1947**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Acadia Bcstg. Co.  
 Business-Studio Address: 103 N. Parkerson Ave.  
 Phone Number . . . . . 1450  
 Air Time . . . . . 6:30 a.m.-10:30 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . NAB, BMB  
 President . . . . . Max Thomas  
 General-Station Manager: B. Hillman Bailey, Jr.  
 Sales Promotion Manager . . . . . Max Thomas  
 Commercial Manager . . . . . Lauren R. Staggs  
 Chief Engineer . . . . . Clovis L. Bailey

**WIHL**

**HAMMOND—EST. 1947**

Frequency: 730 Kc. . . . . Power: 250 Watts d.

Owned-Operated By . . . . . Superior Enterprises  
 Business Address . . . . . 500 W. Morris St.  
 Partners . . . . . Joseph A. Sims, Henry A. Mentz, Jr.

**WSLA**

**HAMMOND—EST. 1947**

MBS—KBS—LOUISIANA

Frequency: 1110 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Hammond Bcstg. Co.  
 Business Address . . . . . 216 W. Thomas  
 Phone Number . . . . . 888  
 News Service . . . . . AP  
 Representative . . . . . Clark  
 President-Gen. Manager . . . . . Fred Le Mieux  
 Commercial Manager . . . . . H. D. Hutson  
 Promotion Manager . . . . . C. M. Kiss  
 Chief Engineer . . . . . Jacob Rick

**KCIL**

**HOUMA—EST. 1946**

MBS—LOUISIANA NETWORK

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Charles W. Lamar, Jr.  
 Business Address . . . . . P. O. Box 1031  
 Phone Number . . . . . 2047  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Cole  
 Representative . . . . . Homer Griffith  
 Membership . . . . . NAB, BMB  
 President . . . . . Charles W. Lamar, Jr.  
 General-Station Manager . . . . . Frank Conwell  
 Sales, Commercial Manager . . . . . Dick Walsh  
 Sales Promotion Manager . . . . . Keith Kenney  
 Chief Announcer . . . . . Tom Conwell  
 Chief Engineer . . . . . Donald L. Jones  
 Farm Editor . . . . . J. Arthur LeBlanc, Jr.

**KVOL**

**LAFAYETTE—EST. 1935**

NBC—KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Evangeline Bcstg. Co., Inc.  
 Operated By . . . . . Radio Station KVOL  
 Business-Studio Address: 510 So. Buchanan St.,  
 P. O. Box 1070.  
 Phone Numbers . . . . . 336, 2101  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, McGregor  
 Membership . . . . . NAB, BMB  
 General-Station Manager . . . . . George H. Thomas  
 Commercial Manager . . . . . Lowell W. McCrary  
 Sales Promotion Manager . . . . . Lucille LeBlanc  
 Production Manager . . . . . Mrs. Don Menard  
 Publicity Director . . . . . Emily Fontenot  
 Chief Engineer . . . . . Charles T. Hook

# KLOU

LAKE CHARLES—EST. 1947  
CBS—LOUISIANA NETWORK

Frequency: 1580 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Frank R. Gibson  
Business-Studio Address . . . . . 134 Clarence St.  
Phone Numbers . . . . . 7277-8  
Air Time . . . . . 6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . The Walker Co.  
Membership . . . . . NAB, BMB  
Owner . . . . . Frank R. Gibson  
General Manager . . . . . H. Vernon Anderson  
Station Manager . . . . . G. Frank Carroll, Jr.  
Commercial Manager . . . . . Eugene S. Cuny  
Sales Promotion Manager: Annelle H. Bulechek  
Chief Announcer . . . . . James McConnell  
Musical Director . . . . . Lois Carmouche  
Chief Engineer . . . . . Ben C. Segrest, Jr.  
Farm Editor . . . . . Robert R. Brannon

# KPLC

LAKE CHARLES—EST. 1935  
NBC—LOUISIANA STATE NETWORK

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned By: T. B. Lanford, R. M. Dean and  
L. M. Sepaugh, Partners.  
Operated By . . . . . Calcasieu Bcstg. Co.  
Business-Studio Address: Majestic Hotel, P. O.  
Box 1521.  
Phone Numbers . . . . . 2713-4  
Air Time . . . . . 6 a.m.-12 M.  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Taylor-Howe-Snowden  
Executive Partner . . . . . T. B. Lanford  
General-Station Manager . . . . . David Wilson  
Commercial Manager . . . . . Pelham Mills, Jr.  
Sales Promotion Manager . . . . . Bob Thompson  
Production Manager, Chief Engineer: A. B. Craft  
Chief Announcer . . . . . J. Hampton Keathley

# KWSL

LAKE CHARLES—EST. 1947

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . A. Stanford Dudley  
Business Address . . . . . P. O. Box 1399  
Phone Numbers . . . . . 6-1401; 3634  
Transmitter-Studio Location: Corner of Mill &  
Front Sts.  
Air Time . . . . . 16½ hrs. daily  
News Service . . . . . UP  
Transcription Service . . . . . Capitol, Cole,  
Lang-Worth  
Membership . . . . . NAB  
Owner-General Manager . . . . . A. Stanford Dudley

Asst. General Manager-Chief  
Engineer . . . . . E. C. Moses  
Sales Manager . . . . . Wm. F. Hession  
Production Manager . . . . . James W. Willson

# KMLB

MONROE—EST. 1930  
AMERICAN BROADCASTING CO.  
LOUISIANA NETWORK

Frequency: 1440 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.  
Air Time . . . . . 5 a.m. to midnight  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Taylor-Howe-Snoden  
Membership . . . . . NAB, BMB  
President . . . . . J. C. Liner, Sr.  
Gen.-Sales Pro. Manager . . . . . J. C. Liner, Jr.  
Program Director . . . . . Otto B. Green  
Chief Engineer . . . . . O. L. Morgan

(See Page 436)

# KNOE

MONROE—EST. 1944  
NBC—LOUISIANA NETWORK

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . James A. Noe  
Business-Studio Address . . . . . Bernhardt Bldg.  
Phone Number . . . . . 921  
Air Time . . . . . 5 a.m.-12 M.  
News Service . . . . . AP  
Transcription Service . . . . . Associated, Capitol  
Representative . . . . . Burke-Kuipers & Mahoney  
Membership . . . . . NAB, BMB  
President . . . . . James A. Noe  
General Manager . . . . . Robert W. Dumm  
Commercial Manager . . . . . Al Donaldson  
Chief Engineer . . . . . D. K. Strong

# KWCJ

NATCHITOCHEs—EST. 1947  
MBS—LOUISIANA NETWORK—KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Natchitoches Bcstg. Co.  
Business-Studio Address . . . . . Box 232  
Phone Number . . . . . 2353  
Air Time . . . . . 17 hrs. daily  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Membership . . . . . NAB, BMB  
President . . . . . Dr. Wm. H. Pierson  
General-Station Mgr. . . . . Charles L. Planchard  
Farm Editor . . . . . Kenneth M. Dowty  
Chief Engineer . . . . . Carroll G. Crew

1230 KC.

250 W.

# WHERE JUSTICE BRINGS WEALTH

Down South—in NEW ORLEANS—where the mighty  
Mississippi makes its crescent near the Gulf

**EST. NOV. 27 — 1926**

Twenty-one years of continuous service, serving a vast  
invisible audience with

**NEWS — SPORTS — MUSIC**

Central Standard time given every thirty minutes

**TIME TO ADVERTISE**

For rates, call MA 3488-9, for proven results

**NAT'L. REP. — RAMBEAU**

N. Y.

CHICAGO

L. A.

*Owned and Operated by:*

C. C. CARLSON

• • • LOUISIANA • • •

# K A N E

NEW IBERIA—EST. 1946

MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . New Iberia Broad. Co.  
 Address . . . . . St. Peter St.  
 Phone Number . . . . . 965  
 Studio Address . . . . . 104 W. St. Peters St.  
 Air Time . . . . . 7 a.m. to 10p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, MacGregor  
 Partners . . . . . George H. Thomas, J. J. Davidson  
 General Manager . . . . . George H. Thomas  
 Manager . . . . . I. I. Femrite  
 Chief Engineer . . . . . Joe Sweeney

# W D S U

NEW ORLEANS—EST. 1923

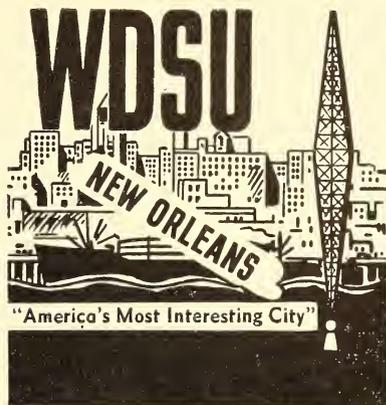
ABC—LOUISIANA STATE—  
 UNITED NATIONS

Frequency: 1280 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Stephens Bcstg. Co.  
 Business-Studio: Hotel Monteleone, 214 Royal St.  
 Phone Number . . . . . Raymond 7135  
 Transmitter Location . . . . . Algiers, La.  
 Air Time . . . . . 24 hrs. daily  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . John Blair  
 Membership . . . . . NAB, BMB  
 Partners: E. A. Stephens, Fred Weber, H. G.  
 Wall  
 General Manager . . . . . Fred Weber  
 Asst. to Manager . . . . . Jack Flanigan  
 Commercial Manager . . . . . Charles Price  
 Sales Promotion Manager, Publicity  
 Director . . . . . Sylvia Glueck  
 Program Director . . . . . Stanley Holiday  
 Special Events Manager . . . . . Jim Young  
 Sports Announcer . . . . . Byron Dowty  
 Musical Director . . . . . Joseph Schramm  
 Chief Engineer . . . . . Lindsey Riddle  
 Farm Editor . . . . . James Landry

# W J B W

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Charles C. Carlson  
 Address . . . . . 924 Canal St.  
 Phone Number . . . . . Magnolia 3488-9  
 Air Time . . . . . 6 a.m. to 1 a.m.  
 News Service . . . . . AP  
 Representative . . . . . William C. Rambeau Co.  
 Transcription Service . . . . . Capitol  
 Membership . . . . . NAB  
 President-General Mgr. . . . . Charles C. Carlson  
 Coml. & Prom. Mgr. . . . . Pat J. Shannon  
 Chief Engineer . . . . . C. C. Carlson



- 5,000 watts delivering 20,000 watts in populated areas of So. Louisiana and Gulf Coast.
- ABC Network
- Central Dialing—1280 KC
- 24-hour operation
- TV Grant Channel 6
- Showmanship of old New Orleans
- Active Local Programming
- FM Construction Permit Channel 287
- John Blair and Co. national representative

\* \* \*

## Monteleone Hotel

Royal Street in French Quarter  
 New Orleans, La.

**W J M R**

**NEW ORLEANS—EST. 1946**

Frequency: 990 Kc.....Power: 250 Watts  
 Owned-Operated By: Supreme Bcstg. Co., Inc.  
 Business-Studio Address.....Jung Hotel  
 Phone Number.....Canal 0356  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service..Lang-Worth, Associated  
 Representative.....Adam J. Young, Jr.  
 Membership.....NAB  
 President.....William Cortada  
 Co-Managers: Stanley W. Ray, Jr., George A.  
 Mayoral.  
 Commercial Manager.....Stanley W. Ray, Jr.  
 Promotion Manager.....Henry Thiele  
 Program Director.....James V. Bowler  
 Production Manager, Chief  
 Announcer.....Woodrow Leafer  
 Publicity Director.....Jules J. Paglin  
 Musical Director.....Meredith Gibson  
 Chief Engineer.....George A. Mayoral

**W N O E**

**NEW ORLEANS—EST. 1926**

MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Governor James A. Noe  
 Business Address.....St. Charles Hotel  
 Phone Numbers.....Raymond 0423-2, 3558  
 Air Time.....24 hrs. daily  
 President-Owner.....Governor James A. Noe  
 General-Station-Commercial-  
 Sales Promotion Manager..James E. Gordon  
 Program Director, Production  
 Manager.....Beverly Brown  
 Publicity Director.....Larry Wilson  
 Chief Engineer.....A. J. Bourgeois

**W S M B**

**NEW ORLEANS—EST. 1925**

NBC

Frequency: 1350 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WSMB, Inc.  
 Business-Studio Address..Maison Blanche Bldg.  
 Phone Number.....Walnut 2937  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP  
 Transcription Service...Thesaurus, Lang-Worth  
 Representative.....Edward Petry  
 Membership.....NAB  
 President.....E. V. Richards, Jr.  
 General-Station Manager.....H. Wheelahan  
 Commercial-Sales Promotion  
 Manager.....Ted Fontelieu  
 Program Director, Production  
 Manager, Publicity Director, Chief  
 Announcer.....Harry Arthur

Musical Director.....Peter Grey  
 Chief Engineer.....H. G. Nebe  
 Farm Editor.....Hal Menton

**W T P S (CP)**

**NEW ORLEANS**

Frequency: 940 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....The Times Picayune  
 Pub. Co.  
 Business Address.....601 Howard Ave.  
 Phone Number.....Canal 5561  
 News Service.....AP  
 Transcription Service.....World  
 General Manager.....H. F. Wehrmann  
 Commercial Manager.....John R. O'Meallie  
 Program Director.....Bill Seymour

**W W E Z**

**NEW ORLEANS—EST. 1947**

Frequency: 690 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Sky Bcstg. Service  
 Business-Studio Address: Hotel New Orleans  
 Phone Number.....Canal 3521  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service.....Associated  
 President.....A. L. Chilton  
 General-Station Manager.....Joe. A. Oswald  
 Program Director.....Bob Tompkins  
 Chief Engineer.....Harrison Mondy

**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  
 Air Time.....5 a.m. to 1 a.m.  
 News Service.....UP, AP  
 Transcription Service.....Standard Radio  
 and World  
 Representative.....The Katz Agency  
 Membership.....NAB, BMB  
 President.....Rev. Thomas J. Shields  
 General Mgr.-Station Mgr..W. H. Summerville  
 Coml. Mgr.....Larry Baird  
 Prom. Mgr.....Jack Halladay  
 Program Director.....Henry Dupre  
 Chief Engineer.....J. D. Bloom, Jr.

**K J A N (CP)**

**OPELOUSAS**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By.....The Kjan Bcstg. Co.

# KSLO

OPELOUSAS—EST. 1947

MBS—LOUISIANA NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: KSLO Bcstg. Co.  
 Business Address: P. O. Box 392  
 Studio Address: KSLO Bldg.  
 Phone Number: 3776  
 Air Time: 6 a.m.-11:05 p.m.  
 Transcription Service: World  
 News Service: UP  
 Representative: Sears & Ayer  
 General Manager: W. Eugene Jones  
 Commercial Manager: Frank Holifield  
 Program Director: Sidney King  
 Publicity Director, Sports & News: Editor  
 Editor: Sam Tarleton  
 Chief Engineer: Henry Y. Gantt

# KRUS

RUSTON—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Ruston Bcstg. Co.  
 Business Address: 105 E. No. Railroad Ave.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Owner-Gen. & Com. Mgr.: C. E. Faulk, Jr.  
 Station Manager: Joel M. Hirsch  
 Office Manager: Bea Magee  
 Program Dir.: Allen Hundley, Jr.  
 Chief Engineer: Henry Shean

# KENT

SHREVEPORT—EST. 1947

MBS

Frequency: 1550 Kc. Power: 1000 Watts d.; 500 Watts n.  
 Owned-Operated By: Frank H. Ford  
 Business-Studio Address: 311 Milam Bldg.  
 Phone Number: 3-3681  
 Air Time: 6 a.m.-1 a.m.; Sat. 6 a.m.-1 a.m.; Sun. 7:30-12 M.  
 News Service: AP  
 Transcription Service: Standard  
 Representative: The Walker Co.  
 Membership: NAB  
 Owner, General Mgr.: Frank H. Ford  
 Commercial Manager: Frank H. Ford, Jr.  
 Program Director: Todd Branson  
 Publicity Director: Elsa R. Schlubach  
 Musical Director: Joe Monroe  
 Chief Engineer: L. J. Carlson

# KRMD

SHREVEPORT—EST. 1928

ABC—LOUISIANA NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Radio Station KRMD

Business-Studio Address: New Jefferson Hotel,  
 P. O. Box 1712

Phone Number: 6171  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World  
 Representative: Taylor-Howe-Snowden  
 Membership: NAB, BMB  
 President: T. B. Lanford  
 General-Station Manager: G. V. Wilson  
 Station Director: W. L. Switzer  
 Program Director: Elizabeth V. Alford  
 Publicity Director: Jane Reed  
 Musical Director: Virginia Cromwell  
 Chief Engineer: H. H. Hargrove  
 Farm Editor: Ruth E. Mechlin

# KTBS

SHREVEPORT—EST. 1928

NBC

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Operated By: Radio Station KTBS, Inc.  
 Business Address: P. O. Box 1121  
 Phone Number: 3-3673  
 Studio Address: Commercial Bank Bldg.  
 Air Time: 6:00 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Edward Petry  
 Membership: NAB, BMB  
 President: Allen D. Morris  
 General-Station Manager: C. K. Beaver  
 Commercial Manager: Neil Cline  
 Program Director: Dean Flett  
 Production Manager: David Kent  
 Publicity Director: Marie Battey  
 Chief Announcer: Mike Roppolo  
 Musical Director: Cecil Bland  
 Chief Engineer: C. H. Maddox

# KWKH

SHREVEPORT—EST. 1925

CBS—SOUTHCENTRAL QUALITY NETWORK

Frequency: 1130 Kc. Power: 50,000 Watts  
 Owned-Operated By: International Bcstg. Corp.  
 Business-Studio Address: Commercial Building,  
 P. O. Box 1387, Shreveport.  
 Phone Number: 2-8711  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: Lang-Worth, Capitol  
 Representative: The Branham Co.  
 Membership: NAB, BMB  
 President: John D. Ewing  
 General Manager: Henry B. Clay  
 Commercial Manager: Dean R. Upson  
 Promotion Manager: James T. Briggs  
 Program Director: Robert Atherton  
 Chief Engineer: W. E. Antony

# MAINE

*Estimated Population 911,000—% Increase 7.5—Radio Homes 216,803  
Farms with Radios 36,356—Stations in State 14*

## WFAU

**AUGUSTA—EST. 1946**

**MBS—THE YANKEE NETWORK**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . The Twin City Bcstg.  
Co., Inc.  
Business-Studio Address . . . . . 160 Bangor St.  
Phone Number . . . . . 2540  
Transmitter Location . . . . . 160 Bangor St.  
Air Time . . . . . 6 a.m.-12 M.; 8 a.m.-12 M. Sun.  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Forjoe  
Membership . . . . . NAB, BMB  
President . . . . . Faust Couture  
General Manager . . . . . Robert I. Payne  
Program Director . . . . . Norman Gallant  
Chief Engineer . . . . . Robert H. Parker

## WGUY

**BANGOR—EST. 1947**

**ABC**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Guy Gannett Bcstg. Services  
Business Address . . . . . Box 732  
Phone Number . . . . . 7354-5  
Transmitter-Studio Location . . . . . Mt. Hope Ave.  
Air Time . . . . . 6:30 a.m.-12:05 a.m.  
News Service . . . . . AP  
Transmitter Service . . . . . Lang-Worth  
Representative . . . . . Paul H. Raymer  
President-Owner . . . . . Guy P. Gannett  
Station Manager . . . . . Samuel G. Henderson, Jr.  
Commercial Manager . . . . . Harvey M. Grant  
Chief Announcer . . . . . Hugh J. MacKinnon  
Chief Engineer . . . . . Roger W. Hodgkins

## WRDO

**AUGUSTA—EST. 1932**

**NBC—NEW ENGLAND REGIONAL**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . WRDO, Inc.  
Business-Studio Address . . . . . 175 Water St.  
Phone Number . . . . . 2285  
Transmitter Location . . . . . Chelsea, Me.  
Air Time . . . . . 6 a.m.-12:05 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Weed & Co.; Bertha Bannan  
Membership . . . . . NAB, BMB  
Chief Owner . . . . . Adeline B. Rines  
General-Station Mgr. . . . . Jack S. Atwood  
Commercial Manager . . . . . Walter Weightman  
Program Dir.-Prod. Mgr. . . . . Donald K. Powers  
Chief Engineer . . . . . Harold Dinsmore  
Farm Editor . . . . . Linwood Brofee

## WJOR

**BANGOR—EST. 1946**

**MBS—YANKEE NETWORK—KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Bangor Bcstg. System, Inc.  
Business-Studio Address . . . . . 22 State St.  
Phone Number . . . . . 5612  
Transmitter Location . . . . . Bangor, Me.  
Air Time . . . . . 6:30 a.m.-12 m.; 8 a.m.-12 M. Sun.  
News Service . . . . . AP  
Transmitter Service . . . . . World  
Representative . . . . . Forjoe  
General Mgr.-Program Dir. . . . . Lawrence Slon  
Chief Engineer . . . . . Stephen Velardi

## WLBZ

**BANGOR—EST. 1926**

**NBC—NEW ENGLAND REGIONAL NET.**

**MAINE BROADCASTING SYSTEM**

Frequency: 620 Kc. . . . . Power 5000 Watts  
Owned-Operated By . . . . . Maine Bcstg. Co., Inc.  
Business-Studio Address . . . . . 100 Main St.  
Phone Number . . . . . Bangor 6023  
Transmitter Location . . . . . Outer Broadway  
Air Time . . . . . 5:30 a.m.-12:05 p.m.;  
8 a.m.-12:05 p.m.- Sun.  
News Service . . . . . UP  
Transcription Service . . . . . Thesarus  
Representative . . . . . Weed & Co.; Bertha Bannan  
Membership . . . . . NAB, BMB  
President . . . . . William H. Rines  
Sta.-Com.-Sales Pro. Mgr. . . . . Edward E. Guernsey  
Program Director . . . . . Irving S. Hunter  
Musical Director . . . . . Norman Lambert  
Chief Engineer . . . . . John H. Wibby  
Farm Editor . . . . . Linwood Brofee

## WABI

**BANGOR—EST. 1921**

**CBS**

Frequency: 910 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Community Bcstg. Service  
Business-Studio Address . . . . . 57 State St.  
Phone Number . . . . . 6446  
Transmitter Location . . . . . Brewer, Me.  
Air Time . . . . . 6:30 a.m.-12 M.  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Rep. . . . . Adam J. Young, Jr.-Kettell-Carter  
President-Gen.-Station Mgr. . . . . F. B. Simpson  
Commercial Manager . . . . . Guy Corey  
Pro. Dir.-Prod. Mgr.-Musical Dir. . . . . Harold Dorr  
Chief Engineer . . . . . Walter Dickson

# WCOU

LEWISTON—EST. 1938

MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Twin City Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 223 Lisbon St.  
 Phone Number . . . . . 3140  
 Transmitter Location . . . . . East Ave.  
 Air Time . . . . . 6 a.m.-12 M.; 8 a.m.-12 M. Sun.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, SESAC  
 Representative . . . . . Forjoe, Bertha Bannan  
 Membership . . . . . NAB, BMB  
 Owner-Executive . . . . . Faust Couture  
 General-Station Mgr. . . . . John C. Libby  
 Commercial Manager . . . . . Oscar Normand  
 Program Director . . . . . Eugene Parker  
 Prod. Mgr.-Chief Announcer . . . . . Laverne Colton  
 Publicity Director . . . . . Alberghini  
 Musical Director . . . . . Marion Payne Louisfell  
 Chief Engineer . . . . . Donald Mason

# WLAM

LEWISTON—EST. 1947

ABC

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Operated By . . . . . Lewiston-Auburn Bcstg. Corp.  
 Business Address . . . . . 129 Lisbon St.  
 Phone Number . . . . . 6500  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Capitol  
 Representative . . . . . Young, Kettell-Carter  
 Chief-Owner-Gen. Mgr. . . . . Frank S. Hoy  
 Station Manager . . . . . Elden H. Shute  
 Com-Prom. Mgr. . . . . Gerald T. Higgins  
 Program Manager . . . . . William Finkeldey  
 Technical Director . . . . . Leslie R. Hall

# WCSH

PORTLAND—EST. 1925

NBC—NEW ENGLAND REGIONAL  
 MAINE BROADCASTING SYSTEM

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Operated By . . . . . Congress Square Hotel  
 Business-Studio Address . . . . . 157 High St.  
 Phone Number . . . . . 2-0181  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Weed & Co.; Bertha Bannan  
 Membership . . . . . NAB, BMB  
 President . . . . . Adeline B. Rines  
 General Manager . . . . . William H. Rines  
 Commercial Manager . . . . . Albert W. Smith  
 Sales Promotion Mgr. . . . . Rudolph O. Marcoux  
 Program Director . . . . . Arthur Owens  
 Publicity Director . . . . . Linwood T. Pitman  
 Chief Engineer . . . . . G. Fred Crandon  
 Farm Editor . . . . . Linwood H. Brofee

# WGAN

PORTLAND—EST. 1938

CBS

Frequency: 560 Kc. Power 5000 Watts  
 Owned-Oper. By . . . . . Guy Gannett Bcstg. Services  
 Business-Studio Address . . . . . 645a Congress St.  
 Phone Number . . . . . 2-7489  
 Trans. Location . . . . . Lane Ave., Riverton, Portland  
 Air Time . . . . . 6 a.m.-12:05 a.m.;  
 . . . . . 8 a.m.-12:05 a.m. Sun.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Paul H. Raymer Co.  
 Membership . . . . . NAB  
 President-Owner-Gen. Mgr. . . . . Guy P. Gannett  
 Station Mgr.-Pub. Dir. . . . . Creighton E. Gatchell  
 Commercial Manager . . . . . Arthur K. Atherton  
 Program Director . . . . . Richard E. Bates  
 Musical Director . . . . . Arthur Kendall  
 Chief Engineer . . . . . Roger W. Hodgkins

# WMTW

PORTLAND—EST. 1946

MBS—THE YANKEE NETWORK

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By . . . . . General Tire & Rubber Co.  
 Operated By . . . . . The Yankee Network

*Covering Central Maine*  
 with 3 outlets

# WCOU

&

# WCOU-FM

93.9 MGS  
*of Lewiston*

# WFAU

*of Augusta*

•

## MUTUAL

## YANKEE

•

*Represented Nationally by*  
**Forjoe & Company**  
**New York**

Business-Studio Address.....Falmouth Hotel  
 Phone Number .....4-2649  
 Air Time .... 6 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.  
 News Service.....AP, INS  
 Transcription Service....Standard, Associated  
 Representative.....Edward Petry  
 Membership.....NAB, BMB  
 Chairman of the Board.....John Shepard, 3rd  
 President.....William O'Neil  
 Station Manager.....Charles Curtin  
 Commercial Manager.....Linus Travers

## W P O R

PORTLAND—EST. 1946

ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oliver Bcstg. Co.  
 Business-Studio Address.....Chapman Bldg.  
 Phone Number.....Portland 3-8111  
 Transmitter Location.....Baxter Blvd.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Representative....Avery-Knobel; Elmer Kettell  
 Membership.....NAB, BMB  
 President-General Mgr.....Murray Carpenter  
 Assistant Manager.....Gordon J. Lewis  
 Sales Promotion Manager..James H. McKnight  
 Program Director.....Gordon J. Lewis  
 Chief Announcer-Mus. Dir..Richard B. Bronson  
 Chief Engineer.....Roger Perry

## W A G M

PRESQUE ISLE—EST. 1931

KBS

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By...Aroostook Bcstg. Corp.  
 Business-Studio Address.....180 State St.  
 Phone Number.....8821  
 Transmitter Location.....U. S. Route No. 1,  
 4 mi. from Presque Isle.  
 Air Time...6 a.m.-11 p.m.; 8 a.m.-11 p.m. Sun.  
 News Service.....UP  
 Transcription Service.....Cole, SESAC,  
 Thesaurus, Keystone  
 Representative....Cox & Tanz, Bertha Bannan  
 Membership.....NAB, BMB  
 Gen.-Station-Comme cial Mgr...H. D. Glidden  
 Program Dir.-Prod. Mgr.-Farm Ed...Ted Coffin  
 Chief Announcer-Musical Dir...Clayton Smith  
 Chief Engineer.....L. E. Hughes

## W T V L

WATERVILLE—EST. 1946

ABC

Frequency: 1490 Kc.....Power. 250 Watts  
 Owned-Operated By....Kennebec Bcstg. Co.  
 Business-Studio Address.....36 Silver St.  
 Phone Number.....370 and 1251  
 Transmitter Location.....Winslow, Me.  
 Air Time.....6:30 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....Standard  
 Rep.....Radio Adv. Co.; Kettell-Carter, Inc.  
 Membership.....NAB, BMB  
 President-Gen.-Station Mgr. Carleton D. Brown  
 Com. Mgr.-Sales Pro. Mgr....Harold L. Vigue  
 Program Dir.-Prod.-Mgr..Charles F. Halsted, Jr.  
 Publicity Director.....Richard S. Reid  
 Chief Announcer.....Timothy C. Osborne  
 Musical Director.....Paul R. Huber  
 Chief Engineer.....Donald H. Sutherland  
 Farm Editor.....Arthur Vaughn

For the best in news quality . . .

# AP

Membership!

---

# HOW MUCH GOLD in a minute's worth of radio?

Let's not kid ourselves another day. Radio time buying and production are going to be on the spot with advertisers in the battle for brands.

Radio is no longer a device to introduce the Sales Manager to the Hollywood stars. Radio is no longer in the business of making a show producer out of the man who can run a factory better. Time buyers can no longer buy radio station power and call letters and coverage maps and station personalities.

Radio must have an answer to the big questions when the advertiser asks: "How much does it cost to reach my listener? How much goods does my radio sell?"

And the advertiser is asking you! Every dollar of radio time has got to work harder. Reach more people. Produce more sales at lower costs.

That means radio time buying has got to be smarter if agencies are to keep accounts happy. They'll have to dig deeper for more facts. Sift the costs with a finer screen. Unscramble those 5, 6, 7, 12 and 13 station towns that have cropped up, if they're going to get the smartest return for the client's money.

The glamour has gone out of radio time buying. From here on in, it's just plain hard work!

**The successful independent station in Baltimore that delivers more listeners-per-dollar-spent than any other station in town is . . .**

**W I T H**  **AM**  
**FM**

**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

# MARYLAND

*Estimated Population 2,215,000—% Increase 21.6—Radio Homes 551,829  
Farms with Radios 31,628—Stations in State 23*

## WANN

**ANNAPOLIS—EST. 1947**

Frequency: 1190 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Annapolis Bcstg. Corp.  
Business-Studio Address: 25 School St., P. O.  
Box 749.  
Phone Number . . . . . 2500  
Transmitter Location . . . . . Bay Ridge Rd.  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . AP, UP  
Transcription Service . . . . . Long-Worth, SESAC  
Membership . . . . . NAB  
President, General Manager . . . . . Morris H. Blum  
Station-Sales Manager . . . . . Thomas S. Carr  
Chief Engineer . . . . . C. E. Franklin  
Farm Editor . . . . . Jay Grayson

## WASL

**ANNAPOLIS—EST. 1946**

Frequency: 810 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Chesapeake Radio Corp.  
Business Address: Box 612, Post Office Bldg.  
Phone Number . . . . . 9211

ON THE RICH  
EASTERN and  
WESTERN  
SHORES of  
MARYLAND IT'S  
**WANN**

NEWS

SPORTS

MUSIC

BETWEEN THE BALTIMORE  
AND WASHINGTON MARKET

1000 **WANN** 190 on the dial

MARYLAND'S CAPITAL STATION  
ANNAPOLIS, MARYLAND

Transmitter-Studio Location . . . . . Truxton Hgts.  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . World  
Membership . . . . . NAB  
President . . . . . Robt. Blalock  
General-Station-Commercial  
Manager . . . . . William H. Dodderidge  
Sales Promotion Manager, Program  
Director, Musical Director . . . . . Harold Stephens  
Publicity Director . . . . . Gordon Richards  
Chief Announcer . . . . . Harrison Eagles  
Chief Engineer . . . . . Joseph Griscom  
Farm Editor . . . . . Bob Jones

## WBAL

**BALTIMORE—EST. 1925**

**NATIONAL BROADCASTING COMPANY**

Frequency: 1090 Kc. . . . . Power: 50,000 Watts  
Owned-Operated By . . . . . Hearst Radio, Inc.  
Address . . . . . 2610 N. Charles St.  
Phone Number . . . . . Hopkins 3000  
Transmitter Location . . . . . Winans Rd.,  
Randallstown, Md.  
Air Time . . . . . 19¼ hours daily,  
17 hours Sunday  
News Service . . . . . INS; UP & AP  
Transcription Service . . . . . World, Thesaurus  
Representative . . . . . Edward Petry & Co.  
Membership . . . . . NAB, BMB  
General Manager . . . . . Harold C. Burke  
Commercial Manager . . . . . Kenneth L. Carter  
Program Director . . . . . Joan Dickman  
Chief Engineer . . . . . Richard D. Duncan

## WBMD

**BALTIMORE—EST. 1947**

Frequency: 750 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Key Ccstg. Corp.  
Business Address . . . . . 2 W. Eager St.  
Phone Number . . . . . Vernon 8125  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
President . . . . . George E. Hull  
General Manager . . . . . William R. Burrier  
Program Director . . . . . Genevieve Cain  
Chief Engineer . . . . . Russell H. Morgan

## WCAO

**BALTIMORE—EST. 1922**

CBS

Frequency: 600 Kc. . . . . Power: 5000 Watts  
Owned-Operated By: The Monumental Radio  
Co.  
Business-Studio Address . . . . . 1102 N. Charles St.  
Phone Number . . . . . VERNON 0600

Transmitter Location: Park Heights Ave. Extended, Baltimore County.

Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 President.....Lewis M. Milbourne  
 Executive Vice President, General-Station Manager.....L. Waters Milbourne  
 Commercial-Sales Promotion Manager, Publicity Director.....Leslie H. Peard, Jr.  
 Program Director.....George L. Filling  
 Chief Engineer.....Martin L. Jones

## W C B M

BALTIMORE—EST. 1924

MBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Baltimore Bcstg. Corp.  
 Business-Studio Address: Community House, North at Harford.

Phone Number.....UNiversity 8400  
 Air Time.....6:30 a.m.-12 M.  
 News Service.....INS, UP  
 Transcription Service.....Associated  
 Representative.....Weed & Co.  
 Membership.....NAB  
 President.....John Elmer  
 General-Station Manager.....George H. Roeder  
 Sales Manager.....John Elmer  
 Program Director.....Charles A. Roeder  
 Musical Director.....Jack Rohr  
 Chief Engineer.....G. Porter Houston  
 Public Service Dir.....Newell A. Warner

## W F B R

BALTIMORE—EST. 1922

ABC

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Operated By: The Baltimore Radio Show, Inc.

Business-Studio Address.....10 E. North Ave.  
 Phone Number.....Mulberry 1300  
 Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....John Blair  
 Membership.....NAB, BMB  
 President.....Robert S. Maslin  
 Executive Vice President, Hope H. Barroll, Jr.  
 Vice President-Treasurer.....J. H. L. Trautfelner  
 Sales Manager: (National) William S. Pirie;  
 (Local) William R. Dothard.  
 Asst. Secretary-Asst.  
 Treasurer.....Robert S. Maslin, Jr.  
 Publicity Director.....Guy Griffen  
 Chief Announcer.....Henry Hickman  
 Chief Engineer.....William Q. Ranft

## WITH

BALTIMORE—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Maryland Bcstg. Co.  
 Business-Studio Address.....7 East Lexington St.  
 Phone Number.....Lexington 7808  
 Air Time.....24 hrs. daily  
 News Service.....AP  
 Transcription Service.....Standard, Lang-Worth  
 Representative.....Headley-Reed  
 Membership.....NAB  
 President, General-Station Manager.....Thomas Garland Tinsley, Jr.  
 Commercial-Sales Promotion Manager.....Robert C. Embry  
 Program Director, Production Manager.....William J. Warren  
 Publicity Director.....Mae Hughes  
 Music Librarian.....Anna Ray Suter  
 Chief Engineer.....James S. Duff  
 Traffic Manager.....Catherine Sennott

## W M A R (CP)

BALTIMORE

Frequency: 850 Kc.....Power: 1000 Watts  
 Owned-Operated By.....A. S. Abell Co.  
 Business Address.....Baltimore & Charles Sts.  
 Vice-President.....E. K. Jett

## W S I D

BALTIMORE—EST. 1947

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WSID, Inc.  
 Business-Studio Address.....136 Eastern Ave.  
 Phone Number.....Essex 2233  
 Air Time.....Local sunrise-local sunset  
 News Service.....INS  
 Transcription Service.....Capitol  
 Representative.....Forjoe & Co.  
 Membership.....BMB  
 President.....Sidney H. Tinley, Jr.  
 General-Station Manager,  
 Chief Engineer.....Albert C. Goldbach  
 Commercial-Sales Promotion Manager.....Armand Terl  
 Program Director.....Raymond Kay  
 Production Manager.....Will Taylor

## W B C C

BETHESDA-CHEVY CHASE—EST. 1947

Frequency: 1120 Kc.....Power: 250 Watts d.  
 Owned-Operated By: Broadcast Management, Inc.  
 Business-Studio Address.....5 Wilson Lane  
 Phone Number.....Oliver 2800  
 Transmitter Location.....Kenwood Golf Course

• • • MARYLAND • • •

Air Time.....Local sunrise-local sunset  
News Service.....AP, UP  
Transcription Service...Associated, Lang-Worth  
Membership.....NAB  
President.....Willard D. Egolf  
Sales Promotion Manager.....John Haskell  
Program Director.....William L. Browne  
Production Manager.....R. John Hugh  
Musical Director.....Del Turner  
Chief Engineer.....Vernon Story  
Dir. of Junior Activities.....Ed Hofman

**WTBO**

CUMBERLAND—EST. 1928  
NBC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By: Cumberland Broadcasting  
Co. (Partnership).  
Business-Studio Address.....31 Frederick St.  
Phone Number.....Cumberland 299  
Transmitter Location: Reservoir Ave., Cumber-  
land, Md.  
Air Time: 7 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.,  
Sun.

News Service.....AP, UP  
Transcription Service.....World  
Membership.....NAB, BMB  
President, Commercial-Sales Promo-  
tion Manager.....Mrs. Aurelia S. Becker  
Program Director.....Edwin F. Hinkle  
Chief Engineer.....David W. Jefferies  
Farm Editor.....Robert Rosamond

**WCMD**

CAMBRIDGE—EST. 1947

Frequency: 1240 Kc.....Power: 100 Watts  
Owned-Operated By.....The Cambridge Co.  
News Service.....UP  
Transcription Service.....Standard  
Partners.....James T. Littlepage,  
Thomas P. Littlepage  
Commercial Manager.....John Schneider

**WCUM (CP)**

CUMBERLAND

Frequency: 1490Kc.....Power: 100 Watts  
Owned-Operated By...The Tower Realty Co.  
Business Address.....222 S. Baltimore St.,  
Baltimore, Md.

**CALL LETTERS TO BE ASSIGNED  
(CP)**

**EASTON**

Frequency: 1480 Kc.....Power: 1000 Watts  
Owned-Operated By...Easton Bcstg. Co., Inc.  
Business Address.....Easton, Md.  
President.....John N. Critchlow, Sr.

**WTBO**

your

**Tri-STATE**

**Voice**

Maryland



**NBC**

Affiliation

Cumberland, Maryland

**W F M D**

**FREDERICK—EST. 1936**

**CBS—MARYLAND NETWORK**

Frequency: 930 Kc.....Power: 500 Watts  
 Owned-Operated By....Monocacy Bcstg. Co.  
 Business-Studio Address....Winchester Hall  
 Phone Number.....1626  
 Air Time: 6 a.m.-12:05 a.m.; 7:30-12:05 a.m., Sun.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NAB, BMB  
 President-Owner.....Laurence Leonard  
 General-Station Manager.....Bill Hardy  
 Ass't Mgr., Chief Engineer: James W. Robertson  
 Chief Announcer, Farm Editor.....Bill Sell

**W A R K**

**HAGERSTOWN—EST. 1947**

**ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Antietam Bcstg. Corp.  
 Business Address.....128 S. Prospect St.  
 Phone Number.....4500  
 Transcription Service.....Thesaurus  
 Representative.....Radio Adv.  
 President.....Andrew K. Coffmann  
 Gen.-Coml. Mgr.....Stewart W. Phillips  
 Chief Engineer.....G. Harold Brewer

**W J E J**

**HAGERSTOWN—EST. 1932**

**MBS—MARYLAND**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Hagerstown Bcstg. Co.  
 Business-Studio Address.....Franklin Court  
 Phone Number.....2323  
 Air Time.....6 a.m.-12 Md.  
 News Service.....AP  
 Transcription Service....Lang-Worth, World,  
 SESAC  
 Membership.....NAB, BMB  
 Chief Owner, General Mgr.. Grover C. Crilley  
 Commercial Mgr.....Wm. H. Paulsgrove  
 Production Manager.....Robert Leshner  
 Chief Announcr.....D. Glenn Thomas  
 Chief Engineer.....George McIntire  
 Farm Editor.....Will Groff

**W A S A (CP)**

**HAVRE DE GRACE**

Frequency: 1600 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Chesapeake Bcstg. Corp.  
 Business Address.....Havre De Grasse  
 President.....Jayson T. Pate

**W E S L**

**PRESTON—EST. 1947**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Eastern Shore Bcstg. Co.  
 Business Address.....Preston, Md.  
 Phone Number.....2491  
 Air Time.....Local sunrise-local sunset

**W B O C**

**SALISBURY—EST. 1940**

**MBS**

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Operated By: The Peninsula Bcstg. Co.  
 Business-Studio Address.....Radio Park  
 Phone Number.....2487  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 Membership.....BMB  
 President.....John W. Downing  
 General Manager.....Charles J. Truitt  
 Musical Director.....Charles Russell Yohn  
 Chief Engineer.....Peter A. Alfonsi

**W G A Y**

**SILVER SPRING—EST. 1946**

Frequency: 1050 Kc....Power: 1000 Watts d.  
 Owned-Operated By: Tri-Suburban Bcstg. Co.  
 Business-Studio Address.....Kemp Mill Rd.  
 Phone Number.....Shepherd 1050  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service.....World, SESAC  
 President.....John W. Kluge  
 General-Station, Publicity  
 Director.....Joseph L. Brechner  
 Sales-Commercial Manager: Robert W. Jonscher  
 Program Director.....Ernest Tannen  
 Chief Announcer.....Ernie Tannen  
 Chief Engineer.....Nick Chaconas

**W O O K**

**SILVER SPRING—EST. 1947**

Frequency: 1590 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....United Bcstg. Co.  
 Business-Studio Address: 1143 Connecticut  
 Ave., N. W., Washington, D. C.  
 Phone Number.....National 8336  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Sears & Ayer  
 Membership.....NAB  
 President, General-Station-  
 Commercial, Sales Promotion  
 Manager.....Richard Eaton  
 Program Director.....Albert Lamphear  
 Production Manager, Publicity Director  
 Chief Announcer.....James Stevens  
 Musical Director.....Omas McKim  
 Chief Engineer.....James Gilbert

# MASSACHUSETTS

Estimated Population 4,725,000—% Increase 9.5—Radio Homes 1,225,899  
Farms with Radios 33,660—Stations in State 42

## W B M S

**BOSTON—EST. 1946**

Frequency: 1090 Kc... Power: 1000 Watts d.  
Owned-Operated By... The Templeton Radio  
Mfg. Corp.  
Business Address.....35 Court St.

## W B Z - W B Z A

**BOSTON & SPRINGFIELD—EST. 1921**

NBC—NEW ENGLAND REGIONAL NETWORK  
Frequency: 1030 Kc.....Power: 50,000 (WBZ)  
1000 (WBZA)

Owned-Operated By.... Westinghouse Radio  
Stations, Inc.

Business Address... WRS, Inc., 1619 Walnut St.,  
Philadelphia 3, Pa.

Phone Number.... Rittenhouse 6-6870 (Phila.)

Station Address.... WBZ—275 Tremont St.,  
Boston; WBZA—Hotel Kimball, Springfield.

After June, '48: 1170 Soldiers Field Road,  
Allston 34, Mass.

Station Phone Nos.... WBZ—HAncock 64261;  
WBZA—Springfield 6-8336. After June, '48:  
HAncock 6-4261.

Transmitter Location..... Hull, Mass.—East  
Springfield, Mass.

Air Time..... 5:30 a.m.—1 a.m.;  
Sun., 7:30 a.m.—1 a.m.

News Service..... AP, UP

Transcription Service... Thesaurus, Associated  
Representative..... Free & Peters

Membership..... BMB

President..... Walter Evans

Vice President..... Walter E. Benoit

General Manager..... J. B. Conley

Station Manager..... W. C. Swartley

Sales Manager..... C. H. Massé

Ass't Sales Mgr..... Lynn Morrow

Program Mgr..... W. Gordon Swan

Production Mgr..... Stephen Burke

Publicity Representative... Wendell A. Davis

Special Events Director.... Colton G. Morris

Musical Director..... Avner Rakov

Chief Engineer..... WBZ—W. H. Hauser;  
WBZA—H. E. Randol

Educational Director..... Ben A. Hudelson

## W C O P

**BOSTON—EST. 1935**

ABC

Frequency: 1150 Kc..... Power: 5000 Watts

Owned-Operated By.... Massachusetts Bcstg.  
Corp.

Business-Studio Address.... 485 Boylston St.

Phone Number..... CO 7-0123

Air Time... 6 a.m.—1 a.m.; Sun., 7:30 a.m.—1 a.m.

News Service..... AP, INS, UP

Transcription Service..... Standard

Representative..... Katz Agency

Membership..... NAB, BMB

President..... Gardner Cowles

General-Station Mgr..... Craig Lawrence

National Sales Mgr..... A. N. Armstrong, Jr.

Local Sales Mgr..... Harry Wheeler

Sales Promotion Mgr..... Harry D. Goodwin

Program Director..... Gene King

Production Manager..... Henry Lundquist

Publicity Director..... Harry D. Goodwin

Chief Announcer..... Ellie Dierdorff

Chief Engineer..... Roland C. Hale

Farm Editor..... George Graves

## W E E I

**BOSTON—EST. 1924**

CBS

Frequency: 590 Kc..... Power 5000 Watts

Owned-Operated By... Columbia Bcstg. System,  
Inc.

Business-Studio Address.... 182 Tremont St.

Phone Number..... HUBbard 2323

Air Time..... Unlimited

News Service..... AP, UP

Transcription Service..... Lang-Worth

Representative..... Radio Sales

Membership..... NAB, BMB

President, (CBS)..... Frank N. Stanton

General-Station Mgr..... Harold E. Fellows

Asst. Mgr. in Charge of  
Programs and Sales..... Kingsley F. Horton

Asst. Sales Manager..... H. Roy Marks

Sales Promotion Mgr..... Guy H. Cunningham

Asst. Program Dir..... Frederick H. Carrigus

Production Manager.... Raymond G. Girardin

Publicity Director..... Marie H. Houlahan

Chief Announcer..... Carlton H. Dickerman

Musical Director..... Frank Bell

Chief Engineer..... Harold A. Dorschug

Farm Editor..... Jesse H. Buffum

## W H D H

**BOSTON—EST. 1927**

Frequency: 850 Kc..... Power: 5000 Watts

Owned-Operated By... Boston Herald-Traveler  
Business-Studio Address... 6 St. James Ave.,  
Boston 16, Mass.

Phone Number..... HANcock 5500

Air Time..... Unlimited

News Service..... AP, UP

Transcription Service... Standard, Lang-Worth,  
Capitol

Representative..... John Blair

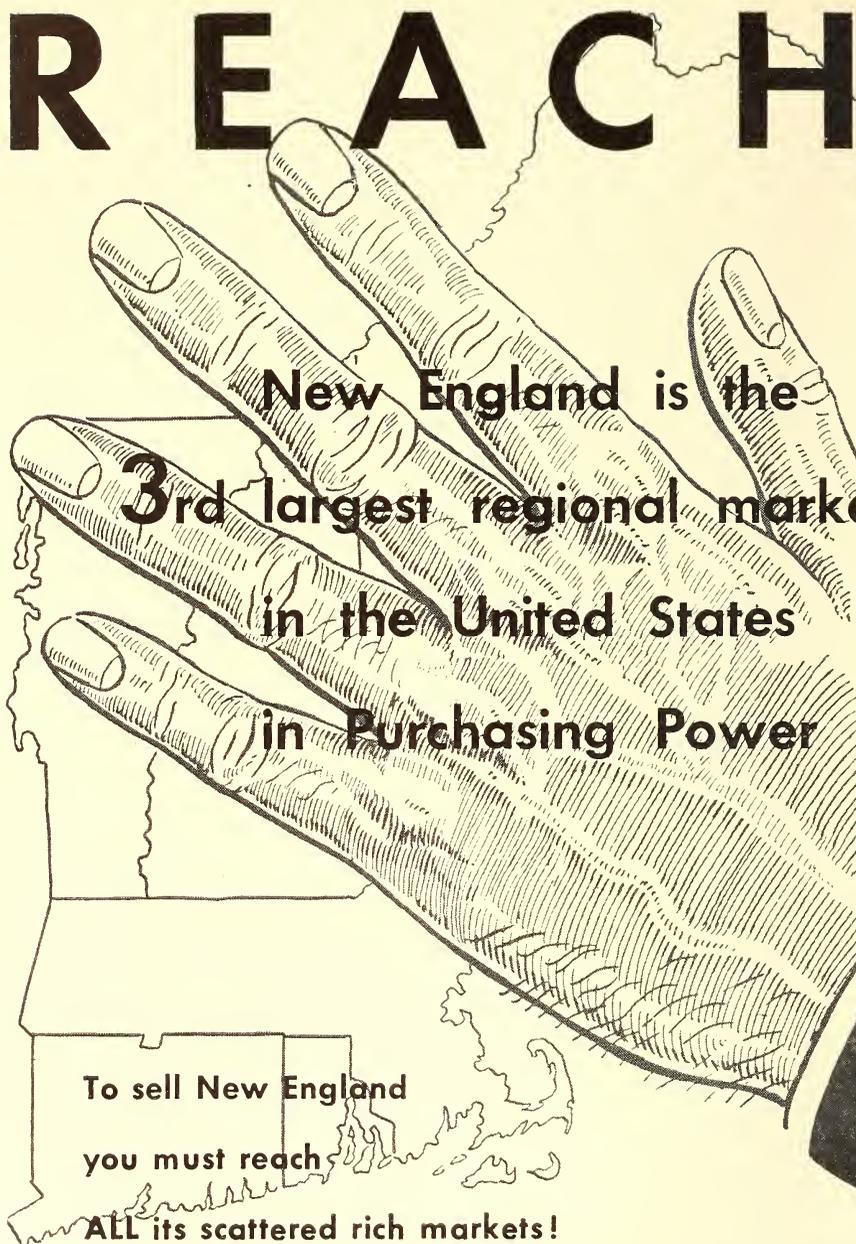
Membership..... NAB

President..... Robert B. Choate

General Manager..... William B. McGrath

Commercial Mgr..... William W. Warner

# REACH



**New England is the  
3rd largest regional market  
in the United States  
in Purchasing Power**

**To sell New England  
you must reach**

**ALL its scattered rich markets!**

**THE YANKEE NETWORK**  
*Member of the Mutual Broadcasting System*  
21 Brookline Avenue, Boston 15, MA

# THE YANKEE NETWORK

with its 23 local home-town stations,  
gives you 89.4% coverage of New  
England's radio homes — the longest  
reach in radio in New England to turn  
purchasing power into sales.

## ASK YOUR PЕТRY MAN

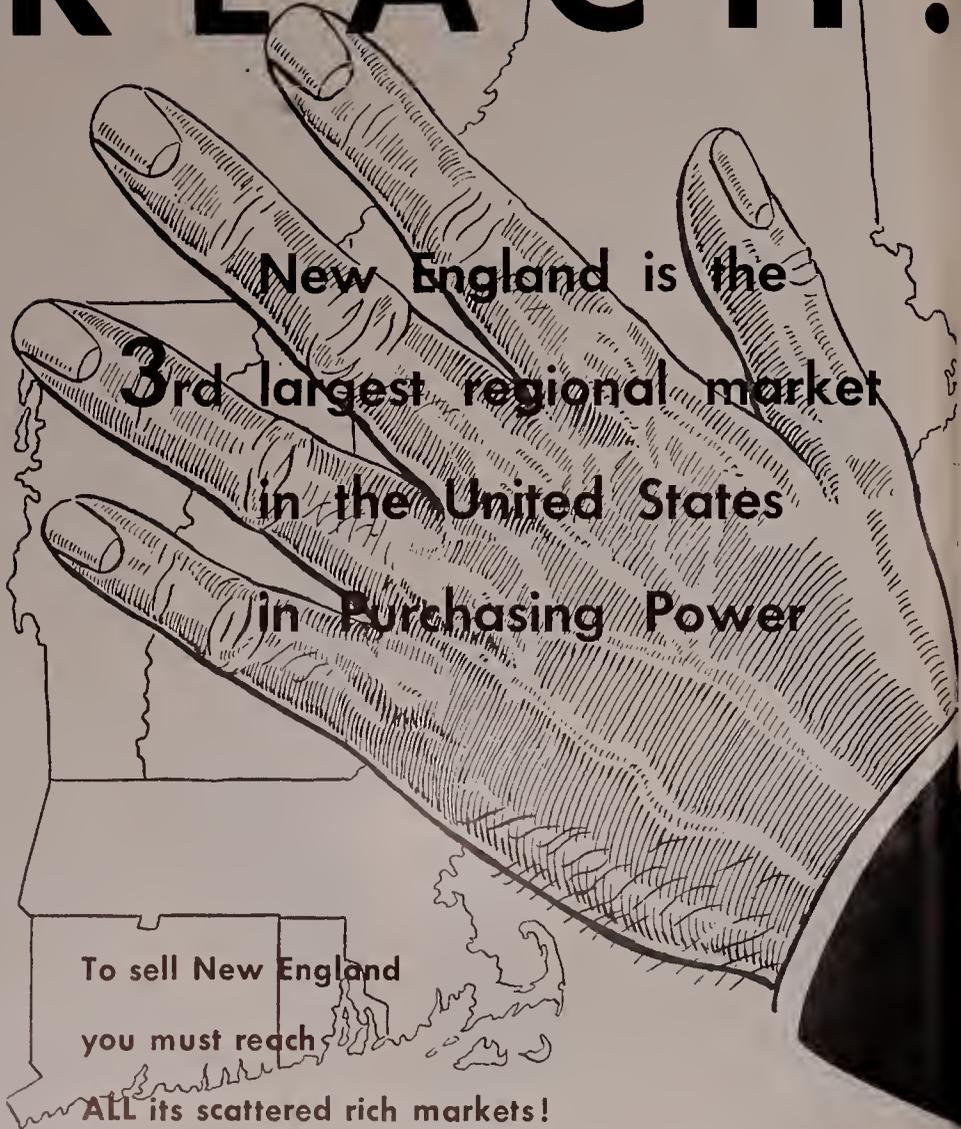
*Acceptance is THE YANKEE NETWORK'S Foundation*



presented nationally by  
WARD PETRY & CO., INC.



# REACH!



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**ASK YOUR PETRY MAN**

*Acceptance is THE YANKEE NETWORK'S Foundation*

THE YANKEE NETWORK

Member of the Mutual Broadcasting System  
21 Brookline Avenue, Boston 15, Mass

Represented nationally by  
**EDWARD PETRY & CO., INC.**

# WORL

ORIGINATORS OF THE FAMOUS 920 CLUB

*does it AGAIN!*

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS  
... ON THIS!

“THE  
MILLION  
DOLLAR  
BALLROOM”

*million dollar  
talent and music  
to produce  
millions of sales  
for YOU  
in America's  
richest market!*

INQUIRE NOW ABOUT OUR GUARANTEED  
13 - 26 - 52 WEEK CONTRACT PLAN

# WORL

BOSTON'S  
BEST BUY!

BOSTON 16, MASS.

FORJÖE & CO. • NATIONAL REPRESENTATIVES

Program Director.....George M. Perkins  
 Production Mgr.....George M. Watson, Jr.  
 Chief Engineer.....Philip K. Baldwin

**W M E X**

**BOSTON—EST. 1934**

Frequency: 1510 Kc.....Power: 5000 Watts  
 Owned-Operated By.....The Northern Corp.  
 Business-Studio Address.....70 Brookline Ave.  
 Phone Number.....Commonwealth 6-3900  
 Air Time.....7:30 a.m.-12 M.  
 News Service.....INS  
 Transcription Service.....Associated,  
 Lang-Worth, SESAC  
 Membership.....NAB, BMB  
 President.....John Reilly  
 General-Commercial Mgr.....William S. Pote  
 Technical Director.....Alfred J. Pote  
 Sales Promotion Manager.....George Kaplan  
 Program Director.....John Reilly  
 Chief Engineer.....John Memishian

**W N A C**

**BOSTON—EST. 1922**

**MBS—THE YANKEE NETWORK**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned By.....General Tire & Rubber Co.  
 Operated By.....The Yankee Network  
 Business-Studio Address.....21 Brookline Ave.  
 Phone Number.....Commonwealth 6-0800  
 Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.  
 News Service.....AP, INS, Reuters  
 Transcription Service...Standard, Associated,  
 SESAC  
 Representative.....Edward Petry  
 Membership.....NAB, BMB  
 Chairman of the Board.....John Shepard, 3rd  
 President-Owner.....William O'Neil  
 Vice President-Gen.-Com. Mgr...Linus Travers  
 Promotion Manager.....David F. Shurtleff  
 Program Dir.-Vice Pres.....George W. Steffy  
 Publicity Director.....Phyllis Doherty  
 Chief Engineer.....Irving B. Robinson

**W O R L D**

**BOSTON—EST. 1926**

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Bcstg. Service  
 Organization, Inc.  
 Business-Studio Address.....216 Tremont St.  
 Phone Number.....Liberty 4540  
 Transmitter Location.....Needham, Mass.  
 Air Time.....6:30 a.m.-Local Sundown  
 News Service.....AP, UP  
 Representative.....ForJoe  
 Membership.....NAB  
 President.....Harold A. Lafount  
 General-Station Manager.....George Lasker  
 Program Dir.-Chief Announcer...Robert Perry  
 Chief Engineer.....John W. Parker

**W B E T**

**BROCKTON—EST. 1946**

Frequency: 990 Kc.....Power: 250 Watts d.  
 Owned-Operated by...Enterprise Publishing Co.  
 Business-Studio Address.....60 Main St.  
 Phone Numbers.....Brockton 7062-3  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service: Thesaurus, Lang-Worth,  
 SESAC.  
 Membership.....NAB  
 General Manager.....Charles A. Fuller  
 Commercial Manager.....Paul A. Belaire  
 Production Manager.....Joseph Quill  
 Technical Director.....Mark L. MacAdam

**W B K A (CP)**

**BROCKTON**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Cur-Nan Co.

**W V O M (CP)**

**BROOKLINE**

Frequency: 1600 Kc.....Power: 5000 Watts  
 Owned-Operated By...The Boston Bcstg. Corp.  
 Business Address.....100 Summit Ave.  
 Phone Number.....Beacon 3349  
 President.....John C. Pappas  
 Exec. Vice-Pres.....Benjamin Bartzoff

**CALL LETTERS TO BE ASSIGNED (CP)**

**CAMBRIDGE**

Frequency: 740 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Harvey Radio Labs.  
 Business Address.....Cambridge, Mass.  
 President.....Frank Lyman, Jr.  
 Vice-Pres.....Jeanne S. Lyman

**W A C E**

**CHICOPEE—EST. 1946**

**ATLANTIC FOOTBALL NETWORK**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Regional Bcstg. Co.  
 Business-Studio Address: Hotel Worthy, Spring-  
 field, 326 Chicopee St., Chicopee, Mass.  
 Phone Number.....Springfield 6-1323  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....McGeehan and O'Mara  
 Membership.....NAB  
 Treasurer.....John S. Begley  
 General-Station Manager.....John S. Lloyd  
 Commercial Manager.....David Hayes  
 Publicity Director.....Forbes Parkyn  
 Chief Announcer.....Lee Smith  
 Chief Engineer.....Ralph Robinson

**CALL LETTERS TO BE ASSIGNED  
(CP)**

**FALL RIVER**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Narragansett Bcstg. Co.  
Business Address... 12 Hudner Bldg.  
Partners... Mitchell G. Meyers, Ruben E.  
Aronheim, Milton H. Myers

**W S A R**

**FALL RIVER—EST. 1921**

**MBS—THE YANKEE NETWORK**

Frequency: 1480 Kc. Power: 5000 Watts  
Owned-Operated By... The Fall River Bcstg.  
Co., Inc.

Business-Studio Address... Academy Building  
Phone Number... 7-9477  
Transmitter Location... South Somerset, Mass.  
Air Time... 6:30 a.m.-12 M.  
News Service... UP  
Transcription Service... Thesaurus, Lang-Worth  
Representative... Headley-Reed, Bertha Bannan  
Membership... NAB, BMB  
President-General Mgr... Melvin Lahr  
Commercial Manager... John Harrington  
Sales Pro. Mgr.-Publicity Dir... John Crowley  
Program Dir.-Production Mgr... Angus Bailey  
Chief Announcer... Joseph J. Welch  
Musical Director... John Zmuda  
Chief Engineer... John Pavao

**W E I M**

**FITCHBURG—EST. 1941**

**MBS—YANKEE NETWORK**

Frequency: 1340 Kc. Power: 250 Watts  
Owned By... Mitchell G. Meyers,  
Ruben E. Aronheim and Milton H. Meyers  
Operated By... Radio Station WEIM  
Business-Studio Address... 717 Main St.  
Phone Number... 1600-1  
Transmitter Location... Summer St.,  
Lunenburg, Mass.

Air Time... 6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.  
News Service... AP  
Representative... Bertha Bannan  
Membership... NAB  
Operating partner... Milton H. Meyers  
General Mgr.-Farm Editor... Earle Clement  
Commercial Mgr... Ford Billings  
Program Dir.-Chief Announcer... Dick Tucker  
Chief Engineer... Ted Kalin

**W K O X**

**FRAMINGHAM—EST. 1947**

Frequency: 1190 Kc. Power: 1000 Watts d.  
Owned-Operated By... Suburban Bcstg. Co.  
Business-Studio Address... Smith Bldg., Irving  
Sq.  
Phone Number... 7400-5003  
Air Time... Local sunrise-local sunset

News Service... UP  
Transcription Service... Capitol, Thesaurus  
Representative... Kettell-Carter, The Friedenberg  
Agency

Membership... NAB  
General-Station Manager... Richard E. Adams  
Commercial Manager... James H. Shoemaker  
Program Director... Lee Emmerich  
Production Manager, Publicity  
Director... G. Ellis Mott  
Musical Director... Merrill Smith  
Chief Engineer... Francis Bartol

**W H O B**

**GARDNER—EST. 1946**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... The Gardner Bcstg. Co.  
Business Address... 39 Pleasant St.  
Phone Number... 1490  
Studio Address... The Colonial Hotel  
Transmitter Location... Green St.  
Air Time... 8 a.m.-11:30 p.m.  
News Service... AP  
Transcription Service... SESAC, Thesaurus  
Representative... William G. Rambeau  
Membership... NAB  
President-Owner, General

Manager... David M. Richman  
Station Manager... Ted Jones  
Program Director... George Gray  
Chief Engineer... Parker Vincent

**W H A I**

**GREENFIELD—EST. 1938**

**MBS—YANKEE**

**MBS—YANKEE NETWORK**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By... John W. Haigis  
Business-Studio Address... 356 Main St.  
Phone Number... Greenfield 4301 or 4302  
Air Time... 6:45 a.m.-11:30 p.m.  
News Service... AP  
Transcription Service... Thesaurus  
Representative... Bertha Bannan  
Membership... NAB  
President-Owner... John W. Haigis  
Manager... John W. Haigis, Jr.  
Commercial Manager... H. W. Nichols  
Program Director, Chief

Announcer... Lawrence A. Coney  
Publicity Director... Graydon Spragg  
Chief Engineer... Leland F. Wheeler

**W H A V**

**HAVERHILL—EST. 1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... The Haverhill Gazette  
Co.  
Business-Studio Address... 30 How St.  
Phone Number... 7090

Air Time.....6:30 a.m.-11:30 p.m.  
 News Service.....AP  
 Transcription Service.....Associated, World,  
 SESAC  
 Representative....Kettell-Carter, McGeehan &  
 O'Mara  
 Membership.....NAB  
 Pres. & Treas.....John T. Russ  
 General-Station Manager.....John T. Russ  
 Chief Engineer.....Herbert W. Brown

**W H Y N**

**HOLYOKE—EST. 1941**  
**MBS—YANKEE NETWORK**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By ....Hampden-Hampshire  
 Corp.  
 Business Address.....180 High St.  
 Phone Number.....8238-9  
 Air Time.....6:45 a.m.-12 M.  
 News Service.....UP  
 Transcription Service..Associated, Lang-Worth  
 Representative.....The Walker Co.  
 Membership.....NAB, FMA  
 President.....William Dwight  
 General-Station Manager..Charles N. De Rose

Sales Manager.....P. J. Montague  
 Chief Engineer.....Thomas Humphrey

**W L A W**

**LAWRENCE—EST. 1937**  
**ABC**

Frequency: 680 Kc.....Power: 50000 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.  
 Air Time.....6 a.m. to 1 a.m.  
 Newspaper Affiliation.....Eagle-Tribune  
 News Service.....UP  
 Representative.....Weed & Company  
 Membership.....NAB, BMB  
 Pres. & Treas.....Irving E. Rogers  
 Gen. Mgr.-Station Mgr.....Harold B. Morrill  
 Sales Promotion Mgr.....Fred Sullivan  
 Sales Manager.....David Kimel  
 Program Director.....James T. Maloney  
 Chief Engineer.....George A. Hinchley



**50,000**  
**WATTS**  
**680 KC**

ABC's basic station in Lawrence, Mass. — WLAW delivering to 4 New England states and reaching 4 million people with 4 billion \$\$\$ to spend!

**W L A W**  
 LAWRENCE, MASS.

OTHER STUDIOS: BOSTON AND LOWELL  
 NATIONAL REPRESENTATIVES: WEED & CO.

**W L A W - F M**  
 93.7 Megacycles  
 Channel 229



**WCCM**

**LAWRENCE-LOWELL—EST. 1947**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . The Lawrence Bcstg. Co.  
 Business Address . . . . . 54 Essex St., Lawrence,  
 Mass.  
 Phone Number . . . . . (Lowell) 20580; (Lawrence)  
 87171  
 Studio Address . . . 11 Kearney Sq., Lowell, Mass.,  
 54 Essex St., Lawrence, Mass.  
 Transmitter Location . . . . . Chandler Rd., West  
 Andover, Mass.  
 Air Time . . . . . Limited  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Capitol,  
 SESAC  
 Representative . . . . . Forjoe, Bertha Bannan  
 Membership . . . . . NAB  
 President . . . . . George H. Jaspert  
 General Manager, Chief  
 Engineer . . . . . Gordon S. Ley  
 Commercial Manager . . . . . William C. Engel  
 Program Director . . . . . Louis J. Rocke  
 Production Manager . . . . . Charles Tarkinson

**WLLH**

**LOWELL-LAWRENCE—EST. 1934**

MBS—YANKEE NETWORK

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Merrimac Bcstg. Co., Inc.  
 Business Address . . . . . 39 Kearney Sq., Lowell,  
 Mass.  
 Phone Numbers . . . Lowell 8715, Lawrence 2-2148  
 Transmitter-Studio Location . . . 39 Kearney Sq.,  
 Lowell, Mass., Cregg Bldg., Lawrence,  
 Mass.  
 Air Time . . . . . 6:25 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Edward Petry  
 President . . . . . Gerald Harrison  
 Vice-President . . . . . Carl S. Wheeler  
 Station Manager . . . . . Dana W. Fitzgerald  
 Commercial Manager . . . . . Haskell Blomberg  
 Chief Announcer . . . . . Tom Clayton  
 Chief Engineer . . . . . A. G. Michaels

**WLYN**

**LYNN—EST. 1946**

Frequency: 1360 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . Puritan Bcstg. Service,  
 Inc.  
 Business Address . . . . . 7 Willow St.  
 News Service . . . . . UP  
 Transcription Service . . . . . SESAC, Associated  
 President-General Manager . . . . . A. M. Morgan  
 Commercial Manager . . . . . James B. Dunbar  
 Program Director . . . . . Dorothy Rich  
 Chief Engineer . . . . . John W. Parker

**WNBH**

**NEW BEDFORD—EST. 1922**

ABC

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Bristol Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 588 Pleasant St.  
 Phone Number . . . . . 8-5228  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Wm. G. Rambeau, Bertha  
 Bannan  
 Membership . . . . . NAB  
 Vice-Pres.-Treas. . . . . Basil Brewer  
 Station Manager . . . . . James M. Patt  
 Sales Promotion Mgr. . . . . Edward Bohgolian  
 Chief Engineer . . . . . Arthur Deters

**WKOB**

**NORTH ADAMS—EST. 1947**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Citizens Bcstg. Co.  
 Business Address . . . . . 20 State St.  
 Phone Number . . . . . 3470  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, Capitol  
 Representative . . . . . McGillvra  
 Owners . . . . . John T. Ward, Jr., E. B. Cureton, Jr.,  
 G. W. Fisher, Joseph R. Trott, Jr.  
 Commercial Manager . . . . . John T. Ward, Jr.  
 Business Manager . . . . . E. B. Cureton, Jr.  
 Promotion Manager . . . . . George W. Fisher  
 Program Director . . . . . Thomas M. Donlin  
 Chief Engineer . . . . . Bud Kordalewski

**WMNB**

**NORTH ADAMS—EST. 1947**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . North Berkshire  
 Bcstg. Co.  
 Business Address . . . . . 27 Bank St.  
 Partners . . . . . Robert B. Clark, Robert Hardman,  
 James C. Keyworth

**WBEC**

**PITTSFIELD—EST. 1947**

ABC

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Wester Mass. Bcstg. Co.  
 Business-Studio Address . . . . . 30 Eagle St.  
 Phone Number . . . . . 8292  
 Transmitter Location . . . . . 30 Eagle St.  
 Air Time . . . . . 6:45 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Lang-Worth  
 Representative . . . . . J. P. MacKinney  
 Membership . . . . . NAB  
 Owners . . . . . L. K. Miller, D. B. Miller

General-Station Manager, Chief Engineer.....James L. Spates  
 Commercial-Sales Promotion Manager.....W. Wendell Budrow  
 Program Director.....Franklin Wiener  
 Publicity Director.....John Williams  
 Farm Editor.....Nina Graham

**W B R K**

PITTSFIELD—EST. 1938  
 MBS—YANKEE

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Greylock Bcstg. Co.  
 Operated By.....Leon Podolsky  
 Business-Studio Address.....8 Bank Row  
 Phone Number.....2-1553  
 Transmitter Location...Corner East & Newell  
 Air Time.....6:45 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....The Walker Co.  
 Membership.....NAB, BMB  
 President.....Leon Podolsky  
 General-Station Mgr.....John T. Parsons  
 Commercial Manager.....Robert H. Burbank  
 Program Director.....Daniel Healy  
 Production Manager.....Thurston Holmes  
 Chief Engineer.....Leonard Lavendol  
 News Chief.....Leon Beeler

**W J D A**

QUINCY—EST. 1946

Frequency: 1300 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....South Shore Bcstg.  
 Business Address.....29 Brackett St.  
 Phone Number.....Mayflower 1300  
 News Service.....AP  
 Transcription Service.....World  
 Owners.....Joseph H. Tobin, James D. Asher  
 Station Mgr.-Program Dir.....Joseph H. Tobin  
 Commercial-Promotion Mgr.....James D. Asher  
 Chief Engineer.....James O. Wood

**W E S X**

SALEM—EST. 1939  
 KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...North Shore Bcstg. Co.  
 Business-Studio Address...49-53 Washington St.  
 Phone Number.....Salem 5670  
 Transmitter Location...Naugus Head, Marblehead, Mass.  
 Air Time.....7 a.m.-10:45 p.m.  
 News Service.....AP, UP  
 Transcription Service.....World, Lang-Worth  
 Representative.....Bertha Bannan  
 President-Owner.....Charles W. Phelan

General Manager, Program Director.....Edmund L. Phelan  
 Sales Manager.....Edward Tibbetts  
 Sales Promotion Manager.....Robert Rogers  
 Production Manager.....Gene Vallencourt  
 Musical Director.....Lenny Powers  
 Chief Engineer.....R. I. Hammond

**W M A S**

SPRINGFIELD—EST. 1932  
 CBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WMAS Inc.  
 Business-Studio Address.....1757 Main  
 Phone Number.....7-1414  
 Transmitter Location.....Pynchon Pk.  
 Air Time...6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Edward Petry  
 Membership.....NAB  
 President.....Gerald Harrison  
 General Manager.....Robert Donahue  
 Commercial Manager.....Robert Feldman  
 Sales Promotion Manager.....Paul Peltier  
 Program Director.....Turner Cooke  
 Chief Engineer.....John Michnovetz

**W S P R**

SPRINGFIELD—EST. 1936  
 ABC

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WSPR, Inc.  
 Business-Studio Address.....WSPR Bldg.,  
 63 Chestnut St.  
 Phone Number.....6-2757  
 Transmitter Location...W. Springfield, Mass.  
 Air Time.....7 a.m.-12 M.; 8 a.m.-12 M., Sun.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....George P. Hollingbery  
 Membership.....NAB, BMB  
 President, General-Station  
 Manager.....Quincy A. Brackett  
 V. P.....Milton W. Stoughton  
 Sales Promotion Manager, Publicity  
 Director.....Howard S. Keefe  
 Program Director, Production  
 Manager.....Wayne Henry Latham  
 Chief Announcer.....Robert L. Jones  
 Chief Engineer.....Lawrence A. Reilly

**W C R B (CP)**

WALTHAM

Frequency: 1330 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Charles River Ccstg. Co.  
 Business Address...206 Monroe St., Dedham,  
 Mass.  
 Partners.....L. P. Liles, John R. Hoffler,  
 Richard C. O'Hare

# WRMS (CP)

WARE

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned-Operated By: Donald W. Howe  
 Business Address: Gilbertville Rd.  
 News Service: AP  
 Transcription Service: Associated  
 Owner: Donald W. Howe  
 Gen.-Coml. Mgr.: Daniel J. Hyland, Jr.  
 Chief Engineer: Albert Green

# WOCB

WEST YARMOUTH—EST. 1943

ABC-KBS

Frequency: 1240 Kc. Power: 250 W.  
 Owned-Operated By: Bristol Broadcasting Co., Inc.  
 Phone Number: Hyannis 502  
 Transmitter Location: South Sea Ave.  
 Representatives: Wm. G. Rambeau Co.  
 President: Basil Brewer  
 Gen., Coml. & Prom. Mgr.: Donald Sellers  
 Program Director: Marion Crowell  
 Chief Engineer: Arthur Deters

# WAAB

WORCESTER—EST. 1931

MBS—YANKEE NETWORK

Frequency: 1440 Kc. Power: 5000 Watts  
 Owned By: General Tire & Rubber Co.  
 Operated By: Yankee Network, Inc.  
 Business-Studio Address: 34 Mechanic St.  
 Phone Number: 2-5611  
 Transmitter Location: Holden, Mass.  
 Air Time: 6 a.m.-12 M.; 8 a.m.-12 M., Sun.  
 News Service: AP, INS  
 Transcription Service: Associated, Standard  
 Representative: Edward Petry  
 Membership: NAB, BMB  
 Chairman of the Board: John Shepard, 3rd  
 President-Owner: William O'Neil  
 Station Manager: Richard A. Cobb  
 Commercial Manager: Linus Travers  
 Program Director: Albert M. Hiorns  
 Chief Engineer: Joseph E. Grahn

# WNEB

WORCESTER—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: New England Bcstg. Co.

Business-Studio Address: Park Bldg.  
 Phone Number: 6-4672  
 Transmitter Location: Park Bldg.  
 Air Time: 6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.  
 News Service: UP  
 Transcription Service: Thesaurus, Capitol  
 Representative: Adam J. Young, Jr.; Kettell-Carter  
 Membership: NAB  
 President: Paul C. Lytle  
 Treasurer-General Manager: John J. Hurley  
 V.P.-Commercial Mgr.: Kenneth B. Murray  
 Sales Promotion Mgr.: Mrs. Dorothy Murray  
 Program Director: John F. Morse  
 Chief Engineer: Vernon P. Wilson

# WORC

WORCESTER—EST. 1925

ABC

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned-Operated By: Alfred Frank Kleindienst  
 Business-Studio Address: 65 Elm St.  
 Phone Number: 5-3101  
 Transmitter Location: Auburn, Mass.  
 Air Time: 7 a.m.-12:01 a.m.; 8:45 a.m.-11:15 p.m., Sun.  
 News Service: INS  
 Transcription Service: Lang-Worth  
 Representative: Weed & Co.  
 Membership: NAB  
 President-Owner: Alfred Frank Kleindienst  
 General-Station-Commercial Manager: Mildred P. Stanton

# WTAG

WORCESTER—EST. 1924

CBS

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By: WTAG, Inc.  
 Business-Studio Address: 18 Franklin St.  
 Phone Number: 5-4321  
 Transmitter Location: Shrewsbury St., Holden, Mass.  
 Air Time: 6 a.m.-12:05 a.m.  
 News Service: AP  
 Transcription Service: World, Associated  
 Representative: Paul H. Raymer  
 Membership: NAB, BMB  
 Executive Vice-President: E. E. Hill  
 Vice-President, General Mgr.: Robert W. Booth  
 Commercial Manager: Herbert L. Krueger  
 Local Sales Manager: Robert J. Brown  
 Program Director: A. J. Brissette  
 Publicity-Promotion Mgr.: Andrew C. Fuller  
 Chief Engineer: E. A. Browning

# ***FOR PRESTIGE ...***

Be able to tell listeners that  
your station is a member of



Radio members of The AP don't buy news!  
They share the news of the largest news-  
gathering organization on a *cost* basis.



*In Detroit . . . it's*  
**WWJ — The Detroit News**

**FIRST** in PUBLIC SERVICE features for more than 27 years . . . tirelessly working in the public interest, constantly retaining community confidence.

**TOPS** in TALENT . . . with Detroit's best-known, best-liked personalities, combined with the world's finest through WWJ's 20-year-old NBC affiliation.

**FOREMOST** in PIONEERING and PROMOTIONAL policies that have kept WWJ on top all through the years, and trail-blazed the way for both FM and Television "firsts" as well.

WWJ's leadership in PUBLIC ACCEPTANCE is evidenced by the results continually obtained for its advertisers . . . adding prestige to their products, force to their sales messages, and increasing sales through lowered sales resistance.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY



Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS  
 FM—CHANNEL 246—97.1 MEGACYCLES

Associate Television Station WWJ-TV

# MICHIGAN

Estimated Population 6,249,000—% Increase +18.9—Radio Homes 1,518,787  
Farms with Radios 154,353—Stations in State 54

## W A B J

**ADRIAN—EST. 1946**

Frequency: 1500 Kc. Power: 250 Watts d.  
Owned By The Adrian Bcstg. Co.  
Operated By Gail D. Griner; Alden M. Cooper  
Business Address 111 East Maumee St.  
Phone Number 1599  
Air Time Local sunrise-local sunset  
News Service UP  
Transcription Service Thesaurus  
Representative Homer Griffith  
Membership NAB  
Co-Owners, Co-Managers Gail D. Griner, Alden M. Cooper  
Commercial Manager Alden M. Cooper  
Program Director William O. Crusinberry  
Chief Engineer Gordon F. Sweeley

Air Time Local sunrise-local sunset  
News Service AP, INS  
Transcription Service Associated, Standard  
Representative Burn-Smith  
Membership NAB  
President Arthur E. Greene  
General-Station Manager Edward F. Baughn  
Commercial Manager Ted Turner  
Program Director Edwin G. Burrows  
Chief Engineer George D. Stearns  
Farm Editor Howard Heath

## W A T Z

**ALPENA—EST. 1946**

**MBS—PAUL BUNYAN—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Midwestern Bcstg. Co.  
Business Address Alpena, Mich.  
Phone Number 1049  
Air Time 7 a.m.-11 p.m.  
News Service AP  
Representative Hal Holman  
President-Chief Engineer Les Biederman  
Mgr. & Prom. Mgr. Drew McClay

## W B C K (CP)

**BATTLE CREEK**

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Operated By Michigan Bcstg. Co.  
Business Address Post Bldg.

## W E L L

**BATTLE CREEK—EST. 1925**

**ABC—MICHIGAN RADIO NETWORK**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Federated Publications, Inc.  
Business Address 38 West State St.  
Phone Number 7161-5655  
Air Time 17½ hrs. daily  
News Service AP  
Transcription Service Standard, Lang-Worth  
Representative Burn-Smith  
Membership NAB, BMB  
General-Station Manager D. E. Jayne  
Commercial Manager E. P. Mills, Jr.  
Program Director Forrest F. Owen  
Chief Engineer Earl J. Stone

## W H R V

**ANN ARBOR—EST. 1947**

**ABC**

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Operated By Huron Valley Bcstg., Inc.  
Business Address Box 160  
Phone Number 2-4573  
News Service AP  
Transcription Service World  
Representative For Joe  
President-Gen. Mgr. J. F. Hopkins  
Commercial Mgr. R. S. Augustus  
Program Director Sybil Krieghoff  
Chief Engineer James W. Allen

## W B C M

**BAY CITY—EST. 1928**

**ABC**

Frequency: 1440 Kc. Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By Bay Bcstg. Co., Inc.  
Business Address Wenonah Hotel  
Phone Number 7551-2  
Studio Address Wenonah Hotel  
Air Time 6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.  
Sun.  
News Service UP  
Transcription Service Lang-Worth, World  
Representative George P. Hollingbery  
President Harley D. Peet  
General-Station Mgr. Hugh A. Giesel  
Program Director Charles E. Anthony  
Musical Director Lionel H. DeRemer  
Chief Engineer Ralph H. Carpenter  
Farm Editor G. Edward Vallender

## W P A G

**ANN ARBOR—EST. 1945**

Frequency: 1050 Kc. Power: 1000 Watts  
Owned-Operated By Washtenaw Bcstg. Co.  
Business-Studio Address 106 E. Liberty St.,  
Ann Arbor; 36 N. Washington, Ypsilanti  
Phone Number 25517

**Keeping Rates**

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**and Sponsors' Sales**

**UP**

*in the*

***Detroit-Windsor Area***

5,000 WATTS at  
800 Kc.  
MUTUAL and  
CBS System

**CKLW**

ADAM J. YOUNG, JR., INC., Natl. Rep.    Can. Rep., H. N. STOVIN & CO.

J. E. CAMPEAU, President

# W H F B

**BENTON HARBOR—EST. 1947**

Frequency: 1060 Kc. Power: 1000 Watts d.  
 Owned By.....Palladium Publishing Co.  
 Business-Studio Address.....Fairplain Ave.  
 Phone Number.....5-2113  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 President.....Stanley R. Banyon  
 General-Station Manager.....Jake P. Scherer  
 Commercial-Sales Promotion  
 Manager.....William L. Harmon  
 Program Director.....Phil Molloy  
 Chief Engineer.....Munson U. Robinson

# W A T T

**CADILLAC—EST. 1945**  
**MUTUAL—WOLVERINE—KBS—**  
**PAUL BUNYAN**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Midwestern Bcstg. Co.  
 Business Address.....P. O. Box 219  
 Phone Number.....Cadillac 1270  
 Studio Address.....U. S. 131 South  
 Transmitter Location.....Clam Lake Township  
 Air Time.....7 a.m. to 11 p.m.  
 Transcription Service.....SESAC, Langworth  
 Chief Owner.....Les Biederman  
 General Manager.....John Cundiff  
 Commercial Manager.....Merritt Chandler  
 Chief Engineer.....Wm. H. Kiker

# W K M H

**DEARBORN—EST. 1946**

Frequency: 1540 Kc. Power: 1000 Watts d.  
 Operated By.....Suburban Bcstrs.  
 Business-Studio Address.....WKMH Bldg.  
 Phone Number.....Superior 4000  
 Air Time.....Local sunrise-local sunset  
 News Service.....INS, UP  
 Transcription Service.....Lang-Worth  
 Representative.....Weed & Co.  
 Membership.....NAB, BMB  
 General-Station Manager.....Fred A. Knorr  
 Commercial-Sales Promotion  
 Manager.....Walter Patterson  
 Program Director.....Kirk Knight  
 Chief Announcer.....Jerry Snider  
 Chief Engineer.....Jerrold Martin  
 Farn: Editor.....Tim Doolittle

# C K L W

**DETROIT-WINDSOR—EST. 1932**

MBS (U. S. A.)  
 CBC (CANADA)  
 Frequency: 800 Kc. Power: 5000 Katts

Owned-Operated By.....Essex Bcstg. Inc.  
 Addresses.....Guaranty Trust Bldg.  
 Phone Number.....4-1155 (Windsor)  
 Transmitter Location.....Highway 3—6 miles from  
 Windsor in Essex County  
 Air Time.....5:30 a.m. to 4 p.m.  
 News Service.....INS, UP  
 Representatives.....H. N. Stovin & Co. (Canada);  
 Adam J. Young, Inc. (U. S. A.)  
 Membership.....NAB, BMB  
 Pres. and General Manager.....J. E. Campeau  
 Sales-Commercial Manager.....Richard E. Jones  
 Sales Promotion-Merchandising  
 Manager.....Barbara MacFarland  
 Program Director.....S. Campbell Ritchie  
 Chief Engineer.....W. J. Carter

# W J B K

**DETROIT—EST. 1926**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By.....Detroit Bcstg. Co.  
 Affiliated with The Fort Industry Co.  
 Business-Studio Address.....46 W. Kirby St.  
 Phone Number.....TRinity 2-2000  
 Transmitter Location.....15555 Woodrow Wilson  
 Ave.  
 Air Time.....24 hrs. daily  
 News Service.....AP  
 Transcription Service.....World, Lang-Worth,  
 Standard, Thesaurus  
 Representative.....Fo: Joe  
 Membership.....NAB, BMB  
 President.....George B. Storer  
 General Manager.....Lee B. Wailes  
 Station Manager.....Ralph G. Elvin  
 Commercial Manager.....George M. Millar  
 Sales Promotion Manager, Publicity  
 Director.....Robert F. Anthony  
 Program Director.....Judith Lawton  
 Production Manager.....Larry Ruppel  
 Chief Announcer.....Earl Hayes  
 Musical Director.....Jean Smoroski  
 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.....3100 David Broderick  
 Phone Number.....Cadillac 7603  
 Transmitter Location.....Boulevard Bldg.  
 Air Time.....24 hours  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Burn-Smith, Holman  
 President.....John Lord Booth  
 General Manager.....Hugh M. Gray  
 Commercial Manager.....Eric V. Hay  
 Promotion Manager.....Mitchell Jachimski  
 Chief Engineer.....Edward H. Clark

**W J R**

DETROIT—EST. 1922

CBS

Frequency: 760 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By. . . . . WJ.R, The Goodwill Station, Inc.  
 Business-Studio Address. . . . . 2208 Fisher Bldg., Detroit 2, Mich.  
 Phone Number. . . . . Madison 4440  
 Air Time. . . . . 24 hrs. daily  
 News Service. . . . . AP, INS, UP  
 Transcription Service. . . . . Cole, Lang-Worth, Standard, Thesaurus, Associated  
 Representative. . . . . Edward Petry  
 Membership. . . . . NAB  
 President. . . . . G. A. Richards  
 Asst. to Pres. . . . . Harry Wismer  
 Asst. Genl. Mgr. . . . . Conrad Noll  
 Sales Manager. . . . . Arch Shawd  
 Program Director. . . . . Worth Kramer  
 Production Manager. . . . . Norman L. White  
 Publicity Director. . . . . James H. Quello  
 Chief Announcer. . . . . Franklin C. Mitchell  
 Musical Director. . . . . Paul LaVoie  
 Chief Engineer. . . . . G. F. Leydorf  
 Farm Editor. . . . . Marshall Wells

**W W J**

DETROIT—EST. 1920

NBC

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By. . . . . Evening News Assoc.  
 Business-Studio Address. . . . . 630 W. Lafayette Ave.  
 Phone Number. . . . . RAndolph 2000  
 Transmitter Location. . . . . Eight Mi. & Meyers Rds., Oak Park, Mich.  
 Air Time. . . . . Weekdays: 20½ hrs.; Sundays: 17 hrs.  
 News Service. . . . . AP, UP  
 Transcription Service. . . . . Standard  
 Representative. . . . . Geo. P. Hollingbery  
 Membership. . . . . NAB, BMB  
 Dir. of Radio for  
 The Detroit News. . . . . W. J. Scripps  
 General Manager. . . . . Harry Bannister  
 Asst. Gen. Mgr. . . . . Edwin K. Wheeler  
 Commercial Manager. . . . . Harry W. Betteridge  
 Sales Promotion Manager. . . . . Jake Albert  
 Program Director. . . . . Melvin C. Wissman  
 Production Manager. . . . . Stanley Swales  
 Publicity Director. . . . . R. S. Spencer, Jr.  
 Musical Director. . . . . Mischa Kottler  
 Chief Engineer. . . . . E. J. Love  
 Farm Editor. . . . . John Merrifield

(See Page 464)

**W X Y Z**

DETROIT—EST. 1930

ABC

Frequency: 1270 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By. . . . . American Bcstg. Co.  
 Business Address. . . . . 1700 Stroh Bldg.  
 Phone Number. . . . . CHerry 8321  
 Studio Address. . . . . 8415 East Jefferson  
 Transmitter Location. . . . . Joy Rd. & Greenfield Rd.  
 Air Time. . . . . 6 a.m.-12 M.  
 News Service. . . . . AP, INS, UP  
 Transcription Service. . . . . Standard, Lang-Worth, World  
 Representative. . . . . Joseph C. Molin  
 Membership. . . . . NAB, BMB  
 General-Station Mgr. . . . . James G. Riddell  
 Commercial Manager. . . . . Harold Christian  
 Sales Promotion Manager, Publicity  
 Director. . . . . William J. Hendricks  
 Program Director. . . . . Jack McCarthy  
 Production Manager. . . . . John Pival  
 Chief Announcer. . . . . Porter Bourne  
 Musical Director. . . . . Phil Brestoff  
 Chief Engineer. . . . . Charles Kotcher

**W D B C**

ESCANABA—EST. 1941

MBS—KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Delta Bcstg. Co.  
 Business-Studio Address. . . . . Escanaba, Mich.  
 Phone Number. . . . . 787  
 Transmitter Location. . . . . Escanaba, Mich.  
 Air Time. . . . . 6:30 a.m.-11:30 p.m.  
 News Service. . . . . AP  
 Transcription Service. . . . . World  
 Representative. . . . . Walker Co.  
 Membership. . . . . NAB, BMB  
 President. . . . . John P. Norton  
 General-Station-Commercial  
 Manager. . . . . George D. Lindenthal  
 Program Director, Production Manager, Chief  
 Announcer, Musical Director. . . . . Sam Ham  
 Chief Engineer. . . . . Jack Foster

**W F U R**

GRAND RAPIDS—EST. 1947

WOLVERINE

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Furniture City Ccstg. Corp.  
 Business Address. . . . . 430 Federal Square Bldg.  
 Phone Number. . . . . 6-9541  
 News Service. . . . . AP  
 Transcription Service. . . . . Capitol, Lang-Worth, SESAC  
 Representative. . . . . Walker  
 Pres.-Gen.-Station-Coml. Mgr. . . . . Simon W. Oppenhuizen  
 Vice-President. . . . . Jeannie Oppenhuizen

Treas., Asst. Mgr.-Chief Engr. . . . Raymond A. Plank  
 Program Director . . . . . Gordon F. Kibby  
 Promotion Manager . . . . . Henry G. Bosch

## W J E F

**GRAND RAPIDS—EST. 1945**

CBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Fetzer Bcstg. Co.  
 Business Address . . . . . P. O. Box 52  
 Phone Number . . . . . 6-8512  
 Transmitter-Studio Location . . . . . Pantlind Hotel  
 Air Time . . . . . 6:30 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, Standard  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB, BMB  
 President-Owner, General Mgr. . . . John E. Fetzer  
 Station Manager . . . . . Edward H. Bronson  
 Commercial Manager . . . . . John W. O'Harrow  
 Publicity Director . . . . . Richard L. Kowalkosi  
 Chief Announcer . . . . . Nathan H. Bryant, Jr.  
 Chief Engineer . . . . . Carl E. Lee  
 Farm Editor . . . . . Carleton W. Collin

(See Page 472)

## W L A V

**GRAND RAPIDS—EST. 1940**

ABC—MICHIGAN RADIO NETWORK

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Leonard A. Versluis  
 Business-Studio Address . . . . . 6 Fountain St., N.E.  
 Phone Number . . . . . 6-5461  
 Air Time . . . . . 7 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . BMB  
 Owner . . . . . Leonard A. Versluis  
 General-Commercial Manager . . . . Hy M. Steed  
 Program Director . . . . . D. Cotton  
 Musical Director . . . . . Chas. Herman  
 Chief Engineer . . . . . Lee Stevens

## W O O D

**GRAND RAPIDS—EST. 1924**

NBC

Frequency: 1300 Kc. . . . . Power: 5000 Watts  
 Trustee Ownership . . . . . American Bcstg. Co.  
 Business-Studio Address . . . . . Grand Rapids  
 National Bank Bldg.  
 Phone Number . . . . . 9-4211  
 Air Time . . . . . 18 hrs. daily  
 News Service . . . . . UP  
 Transcription Service . . . . . World, SESAC,  
 Lang-Worth  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . BMB  
 General Manager . . . . . Stanley W. Barnett

Sales Manager . . . . . Lyman Anson  
 Sales Promotion Manager . . . . . Lenore Little  
 Program-Musical Director . . . . . Sandy Meek  
 Production Manager . . . . . Robert W. Smith  
 Chief Engineer . . . . . Fred Russell

## W G R D

**GRAND RAPIDS—EST. 1947**

Frequency: 1410 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Music Bcstg. Co.  
 Business Address . . . . . 35 Lafayette Ave., E.  
 Phone Number . . . . . 9-4111  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Associated  
 Pres.-Gen. Mgr. . . . . Paul F. Eichhorn  
 Commercial Mgr. . . . . George Hartman  
 Program Director . . . . . Cameron Blake  
 Local Sales Manager . . . . . J. C. Yeakey  
 Chief Engineer . . . . . Richard Groenevelt

## W F D F

**FLINT—EST. 1922**

ABC—MICHIGAN RADIO NETWORK—  
 WOLVERINE

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Flint Broadcasting Co.

## W B B C

**FLINT—EST. 1946**

MBS

Frequency: 1330 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Booth Radio Stations Inc.  
 Operated By . . . . . Booth Bcstg. Co.  
 Business Address . . . . . 600 Buhl Bldg., Detroit,  
 Mich.  
 Phone Number . . . . . 9-8686  
 Studio Address . . . . . 112 W. Water St.  
 Transmitter Location . . . . . G3014 Bristol Rd.  
 Air Time . . . . . 24 hrs. daily  
 News Service . . . . . AP  
 Transcription Service . . . . . McGregor  
 Representative . . . . . Forjoe  
 President . . . . . John Lord Booth  
 General-Station Mgr. . . . . Robert L. Balfour  
 Commercial-Sales Promotion Manager,  
 Publicity Director . . . . . W. Eldon Garner  
 Program Director . . . . . Robert L. Mabry  
 Production Manager, Chief Announcer,  
 Farm Editor . . . . . George Geiger  
 Musical Director . . . . . Jerry Schroeder  
 Chief Engineer . . . . . G. Elwood Ryan

## W M R P

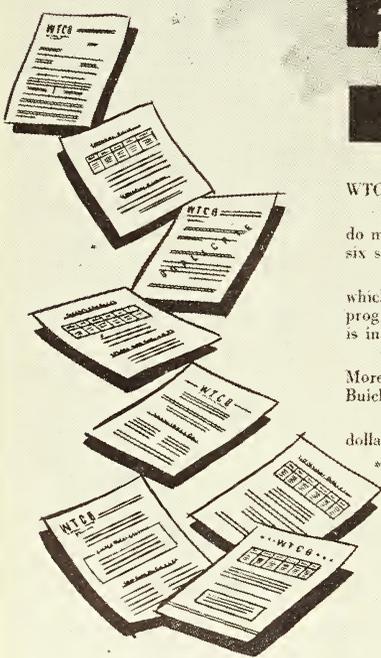
**FLINT—EST. 1943**

Frequency: 1510 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Methodist Radio Parish,  
 Inc.  
 Business-Studio Address . . . . . 573 Mary St.  
 Phone Number . . . . . 35112

**NO  
NBC CONTRACT  
IS COMPLETE  
WITHOUT**

# WTCB FLINT

**... in the Nation's 62nd city**



To "complete" an NBC contract . . . what does it take? For one, it takes WTCB-NBC.

Three metropolitan trading areas, dominated by Flint, Bay City and Saginaw, do most of the business for East Central Michigan. Until WTCB, these areas and six surrounding counties had no adequate NBC coverage.

Here are over a million people . . . over 300,000 radio homes . . . most of which are tuned most of the time to WTCB. It's NBC. The long-experienced programming of Trendle-Campbell, of "Lone Ranger" and "Green Hornet" fame, is inherent in every WTCBbuilt local show.

WTCB's primary area is part of the power and progress of industrial America. More automobiles are manufactured in Flint than anywhere except Detroit. Every Buick and Chevrolet starts in Flint. Effective buying income: *over a billion dollars.*

"Complete" your NBC contract with WTCB . . . completely cover this billion dollar market with its *plus* purchasing income.

*\* in population*



TRENDE-CAMPBELL BROADCASTING CORP., STROH BLDG.  
1000 WATTS DAY • 500 WATTS NIGHT

Paul H. Raymer, Representative

DETROIT, MICH  
600 KC

Transmitter Location.....3217 Lapeer Rd.  
 Air Time ..... Limited  
 Transcription Service..... Standard, Capitol  
 President..... Daniel M. Robins  
 General-Station-Commercial-Sales Promotion  
 Manager..... William H. Morford  
 Program Director, Production  
 Manager ..... Cedric Harger  
 Chief Announcer..... Pat Chambers  
 Chief Engineer..... Homer Blumerich

**W T C B**  
**FLINT—EST. 1947**  
 NBC

Frequency: 600 Kc.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By..Trendle-Campbell Bcstg.  
 Corp.  
 Business-Studio Address....740 S. Saginaw St.  
 Phone Number .....21136  
 Transmitter Location..Box 124, Grand Blanc,  
 Mich.  
 Air Time .:6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.  
 News Service .....UP  
 Transcription Service .....World  
 Representative..... Paul H. Raymer  
 President-Treasurer..... George W. Trendle  
 Vice-Pres.-Gen. Mgr..... H. Allen Campbell  
 Resident Manager..... Don DeGroot  
 Sales Director..... Russell H. Edsall  
 Program Director..... William R. Dixon  
 Chief Announcer..... John Pierce  
 Chief Engineer..... Harold R. Holmes

**W W O K**  
**FLINT—EST. 1946**  
 WOLVERINE

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owned By.....Drohlich Bros.  
 Operated By.. Albert S. and Robert A. Drohlich  
 Business-Studio.....432 N. Saginaw St.  
 Phone Number .....4-1691  
 Transmitter Location....Grand Blanc, Mich.  
 Air Time .....6 a.m.-12 M.  
 News Service .....UP  
 Transcription Service..... Associated, Cole  
 Representative..... Joseph Henry McGillvra  
 Membership .....NAB  
 President-Owner..... Drohlich Bros.  
 General-Station-Commercial  
 Manager..... Robert A. Drohlich  
 Sales Promotion Manager..... Ralph Dawson  
 Program Director, Production Manager,  
 Publicity Director..... Albert S. Drohlich  
 Chief Engineer..... Edsel Forsythe

**W H T C (CP)**  
 HOLLAND

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By..... Holland Bcstg. Co.

Business Address.....135 W. 11th St.  
 News Service .....AP  
 Pres.-Chief Engr..... Millard C. Westrate  
 Vice-Pres.-Program Dir.... Willard C. Wichers

**W H D F**  
**HOUGHTON—EST. 1929**  
 MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..Upper Michigan Bcstg.  
 Co.  
 Business Address..... Douglass Hotel  
 Phone Number .....1  
 Studio Address...Douglass Hotel, Houghton;  
 515 Scott St., Calumet, Mich.  
 Transmitter Location.....Houghton, Mich.  
 Air Time .....7 a.m.-11:30 p.m.  
 Transcription Service .....World  
 Representative.....The Walker Co.  
 Membership .....NAB, BMB  
 Executive Vice President..... John W. Rice  
 Station Manager..... Albert W. Payne  
 Program Director, Chief  
 Announcer ..... Earl Norden  
 Technical Supervisor..... George L. Burgan  
 Farm Editor..... Arnold Lahikainen

**W I K B**  
**IRON MOUNTAIN—EST. 1946**  
 MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..Upper Michigan-Wiscon-  
 sin Bcstg. Co., Inc.  
 Business Address.....Iron Mountain, Mich.  
 Phone Number .....2020  
 Studio Address..... Dickinson Hotel  
 Transmitter Location..... West "C" St.  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service .....UP  
 Transcription Service ..... Standard  
 Representative..... The Walker Co.  
 Membership .....NAB  
 President..... Wm. L. Johnson  
 General Mgr.-Vice-Pres..... J. W. Huss  
 Sales Promotion Manager..... J. A. Marta  
 Studio Manager..... Carl Casperson  
 Chief Announcer..... Jim Kauper  
 Chief Engineer..... Eugene Kaari

**W M I Q**  
**IRON MOUNTAIN—EST. 1947**  
 MIDWEST BASEBALL NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By..Iron Mountain-Kingsford Bcstg. Co.  
 Business-Studio Address..211 E. Ludington St.,  
 Iron Mountain, Mich.  
 Phone Number .....2031-2  
 Transmitter Location.....Pewabic Hill  
 Air Time .....Indefinite  
 News Service .....UP

# YOU MIGHT FALL A MILE, AND STILL LIVE\*—

## BUT . . . "LUCK" WON'T GET YOUR OUTSIDE BROADCASTS INTO WESTERN MICHIGAN!



No, you just can't be heard satisfactorily in Western Michigan when you broadcast from any outside point. The entire area is surrounded by a "wall of fading" which virtually stops reception of outside stations.

But inside this wall the combination of WKZO in Kalamazoo and WJEF in Grand Rapids has achieved a standing of such importance that—morning, noon and night—better than one out of each three sets in use is tuned to these CBS affiliates. In other words, if you were to use every other one of the 30

stations "heard" in the Kalamazoo and Grand Rapids areas, you would still lose over one-third of your potential audience!

These facts are verified by the latest Hooper Report (Spring, 1947). May we send you a copy? Write us, or ask Avery-Knodel, Inc.

\*On January 6, 1916, Capt. J. H. Hedley, Chicago, fell out of an airplane at a height of 15,000 feet. At 10,000 feet the plane dived under him, and he fell back into it!

<b>WKZO</b> <i>first</i> IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)	<b>WJEF</b> <i>first</i> IN GRAND RAPIDS AND KENT COUNTY (CBS)
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**BOTH OWNED AND OPERATED BY  
FETZER BROADCASTING COMPANY**

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

. . .

**M I C H I G A N**

. . .

Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Homer Griffith  
 President . . . . . William F. Russell  
 General-Station Mgr. . . . . William C. Johnson  
 Commercial-Sales Promotion  
 Manager . . . . . John S. Wallis  
 Program Director, Production Manager, Pub-  
 licity Director, Musical Dir. . . . . Ronald F. Bothe  
 Chief Announcer . . . . . Bill Mason  
 Chief Engineer . . . . . Robert W. Berry  
 Farm Editor . . . . . Frank J. Thibert

**W J M S**

**IRONWOOD—EST. 1931**

MBS—KBS

Frequency: 630 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Upper Michigan-Wiscon-  
 sin Bcstg. Co., Inc.  
 Business Address . . . . . Ironwood, Mich.  
 Phone Number . . . . . 20  
 Studio Address . . . . . St. James Holy  
 Transmitter Location . . . . . South Cary  
 Air Time . . . . . 6:30 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . The Walker Co.  
 Membership . . . . . NAB  
 President . . . . . William L. Johnson  
 General Mgr.-Vice-Pres. . . . . J. W. Huss  
 Studio Manager . . . . . Don Hoover  
 Sales Promotion Manager, Publicity  
 Director . . . . . J. A. Marta  
 Program-Musical Director . . . . . Laura Johnson  
 Production Manager . . . . . Don Hoover  
 Chief Announcer . . . . . Bert Downing  
 Chief Engineer . . . . . Arne Dahlbacka

**W J P D**

**ISHPEMING**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Ishpeming Bcstg. Co.  
 Business Address . . . . . Jenks Block  
 Phone Number . . . . . 1892  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Pres.-Gen.-Coml. Mgr. . . . . James P. Deegan  
 Promotion Manager . . . . . Carl B. Tupala  
 Program Director . . . . . Paul C. Crowley  
 Chief Engineer . . . . . Bernard R. Maloney

**W I B M**

**JACKSON—EST. 1927**

ABC—MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WIBM Inc.  
 Business-Studio Address . . . . . Hotel Hayes  
 Phone Number . . . . . 6121  
 Transmitter Location . . . . . Hotel Hayes

Air Time . . . . . 7 a.m.-12 M.  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Hal Holman, Forjoe  
 Membership . . . . . NAB  
 President . . . . . Herman Radner  
 Vice-Pres. . . . . Roy Radner  
 Manager-Commercial Manager . . . . . Wm. Cizek  
 Program Director, Chief  
 Announcer . . . . . Derwood Carn  
 Production Manager . . . . . Jack Underwood  
 Publicity Director . . . . . Dar Hollindrake  
 Musical Director . . . . . Paul Mason  
 Chief Engineer . . . . . C. W. Wirtanen  
 Farm Editor . . . . . S. J. Culver

**W G F G**

**KALAMAZOO—EST. 1947**

ABC—MICHIGAN RADIO NETWORK

Frequency: 1360 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Southwestern Michigan  
 Bcstg. Co.  
 Business-Studio Address . . . . . State Theatre Bldg.  
 Phone Number . . . . . 5191  
 Transmitter Location . . . . . 2729 Gull Rd.  
 Air Time . . . . . 5:45 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 President-General Manager . . . . . Harold F. Gross  
 Sales Promotion Manager . . . . . Irene A. Ginther  
 Program Director, Production  
 Manager . . . . . Charles T. Lynch  
 Musical Director . . . . . Warren A. Anderson  
 Chief Engineer . . . . . Carl V. Stephens  
 Farm Editor . . . . . Harold Cessna

**W K Z O**

**KALAMAZOO—EST. 1923**

CBS

Frequency: 590 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Fetzer Bcstg. Co.  
 Business Address . . . . . 124 W. Michigan Ave.  
 Phone Number . . . . . 3-1223  
 Studio Address . . . . . Burdick Hotel  
 Transmitter Location . . . . . R. 2, Richards Dr.  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Standard  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB, BMB  
 President-Owner, General-Station  
 Manager . . . . . John E. Fetzer  
 Commercial Manager . . . . . John W. O'Harrow  
 Program Director . . . . . Willis F. Dunbar  
 Production Manager, Chief  
 Announcer . . . . . Harold Fitzgerald  
 Publicity Director . . . . . Richard L. Kowalkoski  
 Chief Engineer . . . . . Carl E. Lee  
 Farm Editor . . . . . Carleton W. Collin

# W I L S

LANSING—EST. 1946

MBS—WOLVERINE

Frequency: 1430 Kc. Power: 500 Watts d.  
Owned Operated By... Lansing Bcstg. Co.  
Business Address... 407-11 North Washington Ave.

Phone Number ..... 2-1655  
Transmitter Location..... E. Mt. Hope Rd.  
Air Time ..... Limited  
News Service ..... AP  
Transcription Service..... Capitol, Lang-Worth  
Representative ..... Hal Holman  
Membership ..... NAB  
President-Gen. Mgr..... W. A. Pomeroy

Commercial-Sales Promotion  
Manager..... R. S. Underhill  
Program Director..... R. E. Kauffman, Jr.  
Production Manager..... Alex Dillingham  
Publicity Director..... Bruce Elliott  
Chief Announcer..... Bud Kauffman  
Musical Director..... Robert Maunder  
Chief Engineer, Farm Editor... J. C. Pomeroy

# W J I M

LANSING—EST. 1934

ABC—MICHIGAN RADIO NETWORK

Frequency: 1240 Kc. Power: 250 Watts  
Owned By..... WJIM, Inc.  
Operated By..... Harold F. Gross  
Business-Studio Address..... 1501 Bank of Lansing Bldg.

Phone Number ..... 2-1333  
Transmitter Location..... 1501 Bank of Lansing Bldg.

Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service... Standard, Thesaurus, World

President, General-Station-Commercial  
Manager..... Harold F. Gross  
Program Director..... Howard K. Finch  
Publicity Director..... Kay Bergin  
Chief Announcer..... Richard Shubel  
Musical Director..... William C. Boyd  
Chief Engineer..... Elza Runkle

# W M P C

LAPEER—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... The Liberty St. Gospel Church

# W K L A

LUDINGTON—EST. 1944

MBS—WOLVERINE—KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Ludington Bcstg. Co.  
Business Address..... Stearns Bldg.

Phone Number ..... 842  
Transmitter-Studio Location.. 204 E. Ludington Ave.

Air Time ..... 8 a.m.-10:15 p.m.  
News Service ..... UP  
Transcription Service..... SESAC, Keystone  
Representative ..... Burn-Smith  
Membership ..... NAB  
Owners..... Karl L. & Grant L. Ashbacker

General-Station-Commercial  
Manager..... Karl L. Ashbacker  
Program Director, Production Manager,  
Publicity Director..... Peter A. Mars  
Chief Announcer, Musical  
Director ..... Arne Hokans  
Chief Engineer..... Fred Bird  
Farm Editor..... Le Clair Mattes

# W D M J

MARQUETTE—EST. 1931

MUTUAL—KBS—WOLVERINE

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... Lake Superior Broadcasting Co.

# W M M I (CP)

MARQUETTE

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Operated By... Gordon H. Brozek  
Business Address..... 609 E. 3rd St.

# W K B Z

MUSKEGON—EST. 1926

ABC

Frequency: 850 Kc. Power: 1000 Watts  
Owned-Operated By... Ashbacker Radio Corp.  
Business-Studio Address... 432 Apple Ave.  
Phone Number ..... 26-051  
Transmitter Location.. Pontaluna Rd. at Henry St.

Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service..... Standard, World  
Representative ..... Burn-Smith  
President..... Grant F. Ashbacker  
General-Station-Commercial

Manager..... Fred W. Wagenvoord  
Sales Promotion Manager, Publicity  
Director ..... Robert Henderson  
Program Director..... Robert Quinn  
Production Manager..... Robert Cessna  
Chief Announcer..... Anson Vann  
Musical Director..... A. J. Vredevelde  
Chief Engineer..... Kenneth Pendleton

# W M U S

MUSKEGON—EST. 1947

WOLVERINE

Frequency: 1090 Kc. Power: 1000 Watts d.

# MICHIGAN

Owned By... Greater Muskegon Bcstrs., Inc.  
Operated By... W. C. Wester  
Business-Studio Address... 1769 Peck St.  
Phone Number... 27-608  
Transmitter Location... Giles Rd.  
Air Time... Local sunrise-local sunset  
News Service... AP, UP  
Transcription Service... Associated, Thesaurus  
President, General-Station-Commercial-Sales  
Promotion Manager... W. C. Wester  
Program Director... John C. Marshall  
Production Manager... Clinton Raymond  
Publicity Director, Chief Announcer, Musical  
Director... Chuck Bird  
Chief Engineer... N. L. Kessler  
Farm Editor... Frank Hintz

## WOAP

OWOSSO—EST. 1947

Frequency: 1080 Kc.... Power: 250 Watts d.  
Owned-Operated By... Argus Press Co.  
Business Address... 2300 N. Shiawassee  
Phone Number... 980  
News Service... AP  
Transcription Service... Standard  
Representative... McGillvra  
President... J. E. Campbell  
General Manager... M. H. Wirth  
Program Director... J. Hall Smith  
Chief Engineer... Stanley Bristol

## WMBN

PETOSKEY—EST. 1947

MUTUAL—WOLVERINE—PAUL BUNYAN—  
KBS

Frequency: 1340 Kc.... Power: 250 Watts  
Owned-Operated By... Midwestern Broad. Co.  
Phone Number... Petoskey 1150  
Studio Address... U.S. 131 South  
Transmitter Location... Bear Creek Township  
Air Time... 7 a.m. to 11 p.m.  
News Service... AP  
Transcription Service... Lang-Worth  
President... Les Biederman  
General Manager... Ralph Pierson  
Commercial Manager... Merten Carter  
Program Director... Max Anspaugh  
Chief Engineer... Wm. H. Kiker

## WCAR

PONTIAC—EST. 1939

Frequency: 1130 Kc.... Power: 1000 Watts d.  
Owned-Operated By... WCAR, Inc.  
Business-Studio Address... Riker Bldg.  
Phone Number... 7141  
Transmitter Location... Between Square Lake &  
Telegraph Rds.  
Air Time... Local sunrise-local sunset  
News Service... AP, INS  
Transcription Service... Standard

Representative... John E. Pearson  
President, General Mgr... H. Y. Levinson

## WHLS

PORT HURON—EST. 1938

MBS—KBS

Frequency: 1450 Kc.... Power: 250 Watts  
Owned-Operated By... Port Huron Bcstg. Co.  
Business-Studio Address... 932 Military St.  
Phone Number... 23151  
Air Time... Unlimited  
News Service... UP  
Transcription Service... Lang-Worth, World  
Standard  
Representative... Gene Grant; Hal Holman  
Membership... NAB, BMB  
Co-Partners... Harmon L. & Herman L. Stevens  
General-Station Manager... Helen Nelson  
Sales Promotion Manager... V. O. Cram  
Program Director, Production Manager, Chief  
Announcer, Musical Dir... Lyle Patterson  
Chief Engineer... Leslie Conant  
F.a.m. Editor... John M. Carman

## WTTH

PORT HURON—EST. 1947

Frequency: 1360 Kc.... Power: 1000 Watts d.  
Owned-Operated By... Times Herald Co.  
Business Address... 903 Sixth St.  
Phone Number... 5171  
News Service... AP  
Transcription Service... Capitol, Associated,  
SESAC  
Representative... McGillvra  
President... W. W. Ottaway  
Vice-President... L. A. Weil  
Station Manager... Herb Michael  
Commercial Promotion Mgr... Al Goetze  
Program Manager... Dick Noel  
Chief Engineer... Marion Stoner

## WEXL

ROYAL OAK—EST. 1925

STANDARD

Frequency: 1340 Kc.... Power: 250 Watts  
Owned-Operated By... Royal Oak Bcstg. Co.  
Business-Studio Address... 212 W. 6th St.  
Phone Number... Elmhurst 6524  
Air Time... 24 hrs. daily  
News Service... AP, INS  
Transcription Service... Standard  
Membership... NAB  
President... George B. Hartrick  
Treasurer... Jacob B. Sparks  
Station-Commercial-Sales Promotion  
Manager... Calvert M. Hill  
Program Director, Production Manager, Chief  
Announcer... Gordon A. Sparks  
Chief Engineer... Garnet Sparks

**W K N X**

**SAGINAW—EST. 1947**  
WOLVERINE

Frequency: 1210 Kc. Power: 1000 Watts  
Owned-Operated By Lake Huron Bcstg. Co.  
Business-Studio Address 221 S. Washington St.

Phone Number 34471-2-3  
Transmitter Location Spaulding Township  
Air Time 12 hrs. daily  
News Service UP  
Transcription Service Associated, Lang-Worth  
Representative Taylor-Howe-Snowden  
Membership NAB, BMB  
Owners O. J. Kelchner, W. J. Edwards,  
H. H. Wolfe  
General-Station Manager O. J. Kelchner  
Commercial-Sales Promotion  
Manager W. J. Edwards  
Program Director H. H. Wolfe  
Production Manager, Publicity Director,  
Farm Editor George Reed  
Chief Announcer Bob Maxwell  
Musical Director Jimmy Dickens  
Chief Engineer Max W. Thomas

**W S A M**

**SAGINAW—EST. 1940**  
NBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Saginaw Bcstg. Co.  
Business-Studio Address Radio Bldg.  
Phone Number 2-8161  
Transmitter Location Bay at Weiss Sts.  
Air Time 6:30 a.m.-1 a.m.  
News Service INS  
Transcription Service World, Standard  
Representative Headley-Reed  
Membership NAB, BMB  
Pres.-General Mgr. Milton L. Greenebaum  
Station-Commercial Mgr. Robert W. Phillips  
Sales Promotion Manager Al Fairchild  
Program Director, Production  
Manager William J. Lofback  
Publicity Director Jacqueline Jefferson  
Chief Engineer Meredith L. Koerner

**W S O O**

**SAULT STE. MARIE—EST. 1940**  
ABC—MICHIGAN RADIO NETWORK

Frequency: 1230 Kc. Power: 250 Watts d.;  
100 Watts n.  
Owned-Operated By Hiawathaland Bcstg. Co.  
Business-Studio Address 107 W. Portage Ave.  
Phone Number 3000  
Transmitter Location U. S. Highway No. 2  
Air Time 6 a.m.-12 M.  
News Service AP  
Transcription Service Lang-Worth, SESAC  
Membership NAB, BMB

President, General Mgr. Stanley H. Pratt  
Station Manager Richard Y. Burnett  
Commercial-Promotion Mgr. Russ Staffeld  
Program Director, Production  
Manager Ray Ulbrich  
Publicity Dir., Chief Announcer Ed Krieger  
Musical Director M. Paquin  
Chief Engineer Wm. Morris

**W T C M**

**TRAVERSE CITY—EST. 1941**  
MUTUAL—WOLVERINE—PAUL BUNYAN  
KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Midwestern Broad-  
casting Company  
Address Anderson Building  
Phone Number Traverse City 1150  
Transmitter Location Elmwood Township  
Air Time 7 a.m. to 11 p.m.  
News Service AP  
Transcription Service Lang-Worth  
Representative Hal Holman Co.  
Membership BMB  
President-General Manager Les Biederman  
Commercial Manager R. E. Detwiler  
Program Director Ken Haven  
Chief Engineer W. H. Kiker

*For Prestige . . .*

**AP**

**Membership!**

# MINNESOTA

Estimated Population 2,897,000—% Increase +3.7—Radio Homes 720,089  
Farms with Radios 165,243—Stations in State 33

## K A T E

ALBERT LEA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Albert Lea Austin  
Broadcasting Company

## K A U S (CP)\*

AUSTIN—EST. 1948

Frequency: 1480 Kc.....Power: 1000 Watts  
Owned-Operated By.....Cedar Valley Bcstg.  
Co., Inc.

Business-Studio Address....405A N. Main St.  
Phone Number.....8836  
Air Time.....5 a.m.-12 M., Sun.: 8 a.m.-12 M.  
News Service.....AP  
President.....Harry Smith  
Gen. Coml. Mgr.....L. L. McCurnin

\* Expects to be on air by May 1, 1948.

## K B U N

BEMIDJI—EST. 1946

MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Bemidji Bcstg. Co.  
Business Address.....419½ Beltrami Ave.  
Phone Number.....10  
Air Time.....7 a.m.-11 p.m.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....The Walker Co.  
Membership.....NAB  
General Mgr., Program Dir. Robert A. Mullen  
Chief Engineer.....Denvy Doty

## K L I Z

BRAINERD—EST. 1946

MBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Brainerd Bcstg. Co.  
Business-Studio Address....2700 East Oak St.  
Phone Number.....1400  
Air Time.....7 a.m.-12 M.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Walker Co.  
Membership.....NAB  
P. sident, General-Station

Manager.....E. Thomas O'Brien  
Commercial-Sales Promotion

Manager.....M. C. Gorham  
Program Director.....Lucile G. Grosse  
Production Manager.....Isabel J. Hyams  
Chief Announcer.....Bernard H. Anderly  
Chief Engineer.....A. L. Vandersluis  
Farm Editor.....Howard Grant

## CALL LETTERS TO BE ASSIGNED (CP)

### BRECKENRIDGE

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Interstate Bcstg. Corp.  
President.....Don H. Bower  
Vice-President.....Dr. E. A. Eberlin  
Treasurer.....Kline E. Bower

## K R O X (CP)

CROOKSTON

Frequency: 1050 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Crookston Bcstg. Co.  
Business Address.....Crookston, Minn.  
President.....D. A. McKenzie  
Vice-President.....A. J. Jensen

## K D A L

DULUTH—EST. 1936

CBS

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Operated By: Red River Bcstg. Co., Inc.  
Business-Studio Address....218 Bradley Bldg.  
Phone Number.....Mel 2628  
Air Time.....6:30 a.m.-12:05 a.m.  
News Service.....AP  
Transcription Service...Standard, Lang-Worth  
Representative.....Avery-Knodel  
Membership.....NAB, BMB  
Manager.....Dalton LeMasurier  
Sales, Commercial Manager: Odin S. Ramsland  
Sales Promotion Manager....Joseph C. Cook  
Program Director.....Richard A. Lawrence  
Chief Engineer.....R. A. Dettman

## W E B C

DULUTH—EST. 1928

NBC—ARROWHEAD NETWORK

Frequency: 1320 Kc.....Power: 5000 Watts  
Owned-Operated By: Head of the Lakes Bcstg.  
Co.

Business-Studio Address.....WEBC Bldg.  
Phone Number.....Melrose 2873  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service: Associated, Thesaurus,  
SESAC.

Representative.....George P. Hollingbery  
Membership.....BMB  
President.....Morgan Murphy  
General Manager.....W. C. Bridges  
Director of Operations: H. E. Westmoreland  
Sales Promotion Mgr.: Leonard G. Anderson  
Resident Mgr.-Program Director: Earl Henton  
Production Mgr., Chief Announcer: Bill Conner

Publicity Director.....Leonard G. Anderson  
 Chief Engineer.....Norman Gill  
 Farm Editor.....Milton Josephson

**W R E X**

**DULUTH—EST. 1947**

MBS

Frequency.....1080 Kc.  
 Power.....10,000 Watts d.; 5,000 Watts n.  
 Owned-Operated By..Lake Superior Bcstg. Co.  
 Business-Studio Address..213 East Superior St.  
 Phone Number.....Radisson 1080  
 Air Time.....6:30 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....World  
 P resident.....Thomas M. McCabe  
 General-Commercial Manager..James R. King  
 Station Mgr., Program Director: Rolf M. Erickson  
 Sales Promotion Manager...Frank G. Watson  
 Chief Announcer.....John Leslie  
 Chief Engineer.....William H. Lounsberry

**W X L T (CP)**

ELY

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By....Charles W. Ingersoll  
 Business Address.....Box 450  
 Phone Number.....226  
 Pres.-Gen. Mgr.....Charles W. Ingersoll  
 Commercial Manager...Anthony R. Martinson  
 Promotion Manager.....Carl E. Davidson  
 Program Director.....Leo J. Kuhn  
 Chief Engineer.....Harold Kolari

**W E V E**

**EVELETH—EST. 1947**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ridson, Inc.  
 Business Address...921 Tower Ave., Superior,  
 Wisc.  
 Phone Number.....4451  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 President.....Robert B. Ridder  
 General Manager.....Carl Bloomquist  
 Commercial Manager.....Elden Schberg  
 Chief Engineer.....J. Melvin Laskey

**K D H L**

**FARIBAULT—EST. 1947**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Lee-Smith Bcstg. Co.  
 Business Address.....Faribault, Minn.  
 Partners...Herbert H. Lee, Palmer Dragsten,  
 John E. Hyde, Jr.

**K G D E**

**FERGUS FALLS—EST. 1926**

MBS—GREAT NORTHERN  
 BCSTG SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Fergus Radio Corp.  
 Business Address.....Fergus Falls, Minn.  
 Phone Number.....3986  
 Air Time.....18 hrs. daily  
 News Service.....AP  
 Representative.....The Walker Co.  
 P resident.....Harold L. Dell  
 General Manager.....Don L. Alberson  
 Station Manager.....Frederic T. Dell

**K B Z Y (CP)**

**GRAND RAPIDS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Itasca Bcstg. Co.  
 Business Address.....2 E. Third St.  
 President.....Robert D. Kennedy  
 Vice-President.....Larke L. Huntley

**W M F G**

**HIBBING—EST. 1935**

NBC—ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By: Head of the Lakes Bcstg.  
 Co.  
 Business-Studio Address.....Androy Hotel  
 Phone Number.....1150  
 Air Time.....6:25 a.m.-11:05 p.m.  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....George P. Hollingbery  
 President-Owner, Chief  
 Executive.....Morgan Murphy  
 General Manager.....W. C. Bridges  
 Station-Commercial Manager: Harry S. Hyett  
 Sales Promotion Manager...James McDougall  
 Program Director, Production Mgr.: Ruth E. Coe  
 Chief Engineer.....Norman Gill

**K Y S M**

**MANKATO—EST. 1938**

NBC—NORTHWEST NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...F. B. Clements & Co.  
 Business Studio Address..101 North Second St.  
 Phone Number.....4673  
 Air Time.....19 hrs. daily  
 News Service.....UP  
 Transcription Service..Thesaurus, Lang-Worth  
 Representative.....John E. Pearson  
 Membership.....NAB, BMB  
 General-Station-Commercial  
 Manager.....John F. Meagher  
 Sales Promotion Manager.....Bob Gardner

• • • **MINNESOTA** • • •

Program Director.....Jerry Deane  
 Chief Announcer.....Glenn Reed  
 Musical Director.....Maurice Piche  
 Chief Engineer.....Jim Houts  
 Farm Editor.....Galen Kooser

**KMHL**

**MARSHALL—EST. 1946**

MBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KMHL Bcstg. Co.  
 Business Address: ½ mi.E. of City, Highway 19  
 Phone Number.....2282  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Representative.....John E. Pearson  
 Membership.....NAB  
 Owner.....Harry W. Linder  
 Manager.....Gilmore F. Frayseth  
 Program Director.....Homer Lane  
 Technical Director.....H. Willard Linder

**WCCO**

**MINNEAPOLIS—EST. 1924**

CBS

Frequency: 830 Kc.....Power: 50,000 Watts  
 Owned-Operated By: Columbia Bcstg. System,  
 Inc.  
 Business Address: 625 Second Avenue South,  
 Minneapolis 2, Minnesota.  
 Phone Number.....Main 1202  
 Studio Addresses: 625 Second Ave. South,  
 Minneapolis 2, Minn.; 544 Hamm Bldg., St.  
 Paul 2, Minn.  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....AP, UP  
 Transcription Service: Lang-Worth, Standard  
 Representative.....Radio Sales  
 Membership.....NAB  
 General-Station Manager.....Merle S. Jones  
 Commercial Manager.....Tom Dawson  
 Sales Promotion Manager, Publicity  
 Director.....Carl Ward  
 Program Director.....Gene Wilkey  
 Production Manager.....E. W. Ziebarth  
 Musical Director.....Wallace Olson  
 Chief Engineer.....J. J. Beloungy  
 Farm Editor.....Larry Haeg  
 Dir. of News & Special Events: Sig Mickelson

**WDGY**

**MINNEAPOLIS—EST. 1923**

Frequency.....1130 Kc.  
 Power: 5000 Watts d.; 500 Watts (for 1 hr.  
 after local sunset)  
 Owned-Operated By..Twin Cities Bcstg. Corp.  
 Business-Studio Address.....Hotel Nicollet

Phone Numbers: Bridgeport 2271; Midway 6363  
 Transmitter Location: 7401 Wayzata Blvd., St.  
 Louis Park, Minn.

Air Time: 6 a.m.-local sunset; 1 hr. after local  
 sunset.

News Service.....AP  
 Transcription Service.....Capitol, Standard  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 President-Executive Director: Charles T. Stuart  
 Vice President-Station Manager: Melvin Drake  
 Program Director.....B. Kendall Crane  
 Chief Engineer.....Charles W. Winkler

**WLOL**

**MINNEAPOLIS—EST. 1940**

MBS—GREAT NORTHERN  
 BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Operated By: Independent Merchants  
 Bcstg. Co.

Business-Studio Address: 1730 Hennepin Ave.  
 Phone Numbers..Atlantic 0406 & Midway 4043  
 Transmitter Location: 1370 Davern, St. Paul,  
 Minn.

Air Time.....6 a.m.-2 a.m.  
 News Service.....UP  
 Representative.....John Blair & Co.  
 Membership.....NAB  
 Chief Owner.....Ralph L. Atlass  
 President-Station Manager.....Norman Boggs  
 Commercial Manager.....C. T. Hagman  
 Sales Promotion Manager,  
 Publicity Director.....Stu Mann  
 Program Director,, Production  
 Manager.....Robert Bouchier  
 Musical Director.....Vern Rooney  
 Chief Engineers: (Transmitter)—Merle Bjork;  
 (Control)—Gene Brautigam.

**WTCN**

**MINNEAPOLIS—EST. 1934**

ABC—DAIRYLAND NETWORK

Frequency.....1280 Kc.  
 Power.....5000 Watts d.; 1000 Watts N.  
 Owned By.....Minnesota Bcstg. Corp.  
 Operated By: Minnesota Tribune-St. Paul Dis-  
 patch.

Business-Studio Address..Wesley Temple Bldg.  
 Phone Numbers: MAin 6562-3-4-5; Nestor 8661-2  
 Transmitter Location: 2235 North Snelling, St.  
 Paul 8, Minn.

Air Time.....6 a.m.-12 M.  
 News Service.....AP, UP  
 Transcription Service.....Associated; Capitol  
 Representative.....Free & Peters  
 Membership.....NAB, BMB  
 President.....William J. McNally  
 General-Station Manager: F. Van Konynenburg

Commercial Manager.....R. N. Ekstrum  
 Sales Promotion Manager, Publicity  
 Director.....C. J. Rian  
 Program Director.....Judy Bryson  
 Production Manager, Farm Editor...Max Karl  
 Publicity Director.....C. J. Rian  
 Chief Announcer.....Jack Bell  
 Musical Director.....Bill Metchnek  
 Chief Engineer.....John M. Sherman

**KVOX**

**MOORHEAD—EST. 1937**

**MBS—GREAT NORTHERN BCSTG.**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....KVOX Bcstg. Co.  
 Business-Studio Address.....818 Center Ave.  
 Phone Number.....3-1523  
 Transmitter Location: 12th St. & 14th Ave., So.  
 Air Time.....6 a.m.-12 M.; 8 a.m.-12 M., Sun.  
 News Service.....UP  
 Transcription Service.....Capitol, SESAC  
 Representative.....Walker Co.  
 Membership.....NAB  
 President.....E. J. McKellar  
 General-Station Manager.....M. M. Marget  
 Commercial-Sales Promotion  
 Manager.....Arv Johnson  
 Program Director, Production  
 Manager.....Dale Howard  
 Chief Engineer.....Don Geiken

**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  
 Air Time.....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  
 President-General Mgr.....Mrs. G. P. Gentling  
 Commercial Manager.....G. David Gentling  
 Program Director.....Cal Smith  
 Promotion Manager.....Walter Bruzek  
 Chief Engineer.....Fred C. Clarke

**KFAM**

**ST. CLOUD—EST. 1938**

**NBC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Times Publishing Co.  
 Business Address.....Times Bldg.

Phone Number.....3330  
 Studio Address.....Weber Bldg.  
 Transmitter Location: On Highway 52 outside  
 city limits.  
 News Service.....AP  
 Transcription Service...Thesaurus, Long-Worth  
 Membership.....NAB, BMB  
 President.....Fred Schilplin  
 General-Station-Sales Promotion  
 Manager.....Frederick C. Schilplin  
 Commercial Manager.....John Krauel  
 Program Director.....Avis Russell  
 Production Manager, Publicity-  
 Musical, Regional & Agricultural  
 Director.....Cliff Sakry  
 Chief Announcer.....Gene Nelson  
 Chief Engineer.....Bob Witchen

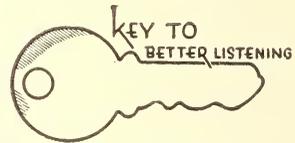
**KSTP**

**ST. PAUL-MINNEAPOLIS—EST. 1928**

**NBC—NORTHWEST NETWORK**

Frequency: 1500 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....KSTP, Inc.  
 Business Address: Radio City, Minneapolis 2,  
 Minn.  
 Phone Numbers: St. Paul—Cedar 5511; Minne-  
 apolis—Bridgeport 3222.

\*SOUTHEASTERN  
**MINNESOTA'S**



**KROC**

SO. MINNESOTA'S OLDEST STATION

**ROCHESTER**

NBC AFFILIATE

\*WINNER FORD THEATRE  
 PROMOTION CONTEST

\*Nationally Represented by  
 JOHN E. PEARSON CO.

MINNESOTA

Studio Addresses: St. Paul—666 Pillsbury Ave.; Minneapolis—Radio City, 9th & LaSalle; County Rd C & Highway 61, St. Paul, Minn. Air Time...21 hrs. daily News Service...AP, UP Transcription Service: Thesaurus, World, Lan- Worth, Standard.

Representative...Edward Pety Membership...NAB President, General

Manager...Stanley E. Hubbard Station Manager...Kenneth M. Hance Commercial Manager...Miller C. Robertson Sales Promotion Manager...Joe Cook Production Supervisor...Brooks Henderson News Director...Walter Raschick Musical Director...Leonard Leigh Chief Engineer...John N. Fricker Farm Editor...Gary Wiegand

(See Page 276)

K Y D S (CP)

ST. PAUL

Frequency: 700 Kc...Power: 1000 Watts Owned-Operated By...Middle West Bcstg. Co. Inc.

W M I N

ST. PAUL—EST. 1936

Frequency: 1400 Kc...Power: 250 Watts Owned-Operated By...WMIN Bcstg. Co. Business-Studio Address...538 Hamm Bldg. Phone Number...Garfield 1361 Air Time...6:30 a.m.-12 M. News Service...AP Representative...Forjoe Membership...NAB President, General Manager...Edward Hoffman Station Manager...Frank Devaney Commercial Manager...Charles E. Michaud Sales Promotion Mgr...Sam Levitan Chief Engineer...Warren Fritze

K T R F

THIEF RIVER FALLS—EST. 1947

Frequency: 1230 Kc...Power: 250 Watts Owned-Operated By...Henry K. Arenson Address...237 Crocker Ave., N.

W H L B

VIRGINIA—EST. 1936

NBC—NORTHWEST & ARR'D

Frequency: 1400 Kc...Power: 250 Watts Owned-Operated By: Head of the Lakes Bcstg. Business-Studio Address...Virginia, Minn. Phone Number...Virginia 2000 Air Time...6:25 a.m.-11:09 p.m. News Service...UP Transcription Service...Associated, SESAC Representative...Geo. P. Hollingbery Membership...NAB, BMB

President...Morgan Murphy General Manager...Walter Bridges Station-Commercial Manager...O. H. Peterson Sales Promotion Manager...B. J. Germ Chief Engineer...Norman Gill

K W M R (CP)

WADENA

Frequency: 920 Kc...Power: 1000 Watts Owned-Operated By...Associated Bcstg., Inc. Business Address...First Nat'l. Bank Bldg. News Service...AP Transcription Service...Capitol Gen. Mgr.-Chief Engr...H. G. Alexander Coml. Mgr.-Program Dir...Juanita I. Hall

K W L M

WILLMAR—EST. 1940

ABC-DAIRYLAND

Frequency: 1340 Kc...Power: 250 Watts Owned-Operated By...Lakeland Bcstg. Co. Business Address...307 West 6th Phone Number...1340 Air Time...18 hrs. daily News Service...UP Transcription Service...Cole Representative...John E. Pearson Membership...NAB President-Chief Engineer...H. Willard Linder Program Director, Farm Editor...Jack Lynch

K W N O

WINONA—EST. 1938

ABC—DAIRYLAND NETWORK

Frequency: 1230 Kc...Power: 250 Watts Owned-Operated By...Winona Radio Service Business-Studio Address...216 Center Street Phone Number...3314 Air Time...6 a.m.-12 M.; 7:30 a.m.-12 M., Sun. News Service...AP Transcription Service...Lang-Worth Representative...John E. Pearson Membership...NAB, BMB President...Max H. White Station Manager...Harold A. Winther Program Director...Doris Cooper Publicity Director...Ethel Goetzman Farm Editor...M. Given

K W O A

WORTHINGTON—EST. 1947

Frequency: 730 Kc...Power: 1000 Watts d. Owned-Operated By...Worthington Bcstg. Co. Business Address...Thompson Hotel Phone Number...2-7301 News Service...UP Transcription Service...Lang-Worth Representative...Bulmer & Johnson Pres. Coml. Mgr...R. W. Olson Manager...R. E. Shepard Chief Engineer...Clinton Knapp

# MISSISSIPPI

Estimated Population 2,092,000—% Increase —4.2—Radio Homes 340,659  
Farms with Radios 118,653—Stations in State 32

## WLOX

BILOXI—EST. 1947

MBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....WLOX Bcstg. Co.  
Business-Studio Address.....Hotel Buena Vista  
Phone Number.....1200  
Transmitter Location.....Hotel Buena Vista  
Air Time.....6 a.m.-12 M.  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Wm. G. Rambeau Co.  
Membership.....NAB  
Gen.-Station Manager.....Gene Tibbett  
Commercial Manager.....Carl U. Upchurch  
Program Director.....Carl Junker  
Chief Engineer.....Thos. Blue Majure

## WVMI (CP)

BILOXI

Frequency: 570 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Radio Associates  
Partners.....James H. McKee,  
Odes S. Robinson, G. E. Holmes

## WROX

CLARKSDALE—EST. 1934

MID-SOUTH NETWORK—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned By.....The Imes Estate  
Operated By.....Birney Imes, Jr.  
Business Address.....Delta Ave.  
Phone Number.....1566-7  
Studio Address.....Delta Ave. (downtown)  
Transmitter Location.....Delta Ave. (outside city limits)  
Air Time.....6:30 a.m.-11:30 p.m.  
News Service.....AP  
Transcription Service.....World  
Representative.....Sears & Ayer  
Membership.....NAB  
President.....Birney Imes, Jr.  
General Manager.....Bob McRaney  
Station Manager.....P. B. Hinman  
Commercial Manager.....H. E. Gurney  
Chief Announcer.....Bud Bird  
Musical Director.....John Thomas  
Chief Engineer.....James Clayton  
Farm Editor.....Bill Dollarhite

## WCJU

COLUMBIA—EST. 1947

REBEL NETWORK—MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Lester Williams

## WCBI

COLUMBUS—EST. 1940

MBS—MID-SOUTH—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Birney Imes, Jr.  
Business Address.....Columbus, Miss.  
Phone Number.....1313  
Studio Address.....Gilmer Hotel  
Transmitter Location.....Main at Tombigbee Bridge  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Representative.....Sears & Ayer  
Membership.....NAB  
Owner.....Birney Imes, Jr.  
General Manager.....Bob McRaney  
Station-Commercial Manager.....James Eatherton  
Sales Promotion Manager.....Bob McRaney  
Program Director, Production Manager.....Mort Sackheim  
Publicity Director.....Stuart Covington  
Chief Announcer.....Glenn Walker  
Chief Engineer.....Thomas McFerrin

## WCMA

CORINTH—EST. 1946

MBS—DIXIE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....The Corinth Bcstg. Co., Inc.  
Business-Studio Address.....Ray Bldg.  
Phone Number.....800; 1076  
Transmitter Location.....Highway 72 East  
Air Time.....18 hrs. daily  
News Service.....UP  
Transcription Service.....World, Standard  
Representative.....Burn-Smith  
Membership.....NAB  
President.....Dr. Frank Davis  
General Manager, Vice President.....A. B. Robinson  
Station Manager.....William H. Winsett  
Program Director, Production Manager.....Jim Hoppers  
Musical Director.....Zeke Martin  
Chief Engineer.....Monroe Essary  
Farm Editor.....Tom Williams

## WRXL (CP)

GRANADA

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Robin Weaver  
Business Address.....Box 236

# W J P R

GREENVILLE—EST. 1939

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio Services Co.,  
WJPR

Business-Studio Address....107 S. Poplar St.  
Phone Number .....2434-5  
Air Time.....6 a.m.-11 p.m.  
News Service .....AP  
Transcription Service...Associated, Capitol  
Representative.....Sears & Ayer, George P.  
Hollingbery

Membership.....NAB, BMB  
President, General-Station

Manager.....Emmet H. McMurry, Jr.  
Commercial Manager.....Frank W. Baldwin  
Sales Promotion Manager.....Charles Allen  
Production Manager.....Harry Bulow  
Chief Announcer, Musical Director..Bill McHan  
Chief Engineer.....Percy L. Kuhn  
Farm Editor.....Thomas H. Golding, Sr.

# W G R M

GREENWOOD—EST. 1938

NBC—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned By.....P. K. Ewing  
Operated By.....F. C. Ewing  
Business-Studio Address.....222 Howard St.  
Phone Number .....1900-1  
Air Time.....6 a.m.-11 p.m.  
News Service .....AP  
Transcription Service .....Lang-Worth  
Membership.....NAB

President-Owner.....P. K. Ewing  
General Manager.....F. C. Ewing  
Program Director.....W. T. Shanks  
Chief Engineer.....Robert Meador

# W G C M

GULFPORT—EST. 1929

ABC—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....WGCM Bcstg. Co.  
Business-Studio Address..Hewes-Martin Bldg.  
Phone Number .....1110  
Air Time.....5:55 a.m.-11:05 p.m.  
News Service .....AP  
Transcription Service .....World  
Representative.....Sears & Ayer  
Membership.....NAB  
General-Station-Commercial

Manager.....Hugh O. Jones  
Sales Promotion Manager, Program Director,  
Production Manager.....C. E. Vann  
Publicity Director.....Jack Starr  
Chief Engineer.....Donovan Murphy

# W F O R

HATTIESBURG—EST. 1926

NBC—REBEL—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Forrest Bcstg. Co.  
Business Address.....P. O. Box 312  
Phone Number .....1866  
Air Time.....6 a.m.-11:05 p.m.  
News Service .....UP  
Transcription Service.....World, Thesaurus  
Representative.....George P. Hollingbery  
Membership.....NAB  
President, General-Station

Manager.....C. J. Wright, Sr.  
Commercial Manager.....H. L. Patterson  
Production Manager.....C. J. Wright, Jr.  
Chief Engineer.....B. B. McLemore

# W J D X

JACKSON—EST. 1929

NBC

Frequency: 1300 Kc.....Power: 500 Watts d.;  
1000 Watts n.  
Owned-Operated By..Lamar Life Insurance Co.  
Business-Studio Address.....P. O. Box 2171  
Phone Number .....2-1183  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service..Thesaurus, MacGregor,  
Lang-Worth, Cole  
Representative.....George P. Hollingbery Co.  
Membership.....NAB, BMB  
General-Station Manager.....Wiley P. Harris  
Sales or Commercial Mgr.....Frank Gentry  
Chief Engineer.....Percy G. Root

# W J Q S

JACKSON—EST. 1946

CBS—MISSISSIPPI BCSTG. CO. NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...Mississippi Bcstg. Co.  
Business-Studio Address.....Edwards Hotel  
Phone Number .....39681  
Air Time.....6 a.m.-12:10 a.m.  
News Service .....AP  
Transcription Service .....Standard  
President-General Manager...Withers Gavin

# W J X N

JACKSON—EST. 1945

MISS. DIAMOND NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Ewing Bcstg. Co.  
Business-Studio Address..200 East Capitol St.  
Phone Number .....4-8871

Air Time.....19 hrs. daily  
 News Service.....AP  
 Transcription Service...Lang-Worth, Standard  
 Membership.....NAB, BMB  
 Partners..F. C. Ewing, P. K. Ewing, Jr., M. M.  
 Ewing  
 Managers.....P. K. Ewing, Jr., F. C. Ewing  
 Commercial Manager.....P. K. Ewing, Jr.  
 Program Director.....F. C. Ewing  
 Chief Engineer.....T. W. Patterson  
 Farm Editor.....Paul Simpkins

## WRBC

JACKSON—EST. 1947

MBS

Frequency: 620 Kc....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By...Rebel Bcstg. Co., Inc.  
 Business-Studio Address.....125 So. Lamar,  
 Box 986  
 Phone Number.....3-9641  
 Transmitter Location.....Luckney, Miss.  
 Air Time.....Unlimited  
 News Service.....INS  
 Transcription Service.....Associated  
 Representative.....The Branham Co.  
 Membership.....NAB, BMB  
 President.....T. E. Wright  
 General-Station Mgr.....John H. Cleghorn  
 Commercial-Sales Promotion  
 Manager.....J. W. Carlier  
 Program Director.....Tom Stinson  
 Production Manager.....Bill Goodrich  
 Farm Editor.....Frank Maye-hoff  
 Musical Director.....Woodson Wall  
 Chief Engineer.....G. G. Benson

## WSLI

JACKSON—EST. 1938

ABC

Frequency: 930 Kc....Power: 5000 Watts  
 Owned-Operated By..Standard Life Bcstg. Co.  
 Business Address.....P. O. Box 1847  
 Phone Number.....3-2788  
 Studio Address.....Robert E. Lee Hotel  
 Air Time.....5:30 a.m.-12:05 a.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Weed & Co.  
 Membership.....NAB, BMB  
 President.....George W. Covington  
 General-Station Manager.....L. M. Sepaugh  
 Commercial Manager...F. E. Wilkerson, Jr.  
 Sales Promotion Manager.....M. B. Wray  
 Program Director.....B. K. Smith  
 Chief Engineer.....C. A. Perkins

## WKOZ

KOSCIUSKO—EST. 1947

KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Kosciusko Bcstg. Co.  
 Business Address.....109 W. Jefferson St.  
 Phone Number.....781  
 News Service.....AP  
 Partners.....James W. Arendale, Sr.,  
 Cy N. Bahakel  
 Commercial Manager.....Melvin C. Lee  
 Chief Engineer.....J. W. Arendale, Sr.

## WAML

LAUREL—EST. 1932

NBC—REBEL NETWORK—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....New Laurel Radio  
 Station Inc.  
 Business-Studio Address..535½ Central Ave.  
 Phone Number.....288, 1575  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP, UP  
 Transcription Service.....World, SESAC,  
 Keystone  
 Representative.....George P. Hollingbery  
 Membership.....NAB  
 President.....D. A. Mation  
 General-Station Mgr.....Granville Walters  
 Commercial Manager.....Morris Caver  
 Program Director.....Stanley Walters  
 Chief Announcer.....Ed Breland  
 Chief Engineer.....Clyne Graves

## WLAU

LAUREL—EST. 1946

MBS

Frequency: 1490 Kc....Power: 250 Watts  
 Owned-Operated By...Southland Bcstg. Co.  
 Business-Studio Address..437 N. Magnolia St.  
 Phone Number.....420  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 General-Station Manager.....Hugh M. Smith  
 Commercial Manager.....W. C. DeHORITY  
 Chief Engineer.....Ed Pierce

## WAPF (CP)

McCOMB

Frequency: 1010 Kc....Power: 250 Watts d.  
 Owned-Operated By...Southwestern Bcstg. Co.  
 of Mississippi  
 Business Address.....230 Michigan Ave.  
 Partners.....Albert Mack Smith,  
 Philip Dean Brady, Kenneth Hinton Quin,  
 J. P. Melvin

# 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.  
 Air Time . . . . . 6 a.m. to 10 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Gene Grant  
 Owners . . . . . George Blumenstock,  
 Robert Louis Sanders  
 General and Commercial  
 Manager . . . . . George Blumenstock  
 Program Dir. . . . . Julia D. Blumenstock  
 Promotion Manager . . . . . Wayne Walker  
 Chief Engineer . . . . . Robert Louis Sanders

# WMBC

MACON—EST. 1946

MISSISSIPPI BCSTG. CO. NETWORK

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Mississippi Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Thomas Jefferson Hotel  
 Phone Number . . . . . 310  
 Air Time . . . . . 6 a.m.-12:10 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 President, General Manager . . . . . Withers Gavin

# WCOC

MERIDIAN—EST. 1926

CBS—MISSISSIPPI BCSTG. CO. NETWORK

Frequency: 910 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By . . . . . Mississippi Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Threefoot Bldg.  
 Phone Number . . . . . 1042  
 Air Time . . . . . 6 a.m.-12:10 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Standard  
 President, General Manager . . . . . Withers Gavin  
 Program Director . . . . . Mrs. Withers Gavin

# WMOX

MERIDIAN—EST. 1946

MBS—MID-SOUTH NETWORK—KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Birney Imes, Jr.  
 Business-Studio Address . . . . . WMO Bldg.  
 Phone Number . . . . . 495

Air Time . . . . . 5:30 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Sears & Ayer  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . Birney Imes, Jr.  
 General Manager . . . . . Bob McRaney  
 Station-Sales Promotion Mgr. . . . . Jerry Kerns  
 Commercial Manager . . . . . Tiny Vickery  
 Production Manager . . . . . Bob Whiteley  
 Chief Engineer . . . . . Raymond Bates  
 Farm Editor . . . . . Earl Hanna

# WTOK

MERIDIAN—EST. 1946

ABC—REBEL NETWORK

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Meridian Bcstg. Co.  
 Business-Studio Address . . . . . Citizens National Bank Bldg.  
 Phone Number . . . . . 5070  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . INS  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NAB  
 President, General-Station  
 Manager . . . . . Robert F. Wright  
 Commercial Manager . . . . . William B. Crooks  
 Program Director . . . . . Cecil Germany  
 Chief Engineer . . . . . Joe Saxon  
 Farm Editor . . . . . Ed Robertson

# WMIS

NATCHEZ—EST. 1941

NBC—MISS. NETWORK—LA. NET  
 KBS—MISS. DIAMOND NETWORK

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Natchez Bcstg. Co.  
 Operated By . . . . . P. K. Ewing, Jr.  
 Business-Studio Address . . . . . Walgreen Bldg.  
 Phone Number . . . . . 580  
 Air Time . . . . . Unlimited  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB  
 President . . . . . P. K. Ewing  
 General-Station Manager . . . . . P. K. Ewing, Jr.  
 Commercial Manager . . . . . Paul Schilling  
 Chief Engineer . . . . . George Wilson  
 Farm Editor . . . . . C. L. Barry

# WHOC (CP)

PHILADELPHIA

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . William Howard Cole  
 Business Address . . . . . Philadelphia, Miss.  
 Owner . . . . . William Howard Cole

MISSISSIPPI-MISSOURI

W E L O

TUPELO—EST. 1944

MBS—MID-SOUTH NETWORK—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Tupelo Bcstg. Co.
Business-Studio Address: 212 Spring St.
Phone Number: 1400
Air Time: 5:43 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: NAB
President: Birney Imes, Jr.
General Manager: Bob McRaney
Station Manager: Bob Evans
Chief Engineer: LeRoy Green

W Q B C

VICKSBURG—EST. 1931

MBS—KBS

Frequency: 1420 Kc. Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By: Delta Bcstg. Co., Inc.
Business-Studio Address: Hotel Vicksburg
Phone Number: 312
Air Time: 6:30 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: NAB, BMB
President: L. P. Cashman
General-Station Manager: Mary Van Cashman
Commercial Manager: O. W. Jones
Chief Engineer: C. E. Drake

W R O B

WEST POINT—EST. 1947

MBS—MID-SOUTH—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Bob McRaney, Sr.
Business-Studio Address: WROB Bldg.
Phone Number: 807
Air Time: Unlimited
Representative: Sears & Ayer
Membership: NAB
President-General Mgr.: Bob McRaney, Sr.
Station Manager: Glenn Walker
Chief Announcer, Chief Engineer: Bill Sneed

W A Z F

YAZOO CITY—EST. 1947

MISSISSIPPI NETWORK—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Yazoo Bcstg. Co.
Business-Studio Address: 321 S. Main St.
Phone Number: 1040
Air Time: 6 a.m.-10 p.m.; 8 a.m.-10 p.m., Sun.
News Service: AP
Transcription Service: World
President: H. T. Barrier
General-Sales Promotion Mgr.: Guy Corley
Chief Engineer: John Blackwell

W V I M (CP)

VICKSBURG

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Ewing Bcstg. Co.
Business Address: Carrol Hotel

MISSOURI

Estimated Population 3,854,000—% Increase +1.8—Radio Homes 968,943
Farms with Radios 190,148—Stations in State 40

K F V S

CAPE GIRARDEAU—EST. 1925

MBS

Frequency: 1400 Kc. (CP 960)
Power: 250 Watts (CP 1000 d.; 500 n.)
Owned-Operated By: Oscar C. Hirsch
Business-Studio Address: 324 Broadway
Phone Number: 2104-5
Air Time: 6:30 a.m.-11:15 p.m.; 8 a.m.-11 p.m., Sun.
News Service: UP
Representative: John E. Pearson
Membership: NAB
President, General Manager, Chief Engineer: Oscar C. Hirsch
Station Manager: Ralph L. Hirsch

K D M O

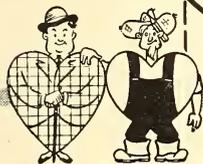
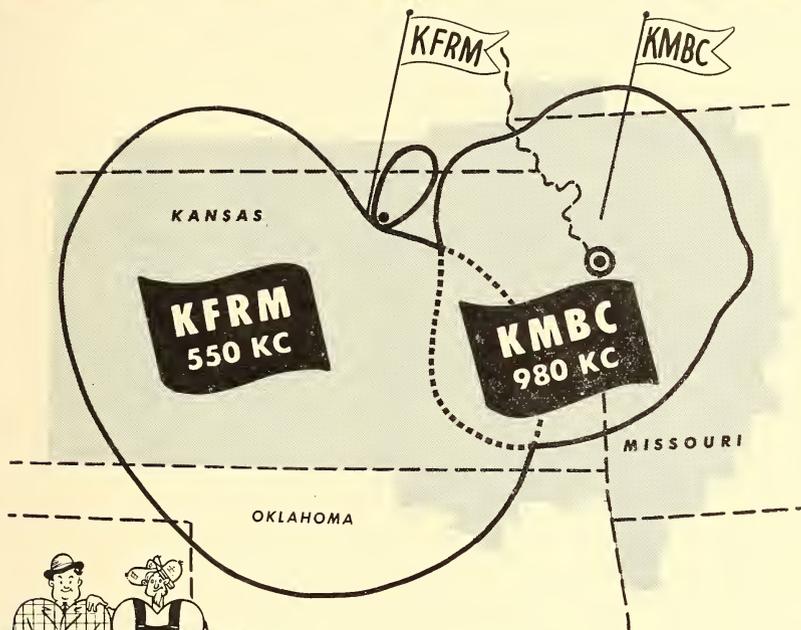
CARTHAGE—EST. 1947

KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Carthage Bcstg. Co.
Business-Studio Address: 1201 E. Chestnut
Phone Number: 2648
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Thesaurus, Keystone
Membership: NAB
Partners: L. C. McKenney, John J. Daly
General-Station Mgr.: L. C. McKenney
Commercial Manager: John J. Daly
Program Director: Harry Lukins
Chief Engineer: Jack Langford

# NOW FOR THE FIRST TIME

## One Kansas City Broadcaster Covers The Entire Kansas City Trade Area



# KMBC

of Kansas City

# KFRM

for Kansas Farm  
Coverage

Represented Nationally by  
**FREE & PETERS, Inc.**

The KMBC-KFRM Team offers simultaneous, complete coverage of the Kansas City trade area, and is the only single broadcaster to do so. The map above shows KFRM's estimated half-millivolt contour and KMBC's proved half-millivolt contour superimposed on a map of the Kansas City trade territory as surveyed by Dr. W. D. Bryant, researchist. Complete coverage. No waste.

# KFRU

COLUMBIA—EST. 1925

ABC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: KFRU, Inc.  
 Business-Studio Address: 9th & Elm  
 Phone Number: 4141  
 Air Time: 6:30 a.m.-12 M.  
 News Service: AP, UP  
 Transcription Service: Lang-Worth  
 Representative: John Blair  
 Membership: NAB, BMB  
 President: Elzey Roberts  
 General Manager: Mahlon Aldridge  
 Chief Engineer: Robert Haigh  
 Farm Editor: Harold Douglas

# KREI (CP)

FARMINGTON

KBS

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Cecli W. Roberts  
 Business Address: Farmington, Mo.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Owner: Cecil W. Roberts  
 Station Manager: Mary Burton  
 Chief Engineer: Kermit Barker

# KFMO

FLAT RIVER—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By: Lead Belt Bcstg. Corp.  
 Operated By: Oscar C. Hirsch  
 Business Address: Flat River, Mo.  
 Phone Number: 1000  
 Air Time: Unlimited  
 News Service: UP  
 Representative: John E. Pearson  
 Membership: NAB  
 President, General Mgr.: Oscar C. Hirsch  
 Station Manager: James F. Collins  
 Publicity Director: Virginia Collins

# KHMO

HANNIBAL—EST. 1941

MBS

Frequency: 1070 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By: Hannibal Courier-Post  
 Publishing Co.  
 Business-Studio Address: 102½ South Main St.  
 Phone Number: 3450  
 Air Time: 5:30 a.m.-12 M.  
 News Service: AP  
 Transcription Service: World

Representative: John E. Pearson  
 Membership: NAB, BMB  
 President: E. L. Sparks  
 General-Station Mgr.: Wayne W. Cribb  
 Production Manager: Ulysses Scott Smith  
 Chief Engineer: Ben Parrish

# KIMO

INDEPENDENCE—EST. 1947

Frequency: 1510 Kc. Power: 1000 Watts d.  
 Owned-Operated By: The Blue Valley Co.  
 Partners: Frank E. Fowler,  
 Craig Siegfried, Cedric Siegfried, Charles  
 Siegfried

# KWOS

JEFFERSON CITY—EST. 1937

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Capital Bcstg. Co.  
 Business-Studio Address: 210 Monroe St.  
 Phone Number: 4000  
 Air Time: 6 a.m.-12 M.; 8 a.m.-11 p.m., Sun.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Sears & Ayer  
 Membership: BMB  
 President: R. C. Goshorn  
 General Manager: Catherine Roer  
 Chief Engineer: Leroy S. Hackmann

# KFSB (CP)

JOPLIN

Frequency: 1310 Kc. Power: 5000 Watts d.,  
 1000 n.  
 Owned-Operated By: Four State Bcstrs., Inc.  
 Business Address: Joplin, Mo.  
 President: Harry Easley  
 Vice President: George A. Spiva

# KSWM

JOPLIN—EST. 1946

CBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Air Time, Inc.  
 Business-Studio Address: Hotel Connor  
 Phone Number: 7260  
 Air Time: 6 a.m.-12 M.  
 Transcription Service: World  
 Representative: William G. Rambeau  
 Membership: NAB  
 President, General-Station Manager, Chief  
 Engineer: Austin A. Harrison  
 Commercial Manager: W. D. Lowry  
 Sales Promotion Manager: Noel Ball  
 Chief Announcer: Claude Evans

**W M B H**

JOPLIN—EST. 1925

MBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Joplin Bcstg. Co.  
 Business-Studio Address.....Frisco Bldg.  
 Phone Number.....330-1-2-3  
 Air Time.....18 hrs. daily  
 News Service.....AP  
 Transcription Service.....Standard, Thesaurus,  
 Lang-Worth  
 Representative.....Sears & Ayer  
 Membership.....NAB, BMB  
 President, General Manager.....D. J. Poyner  
 Commercial Manager.....Abe Radunsky  
 Sales Promotion Manager.....Chas. David Blair  
 Program Director.....Roy Wilson Bilderback  
 Chief Engineer.....Richard P. Meek

**K C K N**

KANSAS CITY

(See Listing, Kansas City, Kans.)

**K F R M**

KANSAS CITY—EST. 1947

Frequency: 550 Kc. Power: 5000 Watts d.  
 Owned-Operated By.....Midland Bcstg. Co.  
 Representative.....Free & Peters  
 President.....Arthur B. Church

**K C M O**

KANSAS CITY—EST. 1936

ABC

Frequency: 810 Kc. Power: 50,000 Watts d.;  
 10,000 Watts n.  
 Owned-Operated By.....KCMO Bcstg. Co.  
 Business-Studio Address.....1515 Commercial  
 Bldg.  
 Phone Number.....Victor 0900  
 Transmitter Location.....Nashua, Mo.  
 Air Time.....20 hrs. daily  
 News Service.....AP, UP  
 Transcription Service.....Thesaurus  
 Representative.....John E. Pearson Co.  
 Membership.....NAB, BMB  
 President.....T. L. Evans  
 General-Station Manager.....E. K. Hartenbower  
 Commercial Manager.....C. E. Morrill  
 Sales Promotion Manager, Publicity  
 Director.....Farrell Strawn  
 Program Director.....S. B. Tremble  
 Production Manager.....Kenneth Heady  
 Chief Announcer.....Dal Stallard  
 Musical Director.....Gene Moore  
 Chief Engineer.....Karl Troeglen  
 Farm Editor.....Jack Jackson

(See Page 490)

**K M B C**

KANSAS CITY—EST. 1921

CBS

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Operated By.....Midland Bcstg. Co.  
 Business-Studio Address.....Pickwick Hotel  
 Phone Number.....Harrison 2650  
 Transmitter Location.....50th & Bellinder Rd.  
 Air Time.....5 a.m.-12:05 a.m.; 6:30 a.m.-12:05  
 a.m., Sun.  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Free & Peters  
 Membership.....NAB  
 President, Gen. Mgr.....Arthur B. Church  
 V.P., Managing Dir.....Karl Koerper  
 V.P., Sales Director.....Sam H. Bennett  
 Program Director.....Roderick Cupp  
 Production Manager.....Fran Heyser  
 Publicity Director.....Tom Rucker  
 Chief Announcer.....Keith Painton  
 Musical Director.....P. Hans Flath  
 Chief Engineer.....A. R. Moler

(See Page 487)

**W D A F**

KANSAS CITY—EST. 1922

NBC

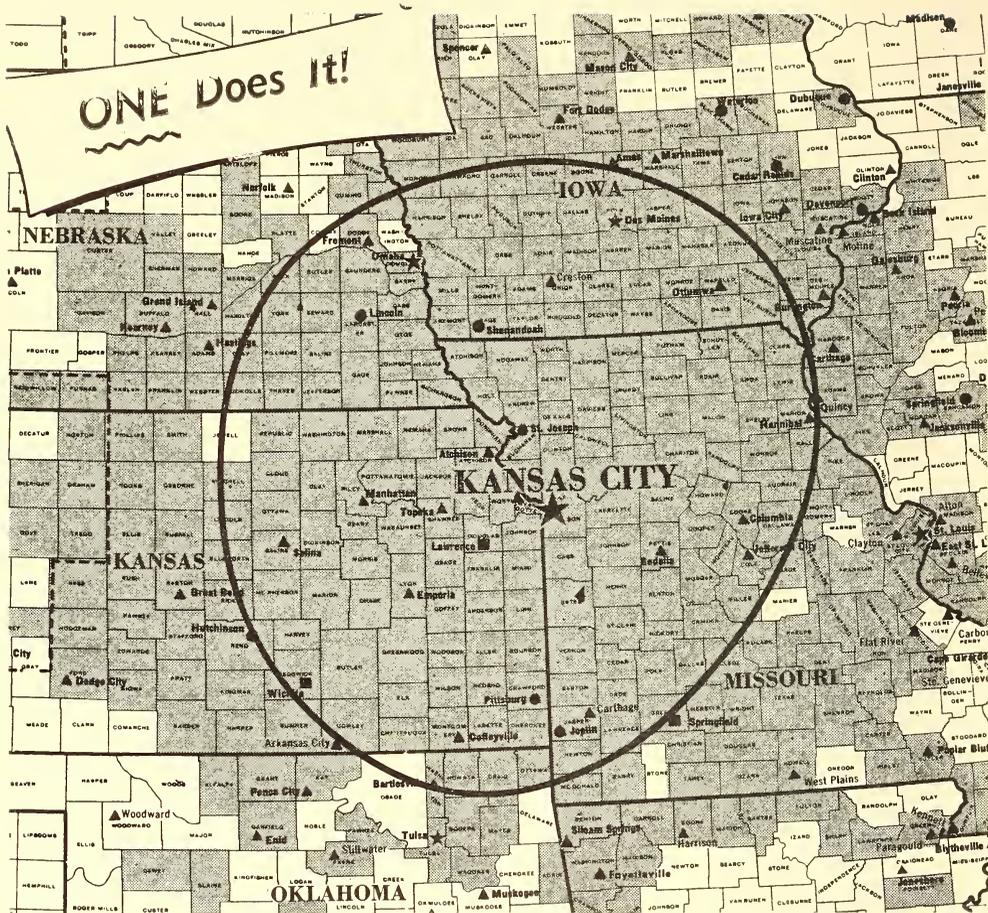
Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Operated By.....The Kansas City Star  
 Co.  
 Business-Studio Address.....1729 Grand Ave.  
 Phone Number.....Harrison 1200  
 Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Edward Petry  
 Membership.....NAB, BMB  
 President.....Roy A. Roberts  
 General-Station Manager.....Dean Fitzner  
 Commercial-Sales Promotion  
 Manager.....Manne E. Russo  
 Program Director, Production Manager,  
 Musical Director.....Harry J. Kaufmann  
 Publicity Director.....Joseph Stewart  
 Chief Engineer.....J. A. Flaherty

**W H B**

KANSAS CITY—EST. 1922

MBS—KANSAS STATE NETWORK

Frequency: 710 Kc. Power: 10,000 Watts d.;  
 5000 Watts n.  
 Owned-Operated By.....WHB Bcstg. Co.  
 Business-Studio Address.....Scarritt Bldg., 9th &  
 Grand Ave.  
 Phone Number.....Harrison 1161  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Associated, Lang-Worth



**KCMO 1/2 millivolt contour map  
50,000 Watts Non-Directional — Daytime  
superimposed over actual mail count map\***

**One station**

**One set of call letters**

**One spot on the dial**

**One rate card**

50,000 Watts Day . . .

10,000 Watts Nights—on 810 kc

National Representative:

John E. Pearson Co.

Base map courtesy Broadcasting Magazine

\*387 COUNTIES—174 more than the 213 in the KCMO 1/2 Millivolt area—that's KCMO's mail response for the first 4 months at 50,000 watts. This includes 100 counties in Missouri, 79 in Kansas, 51 in Nebraska, 21 in Iowa, 33 in Oklahoma, 33 in Arkansas, 33 in Illinois. And mail came in from 20 other states! We'll gladly send details of this mail response. Write or call.



# KCMO

Kansas City, Mo.—  
Basic ABC for Mid-America

Representative ..... John Blair  
 Membership ..... NAB, BMB  
 President, Commercial  
 Manager ..... Donald Dwight Davis  
 General-Station Manager ..... John T. Schilling  
 Program Director ..... John R. Wahlstedt  
 Publicity Director ..... John W. Fraser, Jr.  
 Chief Engineer ..... Henry E. Goldenberg  
 (See Page 8)

## K B O A

**KENNETT—EST. 1947**

Frequency: 830 Kc. .... Power: 100 Watts d.  
 Owned-Operated By ..... Kennett Bcstg. Corp.  
 Business Address ..... Highway 25, So.  
 Phone Number ..... 830  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, SESAC  
 President-General-Commercial  
 Manager ..... Paul C. Jones  
 Promotion Mgr.-Program Dir. .... Ray Van Hooser  
 Chief Engineer ..... Robert L. Conner

## K I R X

**KIRKSVILLE—EST. 1947**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... North Mo. Bcstg. Co.  
 Business Address ..... KIRX Bldg.  
 Phone Number ..... 86  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, Capitol  
 President-General Mgr. .... Samuel A. Burk  
 Commercial Manager ..... Richard R. Canady  
 Program Director ..... William Morgan  
 Chief Engineer ..... Leon H. Brauhn

## K L W T (CP)

**LEBANON**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Lebanon Bcstg. Co.  
 Business Address ..... Hever Bldg.

## K X E O (CP)

**MEXICO**

MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Audrain Bcstg. Corp.  
 Business Address ..... 115 W. Monroe St.

## K W O C

**POPLAR BLUFF—EST. 1938**

MBS—KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Al McCarthy, O. A.  
 Tedrick and J. H. Wolpers  
 Business-Studio Address ..... KWOC Bldg., 1801  
 North Main St.

Phone Number ..... 1310  
 Transmitter Location ..... 1801 North Main St.  
 Air Time ..... 7 a.m.-10 p.m.  
 News Service ..... AP  
 Transcription Service ..... SESAC  
 Representative ..... John E. Pearson  
 Membership ..... NAB  
 President ..... O. A. Tedrick  
 General-Station-Commercial-Sales Promotion  
 Mgr., Publicity Director ..... Wm. R. Tedrick  
 Program Director, Production  
 Manager ..... Byron Kearbey, Jr.  
 Chief Announcer ..... Tom Hunnicutt  
 Musical Director ..... Byron Kearbey, Jr.  
 Chief Engineer ..... Don M. Lidenton  
 Farm Editor ..... W. F. James

## K T T R

**ROLLA—EST. 1947**

KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... "Show-Me" Bcstg. Co.  
 Partners ..... Luther W. Martin  
 Wilson C. Burkhead, Martin M. Mitckum

## K S G M

**STE. GENEVIEVE—EST. 1947**

GRIESE DIECK BROS.

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... The Donze Company  
 Business-Studio Address ..... 245 Merchant St.  
 Phone Number ..... 580  
 Air Time ..... 6 a.m.-10 p.m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 General Manager ..... Elmer L. Donze  
 Commercial Manager ..... Norbert B. Donze  
 Sales Promotion Manager ..... Donald M. Donze  
 Production Manager ..... Wm. T. Bullington  
 Chief Engineer ..... Merle L. Rose  
 Farm Editor ..... Blake Taber

## K F E Q

**ST. JOSEPH—EST. 1923**

MBS

Frequency: 680 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... KFEQ, Inc.  
 Business-Studio Address ..... KFEQ Bldg., 8th &  
 Frederick Ave.  
 Phone Number ..... 4-0813  
 Air Time ..... 5:45 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Headley-Reed  
 General Manager ..... Barton Pitts  
 Commercial Manager ..... Glen G. Griswold  
 Sales Promotion Manager ..... J. Ted Branson  
 Program Director ..... R. Thompson Mabie  
 Chief Engineer ..... J. Wesley Koch

# **3,730** more square miles ... with **KSD's** increase in nighttime power!

**Every Advertiser Whose Products Are Sold in the Greater St. Louis Area Will Be Interested in These Facts:**

- 1.** Beginning on or about April 1, KSD will broadcast with a power of 5,000 watts *day and night*—on 550 kilocycles.
- 2.** KSD's new transmitter and antenna-towers are located on a 68-acre tract less than five miles from downtown St. Louis.
- 3.** KSD's new antenna system consists of four towers—each 450 feet in height.
- 4.** KSD's new 5,000-watt transmitter incorporates the latest developments for the highest quality reception.
- 5.** KSD's power increase plus the new antenna system will enable KSD's nighttime signal to cover an additional 3,730 square miles of interference-free service area.
- 6.** KSD's effective nighttime power, in the direction of the City of St. Louis, will be increased to 15,000 watts.
- 7.** KSD is the National Broadcasting Company's basic station for St. Louis. It is 225 miles to the nearest other NBC basic outlet.
- 8.** 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.
- 9.** KSD is recognized throughout its listening area for its high standards of programming and advertising acceptance.
- 10.** Now, more than ever before, for the advertiser who has goods to sell in the Greater St. Louis Market, KSD-NBC-AP is "The Combination That Clicks."

# **KSD**

**The ST. LOUIS POST-DISPATCH Station**

**KSD-TV and KSD-FM**

National Advertising Representatives:

**FREE & PETERS, INC.**

# KRES

ST. JOSEPH—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Missouri Valley Bcstg. Corp.

Business-Studio Address: 113 So. 7th  
Phone Number: 4-6346  
Transmitter Location: Highway 59  
Air Time: 6 a.m.-12 M.; 8 a.m.-12 M., Sun.  
News Service: AP  
Transcription Service: Standard  
Membership: NAB, BMB  
President, General Manager: Paul E. Roscoe  
Asst.-Station Mgr., Chief

Engineer: Charles Wiesemann  
Commercial Manager: J. J. Fitzgerald  
Sales Promotion Manager: Jim Goodding  
Program-Publicity-Musical  
Director: Dward A. Moore  
Production Manager: Alan Menefee  
Chief Announcer: Joe Killgore

# KBGS (CP)

ST. LOUIS

Frequency: 690 Kc. Power: 1000 Watts d.  
Owned-Operated By: Radio St. Louis  
Partners: Edwin Riley Grove, III,  
James Henry Grove, William Blum, Jr.

# KMOX

ST. LOUIS—EST. 1925

NBC

Frequency: 1120 Kc. Power: 50,000 Watts  
Owned-Operated By: Columbia Bcstg. System, Inc.

Business-Studio Address: 401 So. 12th St.  
Phone Number: Central 8240  
Transmitter Location: Route No. 2, Granite City, Ill.

Air Time: 5 a.m.-1:30 a.m.  
News Service: AP, UP  
Transcription Service: Lang-Worth  
Representative: Radio Sales  
Membership: NAB, BMB  
General Manager: Wendell B. Campbell  
Commercial Manager: Carter Ringlep  
Sales Promotion Manager: Edwin M. Fisher  
Program Director: T. A. Bland  
Production Manager: George Clare  
Publicity Director: Walter Rott  
Musical Director: John Bambridge  
Chief Engineer: Harry Harvey  
Farm Editor: Ted Mangner

# KSD

ST. LOUIS—EST. 1922

NBC

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Operated By: Pulitzer Publishing Co.

Business-Studio Address: 1111 Olive St.  
Phone Number: MAIN 1111  
Transmitter Location: 1111 Olive St.  
Air Time: 5:30 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.  
News Service: AP  
Transcription Service: World, Thesaurus  
Representative: Free & Peters  
Membership: NAB, BMB  
President: Joseph Pulitzer  
General Manager: George M. Burbach  
Commercial Manager: Edward W. Hamlin

# KWK

ST. LOUIS—EST. 1927

MBS

Frequency: 1380 Kc. Power: 5000 Watts d.;  
1000 Watts n. (CP 5000)

Owned-Operated By: Thomas Patrick, Inc.  
Business-Studio Address: 9th Floor, Chase Hotel

Phone Number: ROSedale 3210  
Transmitter Location: 500 Logan St., Baden, Mo.

Air Time: 6 a.m.-12 M.; 6 a.m.-1 a.m., Sat.;  
7 a.m.-12 M., Sun.

News Service: UP  
Transcription Service: World  
Representative: Paul H. Raymer  
President, General Manager: Robert T. Convey  
Station Manager: Ray E. Dady  
Assistant Station Manager: John W. Tinnea  
Commercial Manager: V. E. Carmichael  
Sales Promotion Manager: T. E. Richter  
Program Director: Russell C. Kaiser  
Production Manager: John Traxler  
Publicity Director: Tom Dailey  
Musical Director: Carl Hohengarten  
Chief Engineer: N. J. Zehr

# KXLW

ST. LOUIS—EST. 1946

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned-Operated By: Saint Louis County Bcstg. Co.

Business-Studio Address: 8135 Forsythe Blvd.  
Phone Number: Delmar 1320  
Transmitter Location: 3700 Old Bonhomme Rd.

Air Time: 6 a.m.-local sunset  
News Service: AP, UP  
Transcription Service: World

Representative: ForJoe  
Membership: NAB  
President, General Manager: Guy Runnion  
Assistant-Sales Promotion

Manager: Edgar J. Mothershead  
Sales Manager: Leslie P. Ware  
Program Director: Blaine Cornwell  
Chief Announcer: Bob Terry  
Chief Engineer: Denis E. Volas  
Farm Editor: Charlie Clements

# K X O K

ST. LOUIS—EST. 1938

ABC

Frequency: 630 Kc.....Power: 5000 Watts  
Owned-Operated By....Star-Times Publishing Co.

Business-Studio Address..12th & Delmar Blvds.  
Phone Number.....CHestnut 3700  
Air Time..5:30 a.m.-1 a.m.; 6 a.m.-1 a.m., Sun.  
News Service.....AP, INS, UP, Reuters  
Transcription Service....Associated, Standard  
Representative.....John Blair  
Membership.....NAB, BMB  
President.....Elzey M. Roberts  
Station Manager.....C. L. Thomas  
Director of Sales.....V. N. Springgate  
Sales Promotion Manager...Foster H. Brown  
Production Manager.....Elmer G. Muschany  
Publicity Director.....Ralph J. Gentles  
Chief Announcer.....Robert Holt  
Musical Director.....Emmett Schuster  
Chief Engineer.....Arthur F. Rekart  
Farm Editor.....Charles Stookey

# W E W

ST. LOUIS—EST. 1921

Frequency: 770 Kc.....Power: 1000 Watts d.  
Owned-Operated By..The St. Louis University  
Business-Studio Address....3642 Lindell Blvd.  
Phone Number.....FRanklin 5665  
Air Time.....6 a.m.-local sunset  
News Service.....INS  
Transcription Service.....World, Standard,  
Lang-Worth

Representative.....John E. Pearson  
Membership.....NAB  
President...Very Rev. Patrick J. Holloran, S.J.  
General Manager.....Nicholas Pagliara  
Commercial Manager.....Leonard P. Frankel  
Program Director.....Don Lochner  
Production Manager.....Syl Binkin  
Publicity Director.....William Moffett  
Chief Announcer.....O. J. McQuigg  
Musical Director.....Ralph Stein  
Chief Engineer.....Joseph A. Volk

# W I L

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By....Missouri Bcstg. Corp.  
Business-Studio Address....3601 Lindell Blvd.  
Phone Number.....JEfferson 8403  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service..Standard, Lang-Worth,  
MacGregor  
Representative.....Wm. G. Rambeau  
Membership.....NAB

President.....L. A. Benson  
Vice-President, General Mgr....C. W. Benson  
Commercial Manager.....H. R. Hansen  
Program Director.....Neil Norman  
Publicity Director.....Mel Kampe  
Chief Engineer.....Edward Goodberlet

# K D R O

SEDALIA—EST. 1939

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Milton J. Hinlein  
Business-Studio Address..2100 W. Broadway  
Phone Number.....4004-5  
Air Time..6 a.m.-10 p.m.; 7 a.m.-10 p.m., Sun.  
News Service.....UP  
Representative.....Forjoe & Co.  
Membership.....NAB  
President.....Milton J. Hinlein  
General Manager.....Herbert W. Brandes  
Commercial Manager.....Harry Trotman  
Sales Promotion Manager...Milton J. Hinlein  
Program Director.....Maxine Fisher  
Chief Engineer.....Wayne Pash

# K S I M (CP)

SIKESTON

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By....Sikeston Community  
Bcstg. Co.  
Business Address.....210 W. North St.

# K G B X

SPRINGFIELD—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1260 Kc.....Power: 5000 Watts  
Owned-Operated By....Springfield Bcstg. Co.  
Address.....692 St. Louis St.  
Phone Number.....3-3200  
Air Time.....6:30 a.m. to 12 midnight  
News Service.....AP  
Transcription Service.....NBC Thesaurus  
Representative...George P. Hollingsberry Co.  
Membership.....NAB  
President.....Tams Bixby, Jr.  
General-Commercial Mgr...J. Gordon Wardell  
Program Director.....Carl Fox  
Promotion Manager.....Dudley Morris  
Chief Engineer.....E. Dennis White

# K T T S

SPRINGFIELD—EST. 1941

CBS—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By..Independent Bcstg. Co.  
Business-Studio Address....Chamber of Com-  
merce Bldg.

MISSOURI-MONTANA

Phone Number ..... 4303  
 Transmitter Location.... Chamber of Commerce Bldg.  
 Air Time . . . 6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m., Sun.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative..... Sears & Ayer  
 Membership ..... BMB  
 President..... J. H. G. Cooper  
 General-Station Manager... G. Pearson Ward  
 Sales Manager..... Bob Burke  
 Sales Promotion Manager..... G. P. Ward  
 Program Director..... Wendel Smith  
 Chief Engineer..... William F. Curry

Transcription Service ..... Lang-Worth  
 Representative ..... John E. Pearson  
 Membership ..... NAB, BMB  
 President, General Mgr..... Ralph D. Foster  
 Vice-President, Treasurer. C. Arthur Johnson  
 Assistant Manager, National  
 Sales Manager..... Leslie L. Kennon  
 Promotion Director..... Bill Bailey  
 Program Director..... Bill Ring  
 Production Manager..... Lou Black  
 Musical Director..... Virgil Phillips  
 Chief Engineer..... Fritz Bauer

**K W T O**

SPRINGFIELD—EST. 1933  
 ABC

Frequency: 560 Kc.....Power: 5000 Watts d.; 1000 Watts n.  
 Owned-Operated By..... Ozarks Bcstg. Co.  
 Business-Studio Address.... 606 St. Louis St.  
 Phone Number ..... 3-2800  
 Transmitter Location..... South Fremont Rd.  
 Air Time . . . 5 a.m.-12 M.; 6:30 a.m.-12 M., Sun.  
 News Service ..... UP

**K W P M**

WEST PLAINS—EST. 1947  
 CARDINAL BASEBALL—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By ..... Robert Neathery  
 Busines Address..... P. O. Box 446  
 Phone Number ..... 700  
 Transmitter-Studio Location..... Highway 80  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service... Standard, Keystone  
 President-Owner ..... Robert Neathery  
 Commercial Manager..... Fritze Dixon  
 Program Director..... Nola Langston

**MONTANA**

*Estimated Population 494,000—% Increase —11.7—Radio Homes 126,181  
 Farms with Radios 31,744—Stations in State 25*

**K A N A**

ANACONDA—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..... Mosby's Inc.  
 Business Address..... Anaconda, Mont.  
 Phone Number..... Anaconda 136  
 Transmitter-Studio Location..... Lincoln St.  
 Air Time . . . 7 a.m.-11 p.m.; 9 a.m.-11 p.m., Sun.  
 News Service ..... UP  
 Transcription Service. Lang-Worth, MacGregor  
 Representative..... Weed & Co.  
 Membership ..... NAB  
 President..... Arthur J. Mosby  
 General-Station Manager..... Don Jones  
 Commercial Manager..... Robert Brazill  
 Chief Engineer..... Charles Currie

Air Time..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 President..... R. E. Mulvaney  
 General-Station Mgr..... Franz J. Robischon  
 Commercial-Sales Promotion Mgr.. Ken Nybo  
 Program-Publicity Director... Leroy Swecker  
 Chief Announcer..... Charles Du Bois  
 Chief Engineer..... Richard Kaiser

**K B M Y**

BILLINGS—EST. 1946  
 MBS—INTERMOUNTAIN—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..... Billings Bcstg. Co.  
 Business Address..... Box 1101  
 Phone Number ..... 3838  
 Transmitter-Studio Location.. West of Billings

**K G H L**

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  
 Air Time..... 6 a.m. to midnight;  
 Sundays, 7 a.m. to midnight  
 News Service..... UP  
 Transcription Service..... Standard, NBC  
 Thesaurus, World, SESAC

Representative.....The Katz Agency  
 Membership.....NAB, BMB  
 President.....C. O. Campbell  
 General Manager.....Ed Yocum  
 Station Mgr.-Program Dir....M. V. Braunberger  
 Sales Promotion.....June Leff  
 Chief Engineer.....Jeff Kiichli

**KXLQ**

**BOSEMAN—EST. 1939**

NBC—PACIFIC NORTHWEST BSTRS.  
 Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....KRBM Bcstrs., Inc.  
 Business Address.....Bozeman, Mont.  
 Phone Number.....1420  
 Transmitter-Studio Location.....2½ mi. E. of  
 Bozeman  
 Air Time.....16½ hrs. daily  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Walker Co.  
 Membership.....NAB  
 President, General-Station Manager, Musical  
 Director.....Ernest A. Neath  
 Commercial Manager.....J. Ray Bridges  
 Program Director, Production  
 Manager.....Tom Robischon  
 Publicity Director, Chief  
 Announcer.....Duane Parker  
 Chief Engineer.....Jack Provis  
 Farm Editor.....George Wooley

**KBOW**

**BUTTE—EST. 1947**  
 CBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Copper City Radio Co.  
 Business Address.....P. O. Box 1932  
 Phone Number.....7429  
 Transmitter-Studio Location.....720 Yale Ave.  
 Air Time.....7 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Gene Grant  
 Membership.....NAB  
 President-Owner, Commercial  
 Manager.....Frank Reardon  
 Acting Manager, Program-Musical  
 Director.....Robert Athearn  
 Chief Announcer.....Don Anderegg  
 Chief Engineer.....Bert Davis

**KOPR**

**BUTTE—EST. 1947**

ABC—ROCKY MT. BCSTG. SYSTEM.  
 Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Copper Bcstg. Co.  
 Business-Studio Address.....Hotel Finlen  
 Transmitter Location.....S.W. of Butte  
 Air Time.....6 a.m.-12 M.

News Service.....UP  
 Transcription Service.....World  
 Representative.....The Katz Agency  
 Membership.....NAB, BMB  
 President, General Mgr....Frank C. Carman

**KXLF**

**BUTTE—EST. 1929**  
 NBC—Z NETWORK

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KGIR, Inc.  
 Business-Studio Address.....Box 1956  
 Phone Number.....2-2344  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service..Lang-Worth, MacGregor  
 Representative.....Walker Co., Tracy Moore  
 Membership.....NAB, BMB  
 President, General Manager.....E. B. Craney  
 Station Manager.....A. E. Anzjon  
 Commercial Manager.....J. S. Schile  
 Sales Promotion Manager...George Webber  
 Chief Engineer.....W. J. Provis

**KYES (CP)**

**BUTTE**

Frequency: 610 Kc.....Power: 1000 Watts  
 Owned-Operated By...Treasure State Bcstg. Co.

**KFBB**

**GREAT FALLS—EST. 1922**  
 CBS

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Operated By...Buttrety Broadcast, Inc.  
 Business-Studio Address...607 First National  
 Bank Bldg.  
 Phone Number.....4377  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Weed & Co.  
 Membe-ship.....NAB, BMB  
 President.....Fred Birch  
 Manager, Commercial Mgr.....J. P. Wilkins  
 Program Director.....W. J. Towner  
 Chief Engineer.....Wilbur L. Myhre

**KGFM (CP)**

**GREAT FALLS**

Frequency: 1150 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Mosby's, Inc.

**KMFR (CP)**

**GREAT FALLS**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Mont. Farmer Bcstg.  
 Corp.

**K M O N (CP)**

**GREAT FALLS**

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By... Sun River Bcstrs., Inc.

**K X L K**

**GREAT FALLS—EST. 1947**

NBC—Z NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Great Falls Bcstg. Co.  
Business-Studio Address... Park Hotel  
Phone Number... 2-2453  
Transmitter Location... Park Hotel  
Air Time... 7 a.m.-12 M.  
News Service... UP  
Transcription Service... Lang-Worth  
Representative... The Walker Co.  
President... J. R. Larcombe  
General-Station Mgr... K. O. MacPherson  
Commercial Manager... Cal F. Argabrite  
Program Director... Pat Larkin  
Musical Director... Elizabeth Drapes

**K A V R**

**HAVRE—EST. 1946**

KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By... KAVR, Inc.  
Business Address... P. O. Box 672  
Phone Number... 888  
Transmitter-Studio Location... ¼ mi. E. of  
Havre on U. S. No. 2  
Air Time... 6:30 a.m.-11:15 p.m.; 8 a.m.-10:15  
p.m., Sun.  
News Service... UP  
Transcription Service... World  
Representative... W. S. Grant  
Membership... NAB  
President... Jessica L. Longston  
Vice President... Vicki Zaser  
Station Manager, Program  
Director... Larry Gordon  
Commercial Manager... Bill Murphy  
Chief Engineer... F. W. Smith

**K O J M**

**HAVRE—EST. 1947**

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By... North Montana Bcstg.  
Co., Inc.  
Business Address... Box 70  
Phone Number... 1096  
Studio Address... 426½ First St.  
Transmitter Location... Shepard Rd., N.E. of  
Havre  
Air Time... Local sunrise-local sunset  
News Service... AP  
Transcription Service... MacGregor, Long, Cole,  
Associated

Representative... Homer Griffith  
Membership... NAB, BMB  
President... Dr. F. W. Aubin  
Vice-Pres., Sec.-Treas... E. J. Pepin  
Sales Promotion-Production Mgr... Bud Richards  
Program Director, Chief  
Announcer... Jim Saenger  
Publicity Director... E. J. Pepin  
Chief Engineer... George H. Bauer  
Farm Editor... Ray Porter

**K X L J**

**HELENA—EST. 1937**

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  
Air Time... 8 a.m. to 12 midnight  
News Service... UP  
Transcription Service... Lang-Worth  
Representative... The Walker Co.  
President... A. T. Hibbard  
General Commercial Mgr... Bob Rutter  
Program Director... Paul A. Hatton, Jr.

**K G E Z**

**KALISPELL—EST. 1927**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... Donald C. Treloar  
Business-Studio Address... 203 First Ave. E.  
Phone Number... 332 or rural 3220  
Transmitter Location... 2½ mi. S. on Highway  
No. 93  
Air Time... 7 a.m.-10 p.m.; 9 a.m.-7 p.m., Sun.  
News Service... UP  
Transcription Service... World, SESAC  
Membership... NAB, BMB  
President, General-Station-Commercial  
Manager... Donald C. Treloar  
Program Director... Maurice Driscoll  
Musical Director... Les Sterling  
Chief Engineer... William H. Patterson  
Farm Editor... Glenn Millhouse

**K X L O**

**LEWISTON—EST. 1947**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... Capital Bcstg. Co.  
Business-Studio Address... East Main St.  
Phone Number... 1210  
Transmitter Location... East Main St.  
Air Time... 6:30 a.m.-10:30 p.m.; 8 a.m.-9:30  
p.m., Sun.  
News Service... AP  
Transcription Service... Standard  
Membership... NAB  
President, General-Station  
Manager... George Bennitt  
Commercial Manager... Robert Z. Gray

Program Director.....Lee Belding  
 Chief Announcer.....Wm. Weest  
 Chief Engineer.....Wm. R. Parker

**K P R K**

**LIVINGSTON—EST. 1947**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..Yellowstone Amuse. Co.  
 Business Address.....Box 952  
 Phone Number.....1000  
 Transmitter-Studio Address.....East Park St.  
 Air Time..6:30 a.m.-10:15 p.m.; 9:30 a.m.-7:30 p.m., Sun.  
 News Service.....AP  
 Transcription Service...Lang-Worth, SESAC  
 Representative.....Homer Griffith  
 Membership.....NAB  
 President, General-Station  
 Manager.....Paul B. McAdam  
 Commercial-Sales Promotion  
 Manager.....Jack Hinman  
 Program-Musical Director.....Robert Greer  
 Production Manager, Chief  
 Announcer.....Brooks Read  
 Publicity Director.....Jean Morrison  
 Chief Engineer.....Bill Wren  
 Farm Editor.....Bob Alves

**K R J F**

**MILES CITY—EST. 1941**

**MBS—INTERMOUNTAIN—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Star Printing Co.  
 Business Address.....13 North 5th  
 Phone Number.....60  
 Transmitter-Studio Location.....Haynes Ave.  
 Air Time.....7 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 President.....W. F. Fliinn  
 General-Station-Commercial  
 Manager:.....Don Tannehill  
 Sales Promotion Manager, Publicity  
 Director.....Norm Ingstrom  
 Program Director, Production  
 Manager.....Bob Wilson  
 Chief Announcer.....Ron Barkley  
 Chief Engineer.....Charles Scofield  
 Farm Editor.....A. E. Keegal

**K G V O**

**MISSOULA—EST. 1931**

**CBS**

Frequency: 1290 Kc....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....Mosby's Inc.  
 Business Address.....127 East Main  
 Phone Number.....2155  
 Studio Address.....132 West Front

Transmitter Location..Highway 93, 3 mi. W.  
 of Missoula

Air Time.....6:30 a.m.-12 M.  
 News Service.....UP  
 Transcription Service..Lang-Worth, MacGregor,  
 Associated  
 Representative.....Geo. P. Hollingbery  
 Membership.....NAB  
 President-Owner.....A. J. Mosby  
 Commercial-Sales Promotion  
 Manager.....Marion E. Dixon  
 Program Director, Production  
 Manager.....W. C. Blanchette  
 Chief Announcer, Musical  
 Director.....William Strothman  
 Chief Engineer.....Lawrence Smith  
 Farm Editor.....Dick Wright

**K M S U (CP)**

**MISSOULA**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By....Missoula Radio Assn.  
 Business Address.....218 N. Higgins  
 Phone Number.....6882  
 President.....Robert B. Cummins  
 Vice President.....Oakley E. Coffee

**K X L L**

**MISSOULA—EST. 1947**

**NBC—Z NETWORK—PNB**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Western Montana  
 Associates  
 Business-Studio Address.....Orchard Homes,  
 River Rd.  
 Transmitter Location.....Orchard Homes,  
 River Rd.  
 Air Time.....7 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Walker Co.  
 General Manager.....Pat M. Goodover  
 (Staff Not Completed at Press Time)

**K I Y I**

**SHELBY—EST. 1947**

**KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..Tri-County Radio Corp.  
 Business Address.....Shelby, Mont.  
 Phone Number.....560  
 Transmitter-Studio Location.....North Marias,  
 Mont.  
 Air Time.....17½ hrs. daily  
 News Service.....UP  
 Transcription Service.....World, Keystone,  
 SESAC  
 Representative.....Wm. Grant  
 President.....John J. Hurley  
 Sec.-Treas.....Cedor Aronow  
 General Manager.....Frank Krshka  
 Commercial Manager.....Lawrence Wing

**MONTANA - NEBRASKA**

Program Director.....George Potter  
Chief Engineer.....Richard C. Velo

**K G C X**

**SIDNEY—EST. 1926**

MBS—GREAT NORTHERN BCSTG.—KBS  
Frequency: 1480 Kc.....Power: 1000 Watts  
Owned-Operated By.....E. E. Krebsbach  
Business-Studio Address...109 So. Central Ave.,  
Sidney & Masonic Bldg., Williston, N. D.

Phone Number .....408  
Transmitter Location.....4 mi. N. of Sidney  
Air Time.....6 a.m.-10 p.m.  
News Service .....AP  
Transcription Service .....Thesaurus  
Representative .....The Walker Co.  
Membership .....NAB, BMB  
President, General Mgr.....E. E. Krebsbach  
Station Manager.....E. Clair Krebsbach  
Chief Announcer.....G. Mel King  
Chief Engineer.....Oscar H. Halvorso

**NEBRASKA**

*Estimated Population 1,301,000—% Increase —1.1—Radio Homes 326,497  
Farms with Radios 94,635—Stations in State 18*

**K J S K (CP)**

**COLUMBUS**

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Operated By...George Basil Anderson  
Business Address.....Columbus, Nebr.  
News Service.....AP  
President-Gen. Mgr....George Basil Anderson  
Chief Engineer.....Harold Hardy

Transmitter Location.....Phillips, Nebr.  
Air Time.....Local sunrise-local sunset  
News Service .....UP  
Transcription Service.....World, Cole  
Representative .....Headley-Reed  
Membership .....NAB, BMB  
President .....Don Searle  
General-Station Manager.....Wick Heath  
Commercial Manager.....Bill Martin  
Sales Promotion Manager, Publicity  
Director .....Herb Clark  
Program Director, Production Manager, Chief  
Announcer .....Orle Kerwood  
Musical Director.....Dick Stahl  
Chief Engineer.....Norval Larsen  
Farm Editor.....George Kister

**K O R N**

**FREMONT—EST. 1939**

MBS—NEBR. WIRELESS NETWORK—KBS  
Frequency: 1340 Kc.....Power: 100 Watts  
Owned-Operated By.....Inland Bcstg. Co.  
Business-Studio Address.....118 East 5th St.  
Phone Number .....1060  
Transmitter Location.....East 16th St.  
Air Time.....6 a.m.-12 M.  
News Service .....AP  
Transcription Service .....Thesaurus  
Representative .....Weed & Co.  
President.....John K. Morrison  
General Manager.....Paul R. Fry  
Station-Sales Promotion  
Manager.....William H. Baldwin  
Commercial Manager.....G. E. Bentz  
Program Director, Production  
Manager.....Ray Arvin  
Publicity Director.....Helen Norwood  
Chief Announcer, Farm Editor.....Bill Wood  
Musical Director.....Harry Gehrett  
Chief Engineer.....Percy Ziegler

**K H A S**

**HASTINGS—EST. 1940**

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Nebraska Bcstg. Co.  
Business-Studio Address.....Tribune Bldg.  
Phone Number .....1745-6  
Transmitter Location.....Tribune Bldg.  
Air Time.....7 a.m.-12 M.  
News Service .....INS  
Transcription Service .....Capitol  
Membership .....NAB, BMB  
President.....Fred A. Seton  
General-Station-Sales Promotion  
Manager.....Duane L. Watts  
Commercial Manager.....Ed Kihn  
Program Director, Production Manager,  
Publicity Director.....Warren Mowder  
Musical Director.....Charles Wright  
Chief Engineer.....Duane Allison

**K M M J**

**GRAND ISLAND—EST. 1925**

ABC

Frequency: 750 Kc.....Power: 100 Watts d.  
Owned-Operated By.....KMMJ, Inc.  
Business-Studio Address...Cedar & Division  
Phone Number .....703-4

**K G F W**

**KEARNEY—EST. 1930**

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By . . . Central Nebraska Bcstg. Corp.  
 Business-Studio Address . . . . . Federal Annex Bldg.  
 Phone Number . . . . . 23541; 31551  
 Transmitter Location . . . . . Lakeside  
 Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Keystone  
 Membership . . . . . NAB  
 President, General Mgr. . . . . Lloyd C. Thomas  
 Station-Commercial-Sales Promotion Manager . . . . . E. Anson Thomas  
 Program Director . . . . . Peg Biber  
 Publicity Director . . . . . Bob Holt  
 Chief Announcer . . . . . Lew Jeffery  
 Chief Engineer . . . . . Jack Lewis  
 Farm Editor . . . . . Floyd Kalber

## K F O R

**LINCOLN—EST. 1930**  
ABC

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Cornbelt Bcstg. Corp.  
 Address . . . . . Stuart Bldg.  
 Phone Number . . . . . 2-6965  
 Transmitter Location . . . . . 48th & Vine Sts.  
 Air Time . . . . . 6 a.m. to 12 midnight  
 News Service . . . . . INS; AP  
 Transcription Service . . . . . Standard Radio, Capitol  
 Representative . . . . . Edward Petry & Co., Inc.  
 Membership . . . . . NAB, BMB  
 President . . . . . Charles T. Stuart  
 Station Mgr.-Commercial Mgr. . . . . Harry D. Peck  
 Program Director . . . . . Jack Huston  
 Promotion Manager . . . . . Gladyce Gale  
 Chief Engineer . . . . . Charles W. Winkler

## K I L M (CP)

**LINCOLN**

Frequency: 1480 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Lincoln Bcstg. Corp.  
 Business Address . . . . . 510 Barkley Bldg.

## K O L N

**LINCOLN—EST. 1947**  
MBS—INLAND GROUP

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Inland Bcstg. Co.  
 Business-Studio Address . . . . . 211 Federal Securities Bldg.  
 Phone Number . . . . . 2-7218  
 Transmitter Location . . . . . 40th & W Sts.  
 Air Time . . . . . 6:30 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Weed & Co.  
 Membership . . . . . NAB, BMB  
 President . . . . . John K. Morrison

Vice-President, General Manager . . . . . Paul R. Fry  
 Station Manager . . . . . Hugh E. Bader  
 Local Commercial Mgr. . . . . William B. Waugh  
 Promotion Manager . . . . . Edwin T. Smith  
 Production Manager . . . . . Robert Parkins  
 Chief Announcer . . . . . Bud Levinson  
 Engineering Supervisor . . . . . Marvin J. Korinek

## K B R L

**McCOOK—EST. 1947**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The McCook Bcstg. Co.  
 Business Address . . . . . J. St. & Highway No. 83  
 Phone Number . . . . . 1450  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Capitol  
 Representative . . . . . Friedenberg  
 General Promotion Mgr. . . . . William J. Cox  
 Commercial Manager . . . . . Arthur V. Henri  
 Program Director . . . . . Edward Cooper  
 Chief Engineer . . . . . LeRoy W. Lenwell

## W J A G

**NORFOLK—EST. 1922**

Frequency: 780 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Norfolk Daily News  
 Business-Studio Address . . . . . Norfolk Ave. & 6th St.  
 Phone Number . . . . . 432  
 Transmitter Location . . . . . West Norfolk Ave.  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . The Walker Co.  
 Membership . . . . . NAB, BMB  
 General-Station Manager . . . . . Art Thomas  
 Commercial Manager . . . . . Bob Thomas  
 Sales Promotion, Production Manager, Farm Editor . . . . . Hollis Francis  
 Program Director . . . . . Lloyd Farlee  
 Publicity Director . . . . . Bob Thomas  
 Chief Announcer . . . . . Lloyd Farlee  
 Musical Director . . . . . Wayne Larson  
 Chief Engineer . . . . . Frank Weidenbach

## K O D Y

**NORTH PLATTE—EST. 1930**  
NBC—KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WOW, Inc.  
 Business-Studio Address . . . . . 1521 W. 12th St.  
 Phone Number . . . . . 382  
 Transmitter Location . . . . . 1521 W. 12th St.  
 Air Time . . . . . 6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard, Lang-Worth  
 Representative . . . . . John Blair  
 Membership . . . . . NAB, BMB  
 President . . . . . John J. Gillin, Jr.

# NEBRASKA

General-Station Manager.....John Alexander  
 Local Sales Manager.....Joe di Natale  
 Sales Promotion Manager.....Jerry Wing  
 Program Director.....Ed Launer  
 Chief Engineer.....Jay Blakesley  
 Farm Editor.....Ed Launer

## K B O N OMAHA—EST. 1942 MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Inland Bcstg. Co.  
 Business-Studio Address.....676 Saunders-  
 Kennedy Bldg.

Phone Number.....JACKSON 8282  
 Transmitter Location.....36th & Wright Sts.  
 Air Time...6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Weed & Co.  
 Membership.....NAB, BMB  
 Vice President, General Mgr.....Paul R. Fry  
 Station Manager, Program Director, Production  
 Manager.....Richard E. Welna  
 Commercial Manager.....Ernest S. Priesman  
 Sales Promotion Manager, Publicity  
 Director.....Joe Baker  
 Chief Engineer.....Percy R. Zeigler

## K F A B OMAHA—EST. 1924 CBS

Frequency: 1110 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....KFAB Bcstg. Co.  
 Business Address.....620 Farnam Bldg.  
 Phone Number.....JA 3420  
 Studio Address.....Omaha & Lincoln, Nebr.  
 Transmitter Location.....Omaha, Nebr.  
 Air Time.....20 hrs. weekdays; 18 hrs. Sun.  
 News Service.....AP, UP  
 Transcription Service.....Standard, SESAC  
 Representative.....Free & Peters  
 Membership.....NAB, BMB  
 President.....Fred S. Sidles  
 Chairman of Board.....Joe W. Seacrest  
 General-Station-Commercial  
 Manager.....Harry Burke  
 Program Director, Production  
 Manager.....L. A. Miller  
 Publicity.....Harold E. Roll; W. P. Dietz  
 Musical Director.....Alene McKinney  
 Chief Engineer.....Mark Bullock  
 Farm Editor.....W. E. Macdonald

## K O I L OMAHA—EST. 1925 ABC—NEBRASKA NETWORK

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned By.....Stuart Investment Co.  
 Operated By.....Central States Bcstg. Co.  
 Business-Studio Address.....Omaha National  
 Bank Bldg.

Phone Number.....JACKSON 7626  
 Transmitter Location.....Box 479, Council  
 Bluffs, Iowa  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP, INS  
 Transcription Service.....Capitol, Standard  
 Membership.....NAB  
 President-Owner.....Charles T. Stuart  
 General-Station Mgr.....William J. Newens  
 Sales Manager.....Forrest Blair  
 Asst. Mgr., Program Dir., Production  
 Manager.....Virgil Sharpe  
 Music Librarian.....Barbara Rose  
 Chief Engineer.....Charles W. Winkler

## K O W H OMAHA—EST. 1922

Frequency: 660 Kc.....Power: 500 Watts d.  
 Owned By.....World Publishing Co.  
 Operated By.....Omaha World-Herald  
 Business-Studio Address.....World-Herald Bldg.,  
 15th & Farnam, Omaha, Neb.  
 Phone Number.....ATLANTIC 2228  
 Transmitter Location.....60th & Girard  
 Air Time.....6 a.m.-local sunset  
 News Service.....UP  
 Transcription Service.....Standard, World,  
 Associated  
 Representative.....George P. Hollingbery  
 President.....Henry Doorly  
 General-Station-Commercial  
 Manager.....B. C. Corrigan  
 Musical Director.....Walter Scott  
 Chief Engineer.....Frank E. Shopen  
 Farm Editor.....Adam Reinemund

## W O W OMAHA—EST. 1923 NBC

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WOW, Inc.  
 Business-Studio Address.....280 Insurance Bldg.  
 Phone Number.....WEBSTER 3400  
 Transmitter Location.....5500 Kansas Ave.,  
 Omaha  
 Air Time...5:30 a.m.-1 a.m.; 6:30 a.m.-1 a.m.,  
 Sun.  
 News Service.....AP, UP  
 Transcription Service.....Standard, Thesaurus,  
 SESAC, Associated  
 Representative.....John Blair  
 Membership.....NAB, BMB  
 President, General Mgr.....John J. Gillin, Jr.  
 Sales Promotion Manager.....Bill Wiseman  
 Program Director.....Lyle DeMoss  
 Production Manager.....Ray Olson  
 Publicity Director.....Harold Storm  
 Chief Announcer.....Merrill Workhoven  
 Musical Director.....Morton Wells  
 Chief Engineer.....William J. Kotera  
 Farm Editor.....Mal Hansen

**KNEB (CP)**  
SCOTTSBLUFF

Frequency: 970 Kc.....Power: 500 Watts d.  
Owned-Operated By..Platte Valley Bcstg. Corp.  
Business Address.....1913 Broadway

**KOLT**  
SCOTTSBLUFF—EST. 1930

CBS—KBS  
Frequency: 1320 Kc.....Power: 1000 Watts  
Owned-Operated By.....Hilliard Co.  
Business-Studio Address....1517½ Broadway

Phone Number .....856  
Transmitter Location.....West 20th St.  
Air Time.....6 a.m.-12 M.  
News Service .....UP  
Transcription Service .....Standard  
Representative .....Hal Holman  
Membership .....NAB, BMB  
President, General Station  
Manager .....L. L. Hilliard  
Commercial Manager.....Roy Cummings  
Program Director.....Bill Walker  
Chief Announcer.....Tony Kehl  
Chief Engineer.....Harland Morrison  
Farm Editor.....Bill Brennan

**NEVADA**

*Estimated Population 140,000—% Increase +27.0—Homes 36,532  
Farms with Radios 2,673—Stations in State 14*

**KBNE**  
BOULDER CITY—EST. 1946

MBS—KBS  
Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By..Boulder City Bcstg. Co.  
Business Address.....P. O. Box "E"  
Phone Number .....247  
President.....Edward J. Jansen  
Station-Commercial Mgr....Truman B. Hinkle  
Sales Promotion Manager...Charlotte Brader  
Chief Engineer.....Roy Rockstrom

**KVNC (CP)**  
CARSON CITY

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Ralph Margali  
Business Address.....Box 298, Reno, Nev.

**KERS (CP)**  
ELKO

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Elko Bcstg. Co.

**KELN**  
ELY  
KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By..Boulder City Bcstg. Co.

**KNEV (CP)**  
FALLON

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....The Voice of Fallon  
Partners.....Chet L. Gonce, Ralph Morgali

**KENO**  
LAS VEGAS—EST. 1940  
ABC

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Nevada Bcstg. Co.  
Operated By.....Maxwell Kelch  
Business-Studio Address.....P. O. Bor 1310  
Phone Number .....1400  
Air Time.....19 hrs. daily  
News Service .....INS  
Transcription Service .....Thesaurus  
Representative .....Homer Griffith  
President, General-Station  
Manager .....Maxwell Kelch  
Commercial Manager.....Paul R. Gang  
Program Director.....L. A. Newsome, Jr.  
Chief Engineer.....Harold H. Haas

**KLAS**  
LAS VEGAS—EST. 1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Las Vegas Bcstrs., Inc.  
Business Address.....Las Vegas, Nev.  
President.....C. L. McCarthy

**KRAM (CP)**  
LAS VEGAS

Frequency: 920 Kc.....Power: 1000 Watts d.  
Owned-Operated By...Boulder City Bcstg. Co.

**CALL LETTERS TO BE ASSIGNED**  
(CP)  
LAS VEGAS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....San Joaquin Bcstrs.  
Business Address.....Las Vegas, Nev.  
Partners.....R. K. Wittenberg, R. L. Stoddard

# KATO

RENO—EST. 1946

MBS—DON LEE

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Sierra Bcstg. Co.  
 Business Address... Box 2231  
 Phone Number... 2-4501  
 Studio Address... Elks Bldg.  
 Transmitter Location... 6th & Cassinelli Rd.  
 Air Time... 7 a.m.-12 M.  
 Transcription Service... Standard  
 Representative... W. S. Grant  
 Membership... NAB  
 President, Chief Engineer... R. K. Wittenberg  
 General Manager... R. L. Stoddard  
 Commercial Manager... Ray Bohannon  
 Farm Editor... Bert Kennington

# KOH

RENO—EST. 1928

NBC

Frequency: 630 Kc. Power: 1000 Watts  
 Owned-Operated By... McClatchy Bcstg. Co.  
 of Nevada  
 Business-Studio Address... 143 Stevenson St.  
 Phone Number... 5106-7  
 Transmitter Location... Sparks, Nev.  
 Air Time... Unlimited  
 News Service... AP, UP  
 Transcription Service... Thesaurus, World  
 Representative... Paul H. Raymer  
 Membership... NAB, BMB  
 President... Eleanor McClatchy  
 Station Manager... Hugh Kees  
 Chief Engineer... Wesley Craig  
 Farm Editor... Vern McGahan

# KOLO

RENO—EST. 1946

CBS

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Operated By... Reno Bcstg. Co.  
 Business-Studio Address... 33 Sierra St.  
 Phone Number... 2-4516  
 Transmitter Location... N. of Sparks, Nev.  
 Air Time... 6 a.m.-12 M.  
 News Service... AP, UP  
 Transcription Service... Lang-Worth, Capitol  
 Representative... Adam J. Young, Jr.; Western  
 Radio Adv.  
 Membership... NAB  
 President, General Mgr... David McKay  
 Station-Commercial Manager... H. G. Wells  
 Sales Promotion Manager, Publicity  
 Director... D. Basich  
 Program Director... Russ Shepard  
 Musical Director... Emily Heslop  
 Chief Engineer... Merle Peterson

# KWRN

RENO—EST. 1947

ABC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Reno Newspapers, Inc.  
 Business Address... 123 N. Center St.  
 Phone Number... 6156  
 News Service... UP  
 Transcription Service... Associated  
 Representative... Walker  
 President... Merritt C. Speidel  
 General Manager... Merrill Inch  
 Commercial Manager... John A. Lang  
 Program Director... Gene Shumate  
 Chief Engineer... Wilbur C. Comer

# KXXL

RENO—EST. 1947

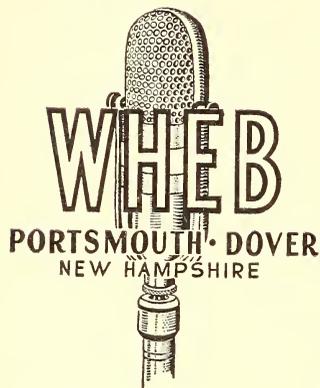
Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... The Voice of Reno Co.  
 Business Address... Box 1329  
 Phone Number... 2-4036  
 News Service... UP  
 Representative... Cooke, Gene Grant  
 General Manager... Edward Margolis  
 Commercial Manager... James Diamond  
 Promotion Manager... Fred Kirshe  
 Program Director... Byron Samuel  
 Chief Engineer... Chet Gonca

*For Prestige...*

# AP

Membership!

# growing ... in the granite state!



maine and  
massachusetts  
too!

WHEB with one thousand clear channel watts is the listening habit in Maine's prosperous seaboard and the northern counties of Massachusetts. wFMI, high in the mountains of New Hampshire spreads its powerful signal over all of New Hampshire; covering one-third of the population of Maine and into Massachusetts' most heavily populated counties.

The WALKER Company  
New York  
Owned and Operated by  
Governor Charles M. Dale

From the busy coastal area of New Hampshire to the rich industrial capitol of the Granite State, listeners and advertisers alike turn to WHEB Portsmouth and to WKXL Concord for radio leadership.

WHEB with many radio years of "firsts" attributes its growth in leadership to the loyalty of its listeners and the confidence of its advertisers.

WKXL, voice of the state capitol, grew like Topsy, in the footsteps of big brother WHEB, with loyalty and service the watch word.

wFMI, powerful FM big sister, now bands all New Hampshire together with a common voice. Singly managed they'll grow together.



and now 20,000 watts

**W F M I**  
PORTSMOUTH, NEW HAMPSHIRE

FOR DETAILS ON ALL THREE:

Bertha Bannan  
Boston  
Vice President and General Manager  
Bert Georges

# NEW HAMPSHIRE

Estimated Population 547,000—% Increase +11.3—Radio Homes 136,008  
Farms with Radios 16,489—Stations in State 10

## W M O U

BERLIN—EST. 1946

KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...White Mountains Bcstg.  
Co., Inc.

Business-Studio Address.....40 Main St.  
Phone Number.....Berlin 1797-8  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Taylor-Howe-Snowden,  
Kettel-Carter

Membership.....NAB  
President.....Albert N. Morris  
General-Station Manager, Program Director,  
Production Manager, Chief  
Announcer.....Warren M. Greenwood  
Commercial Manager.....Charles S. Holbrook  
Chief Engineer.....James F. Hennessey

## W K X L

CONCORD—EST. 1946

MBS—YANKEE

Frequency: 1450 Kc.....Power: 250 Watts  
Owned By.....Hon. Charles M. Dale  
Operated By.....Bert George  
Business-Studio Address.....Eagle Hotel  
Phone Number.....Concord N. H. 4180  
Transmitter Location.....Reddington St.  
Air Time.....6:30 a.m.-12:30 a.m.  
News Service.....AP  
Transcription Service...Capitol, Lang-Worth  
Representative.....The Walker Co.,  
Bertha Bannan

Membership.....NAB  
President-Owner.....Hon. Charles M. Dale  
General Manager.....Bert Georges  
Station Manager, Program

Director.....William A. Dawson, Jr.  
Commercial Manager.....Richard Shepard  
Sales Promotion Manager, Publicity  
Director.....E. Dexter Derby  
Chief Announcer.....Norman Bailey  
Musical Director.....Blanche Crippen  
Chief Engineer.....Norman Partridge

## W K N E

KEENE—EST. 1927

CBS

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Operated By.....WKNE Corp.  
Business-Studio Address.....17 Dunbar St.  
Phone Number.....Keene 2080  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative....Adam J. Young, Jr.; Kettell-  
Carter

Membership.....NAB, BMB  
President-Owner, General-Station-Sales

Manager.....Joseph K. Close  
Assistant Manager.....Robert M. Peebles  
Promotion Director.....Barbara Williams  
Chief Announcer.....Osborne C. Wade  
Chief Engineer.....Ernest F. Batchelder, Jr.

## W L N H

LACONIA—EST. 1922

MBS—YANKEE—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By...Northern Bcstg. Corp.  
Business-Studio Address.....653 Main St.  
Phone Number.....501  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Kettell-Carter  
Membership.....NAB  
General Manager.....Warren H. Brewster  
Station Manager.....Martin B. Avery  
Production Manager.....Sherwin Greenlaw  
Chief Engineer.....Wilfred Ledoux

## W F E A

MANCHESTER—EST. 1932

CBS—NEW ENGLAND

Frequency: 1370 Kc.....Power: 5000 Watts  
Owned-Operated By.....WFEA, Inc.  
Business-Studio Address...286 Franklin St.  
Phone Number.....Manchester 4656  
News Service.....AP  
Transcription Service...Thesaurus, Lang-Worth  
Representative...Katz Agency, Kettell-Carter  
Membership.....NAB, BMB  
General Mgr.....Arthur Rothafel  
Commercial Mgr.....Edward G. de St. Aubin  
Promotion Mgr.....Bill Leahy  
Chief Engineer.....Reginald Schow

## W K B R

MANCHESTER—EST. 1946

MBS—YANKEE

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Granite State Bcstg.,  
Inc.  
Business-Studio Address.....155 Front St.  
Phone Number.....9456  
News Service.....UP  
Transcription Service.....Standard, Capitol  
Representative...Walker Co., Bertha Bannan  
Membership.....NAB  
President.....W. J. Barkley  
General Manager.....W. F. Rust, Jr.  
Commercial Manager.....H. Scott Killgore  
Sales Promotion Manager...Ralph Gottlieb  
Chief Announcer.....Paul Barnett  
Chief Engineer.....Royston Phillips

# WMUR

MANCHESTER—EST. 1941

ABC

Frequency: 610 Kc....Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By.....The Radio Voice of  
New Hampshire, Inc.  
Business-Studio Address.....1819 Elm St.  
Phone Number.....2090  
News Service.....AP  
Transcription Service.....World  
Representative.....Weed & Co.  
Membership.....NAB, BMB  
President-Owner.....Francis P. Murphy  
General Manager.....Hervey Carter  
Chief Engineer.....Vincent Chandler

# WOTW

NASHUA—EST. 1945

Frequency: 900 Kc....Power: 1000 Watts d.  
Owned-Operated By.....Nashua Bctsg. Corp.  
Business Address.....Nashua Bctsg. Rd.  
Phone Number.....5000  
News Service.....UP  
President-General Mgr....Arthur A. Newcomb

# WHEB

PORTSMOUTH—EST. 1932

MBS—YANKEE

Frequency: 750 Kc....Power: 1000 Watts d.

Owned By.....WHEB, Inc.  
Operated By.....Hon. Charles M. Dale  
Business Address....Lafayette Rd., P. O. Box  
No. 120  
Phone Number.....4080  
Transmitter-Studio Location...Lafayette Rd.,  
Portsmouth; Dover Studios, Franklin Sq.  
Air Time..1 hr. after local sunrise-1 hr. after  
local sunset  
News Service.....AP  
Transcription Service.....Capitol, World  
Representative.....The Walker Co., Bertha  
Bannan  
Membership.....NAB, BMB  
President.....Hon. Charles M. Dale  
Vice President, General-Station  
Manager.....Bert Georges  
Commercial Manager..William A. Dawson, Jr.  
Sales Promotion Manager, Publicity  
Director.....Dallas P. Wyant  
Program Director.....Winslow Bettinson  
Production Manager, Chief  
Announcer.....William V. Bradley  
Musical Director.....Laurence Shorey  
Chief Engineer.....Paul G. Kindsay  
Farm Editor.....Duane Young

# WVNH (CP)

ROCHESTER

Frequency: 930 Kc....Power: 1000 Watts d.  
Owned-Operated By.....Strafford Bctsg. Corp.  
Business Address.....25 Maple St.

# NEW JERSEY

*Estimated Population 4,435,000—% Increase +6.6—Radio Homes 1,149,364  
Farms with Radios 24,320—Stations in State 16*

# WMID

ATLANTIC CITY—EST. 1947

MBS

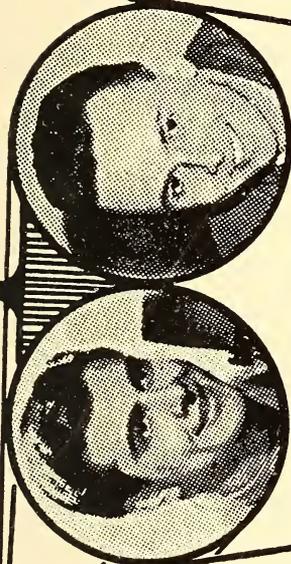
Frequency: 1340 Kc....Power: 250 Watts  
Owned-Operated By...Mid-Atlantic Bctsg. Co.  
Business-Studio Address.....Convention Hall  
Phone Number.....Atlantic City 4-1340  
Transmitter Location..Illinois & Absecon Blvd.  
Air Time.....7 a.m.-1 a.m.  
News Service.....AP  
Transcription Service.....Associated  
Membership.....NAB  
President.....Earl M. Johnson  
General-Commercial Mgr.....Edwin E. Kohn  
Sales Promotion Manager.....Ed Dalton  
Program Director, Production  
Manager.....Alan Owen  
Publicity Director.....Alan Goff  
Chief Engineer.....Quincy Knight

# WCAP

ASBURY PARK—EST. 1926

Frequency: 1310 Kc....Power: 500 Watts  
Owned-Operated By.....Radio Industries  
Bctsg. Co.  
Business Studio Address.....Charms Bldg.  
Phone Number.....2-2955; 2-8600  
Transmitter Location.....West Bangs Ave.,  
Neptune, N. J.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
President.....Walter W. Reid, Jr.  
General Manager.....Morris Scheck  
Station Manager.....Walter L. Reid  
Program Director.....Vera N. Scholes  
Production Manager, Chief  
Announcer.....Robert Scott  
Musical Librarian.....Jessalyn Jones  
Chief Engineer.....M. G. Porter

Double Barrelled Salemen



# LOU STEELE'S Club "93"

High-brow, low-brow, middle-o-the-road, all the platters are smartly rolled into one "Club program" — the "Club 93" show presented by Lou Steele.

**TIME:—**  
2:35 P.M. to 4:30 P.M.

**AVAILABILITY:—**  
Upon request

**PRICE:—**  
Upon request

PATERSON

# ED LADD'S Hi Neighbor Show

For two hours each day Ed Ladd welcomes all his neighbors in North Jersey with American folk music, hillbilly songs, homespun philosophy.

**TIME:—**

7:35 A.M. to 9:00 A.M.  
and  
11:00 A.M. to 12:00 N.

**AVAILABILITY:—**  
Upon request

**PRICE:—**

Upon request

NEW JERSEY

# WPAT

ON YOUR DIAL AT

# 93



If you're angling  
for North Jersey...

# WNJR

IS PROGRAMMED  
EXCLUSIVELY FOR THIS  
PROFITABLE MARKET



5000 WATTS

the radio station of the  
**Newark News**

Otis P. Williams, Gen. Mgr.

Studio and Business Office  
91-93 Halsey Street  
Newark, New Jersey  
Phone—MARKET 3-2700

New York Office  
509 Fifth Avenue  
Phone—Yanderbilt 6-0890

**W B A B**

ATLANTIC CITY—EST. 1941

CBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By... Press-Union Publishing  
 Business Address.....1900 Atlantic Ave.  
 Phone Number.....5-1111  
 Transmitter-Studio Location..Absecon Blvd. &  
 Beach Thorofare  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Headley-Reed  
 Membership.....NAB, BMB  
 President.....Albert J. Feyl  
 General-Station-Commercial-Sales Promotion  
 Manager.....Monroe L. Mendelsohn  
 Program Director, Chief  
 Announcer.....Ralph Shoemaker  
 Chief Engineer.....Earle Godfrey

**W F P G**

ATLANTIC CITY—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By... Neptune Bcstg. Corp.  
 Business-Studio Address.....Steel Pier  
 Phone Number.....5-2188  
 Transmitter Location.....Steel Pier, Virginia  
 Ave. & Boardwalk  
 Air Time.....7 a.m.-1:30 a.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....J. H. McGillvra  
 Membership.....NAB, BMB  
 President.....John J. Laux  
 General-Station-Commercial  
 Manager.....Irving F. Teetsell  
 Program Director.....Earl Keyes  
 Production Manager.....Norman Brooks  
 Publicity Director, Chief  
 Engineer.....Blair K. Thron  
 Local News Editor.....Sheldon Gross

**W S N J**

BRIDGETON—EST. 1937

KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By... Eastern States Bcstg.  
 Business-Studio Address.....Bridgeton, N. J.  
 Phone Number.....Bridgeton 1600  
 Transmitter Location.....Bridgeton, N. J.  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Thos. Clark Co.  
 President.....Senator Elmer Wene  
 General-Station Manager.....Paul Alger  
 Sales Manager.....Jerry Alden  
 Program Director.....Robert Crager  
 Chief Announcer, Farm Editor.. Charles Murray  
 Chief Engineer.....Francis Fekel

**W C A M**

CAMDEN—EST. 1924

Frequency: 1310 Kc.....Power: 500 Watts  
 Owned-Operated By.....City of Camden  
 Address.....City Hall

**CALL LETTERS TO BE ASSIGNED  
(CP)**

**MORRISTOWN**

Frequency: 1250 Kc.....Power: 500 Watts d.  
 Co-Partnership.....Kenneth A.;  
 George S., James R. and Alice S. Croy

**W A A T**

NEWARK—EST. 1920

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Bremer Bcstg. Corp.  
 Business Address.....11 Hill St.  
 Phone Number.. Mitchell 2-6400; Rector 2-5878  
 Studio Address.....15 Hill St.  
 Transmitter Location.....Kearny, N. J.  
 Air Time.....24 hrs. daily  
 News Service.....AP  
 Transcription Service.....World, Associated  
 Membership.....NAB  
 President, General-Station  
 Manager.....Irving R. Rosenhaus  
 National Sales.....Victor A. Bennett  
 Local Sales.....A. B. Schillin  
 Sales Promotion Manager.....Jack Moore  
 Program Director.....Robert Macdougall  
 Production Manager.....George Green  
 Publicity Director.....Roland Trenchard  
 Musical Director.....Archie Miller  
 Chief Engineer.....Frank V. Bremer

**W N J R**

NEWARK—EST. 1947

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned By.....Evening News Publishing Co.  
 Operated By.....North Jersey Radio, Inc.  
 Business-Studio Address.....91-93 Halsey St.  
 Phone Number.....Market 3-2700  
 Transmitter Location.....Union, N. J.  
 Air Time.....Unlimited  
 News Service.....INS, UP  
 Transcription Service.....World, Capitol  
 President.....Edward W. Scudder, Jr.  
 General-Station-Commercial  
 Manager.....Otis P. Williams  
 Sales Promotion Manager, Publicity  
 Director.....James Ryall  
 Program Director, Production  
 Manager.....Paul Munroe  
 Musical Director.....Leo Freudberg  
 Chief Engineer.....Peter Testan  
 Farm Editor.....Wilhelm Peigelbeck

**W H B I**

**NEWARK—EST. 1922**

Frequency: 1280 Kc. Power: 2500 Watts d.;  
1000 Watts n.

Owned By.....May Radio Bcst. Corp.  
Business-Studio Address.....100 Shipman St.  
Phone Number.....Mitchell 2-7354  
Transmitter Location.....Washington St.  
Air Time.....7 a.m.-12 M.  
Owner-Chief Executive, General  
Manager.....James L. Shearer  
Commercial Manager.....Clarence Talisman  
Program Director.....Frances E. Serchak  
Chief Engineer.....Herman G. Foster

**W V N J (CP)**

**NEWARK**

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By.....Newark Bcstg. Corp.  
Business Address.....744 Broad St.

**W C T C**

**NEW BRUNSWICK—EST. 1946**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Chanticleer Bcstg. Co.  
Business-Studio Address.....385 George St.  
Phone Number.....New Brunswick 2-9020  
Transmitter Location.....Highland Pk., N. J.  
Air Time.....7 a.m.-11 p.m.  
News Service.....AP  
Transcription Service.....Associated, World  
Membership.....NAB, BMB  
President, General Manager.....James L. Howe  
Commercial Manager.....Ed Derryberry  
Sales Promotion Manager.....Frank Weingart  
Chief Engineer.....Robert L. Williams

**W P A T**

**PATERSON—EST. 1941**

Frequency: 930 Kc. Power: 1000 Watts d.  
Owned-Operated By.....North Jersey Bcstg. Co.,  
Inc.  
Business-Studio Address.....7 Church St.  
Phone Number.....Armory 4-3400; Pennsylvania  
6-2945  
Transmitter Location.....Clifton, N. J.  
Air Time.....Local sunrise-local sunset  
News Service.....UP  
Transcription Service.....Associated, SESAC  
Representative.....Donald Cooke, Inc.  
Membership.....NAB  
President.....James V. Cosman  
Vice President, General-Station  
Manager.....Sidney J. Flamm  
Commercial Director.....H. Fields

Program Director, Production Mgr....Ted Webbe  
Publicity Director.....David T. Golden  
Vice President in Chg.  
Engineering.....Earl F. Lucas  
(See Page 507)

**W T N J**

**TRENTON—EST. 1922**

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.  
Vice-President-General Manager...F. J. Wolff

**W T T M**

**TRENTON—EST. 1942**

NBC

Frequency: 920 Kc. Power: 1000 Watts  
Owned-Operated By.....Trent Bcst. Corp.  
Business-Studio Address...35 West State St.  
Phone Number.....Trenton 2-7127  
Transmitter Location...Yardley, Bucks County,  
Pa.  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB  
President.....Honorable Elmer H. Wene  
General Manager.....Paul Alger  
Asst. Manager.....James P. O'Brien  
Sales Counsel.....F. A. Wellman  
Promotion Manager.....Ed Brown  
Program Director.....Miss Dean Andrews  
Public Relations.....Arthur Scholz  
Chief Engineer.....Theodore Kilmer

**W W B Z**

**VINELAND—EST. 1946**

Frequency: 1360 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Community Bcstg.  
Service, Inc.  
Business-Studio Address.....633 Wood St.  
Phone Number.....1360  
Transmitter Location.....Brotmanville, N. J.  
Air Time.....Local sunrise-local sunset  
News Service.....AP, UP  
Transcription Service.....World, Lang-Work  
President.....Joseph M. Bullock  
Exec. V.P., General-Station-Commercial- Sales  
Promotion Manager.....A. Harry Zoog  
Program-Musical Director, Farm  
Editor.....J. Paul Hunsberger  
Production Manager, Publicity  
Director.....Dorothy H. Carlson  
Chief Engineer.....T. D. Hobart

# NEW MEXICO

Estimated Population 550,000—% Increase +3.4—Radio Homes 98,357  
Farms with Radios 15,819—Stations in State 20

## KYLE (CP)

ALAMOGARDO

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Intermountain Bcstg. Co.  
Business Address.....Box 438, Albuquerque,  
N. Mex.  
President-General Manager.....S. V. Patrick  
Asst. to President.....R. L. Odson  
Chief Engineer.....William H. Carmen

## KGGM

ALBUQUERQUE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Operated By.....New Mexico  
Broadcasting Co.  
Address.....Kimo Bldg.  
Phone Number.....4543  
Studio Address.....Kimo Theater Bldg.  
Transmitter Location.....On So. 2nd St.,  
4 miles So. from the center of town.  
Air Time.....19½ hours daily  
News Service.....UP, AP  
Transcription Service.....World, Standard  
Representative.....Taylor-Howe-Snowden  
Membership.....BMB  
President-Station Mgr.....A. R. Hebenstreit  
Vice President.....S. P. Vidal  
Commercial Manager.....Jack Skillen  
Program Director.....Robert Van Driel  
Chief Engineer.....Leonard F. Dodds  
Traffic Manager.....Virgie Abeyta

## KOAT

ALBUQUERQUE—EST. 1946

ABC—ZIA

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By....Rio Grande Bcstg. Co.,  
Inc.  
Business Address.....P. O. Box 1419  
Phone Number.....3-2247  
Studio Address.....122 S. Tulane  
Transmitter Location.....2000 W. Indian  
School Rd.  
Air Time.....6 a.m.-12 M.  
News Service.....UP  
Transcription Service.....Associated, Capitol  
Membership.....NAB, BMB  
President.....A. E. Buck  
V.P., General-Station Mgr.....Merle H. Tucker  
Commercial Manager.....Karl J. Lambertz  
Program Director.....James Church  
Chief Announcer.....John L. Hartig  
Chief Engineer.....Lewis W. Hake, Jr.

## KVER

ALBUQUEQUE—EST. 1947

MBS—GREAT WEST NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By...Intermountain Bcstg. Co.  
Business-Studio Address..P. O. Box 1388, 317  
North Broadway  
Phone Number.....3-1744  
Transmitter Location.....Perea Rd.  
Air Time.....6:30 a.m.-12 M.  
News Service.....AP  
Transcription Service...Lang-Worth, Standard  
Representative.....Donald Cooke  
Membership.....NAB, BMB  
President, General Manager...S. V. Patrick  
Assistant to President.....R. L. Odson  
Commercial Manager.....R. G. Baird  
Program Director.....Robert Odson  
National Sales.....J. J. Donnelly  
Traffic Manager.....Rebecca Peterson  
Chief Announcer.....Robert Lee  
Chief Engineer.....W. H. Carmen  
Farm Editor.....Walter Cook

## KVER

the key to

## ALBUQUERQUE

Mutual Broadcasting System  
affiliate

Represented nationally by  
**Donald Cooke, Inc.**

owned and operated by the  
**INTERMOUNTAIN BROADCASTING  
CO., INC.**

317 North Broadway  
Albuquerque New Mexico

# K O B

ALBUQUERQUE—EST. 1920

NBC—MBS

Frequency: 770 Kc. Power: 50,000 Watts d.; 25,000 Watts n.

Owned-Operated By..Albuquerque Bcstg. Co.  
 Business-Studio Address..Fifth & West Silver  
 Phone Number .....4411  
 Transmitter Location.....Alameda, N. M.  
 Air Time.....18 hrs. daily  
 News Service.....AP, INS  
 Transcription Service .....Thesaurus  
 Representative.....Free & Peters  
 Owner, General Manager...T. M. Pepperday  
 Station Manager.....Roger M. Baker  
 Acting Program Director.....Rolf S. Nielsen  
 Publicity Director.....Martha Summers  
 Musical Director.....Noel Martin  
 Chief Engineer.....George S. Johnson

# K S V P

ARTESIA—EST. 1946

GREAT WEST

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..Intermountain Bcstg. Co.  
 Business-Studio Address.....511 Main St.  
 Phone Number .....650  
 Transmitter Location.....South Roselawn  
 Air Time.....7 a.m.-10 p.m.  
 News Service .....AP  
 Transcription Service.....Standard, Capitol  
 Representative .....Donald Cooke  
 Membership .....NAB  
 President, General Manager...S. V. Patrick  
 Station Manager.....Burney Jones  
 Commercial Manager.....Wayne Griffin  
 Program Director, Chief  
 Announcer .....Bill Angel  
 Chief Engineer.....Burney Jones

# K A V E

CARLSBAD—EST. 1936

CBS—SOUTHWEST NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By..Carlsbad Bcstg. Corp.  
 Business-Studio Address..800 South Canal St.  
 Phone Number .....244  
 Transmitter Location.....La Huerta, N. M.  
 Air Time.....6 a.m.-12 M.  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Taylor-Howe Snowden  
 President .....Val Lawrence  
 General Manager.....Norman R. Loose  
 Commercial Manager.....C. Gail Boles  
 Sales Promotion Manager...Eithelbert Zachry  
 Program Director.....Alexander Pitcaithley  
 Publicity Director.....Charles Wells  
 Chief Engineer.....Wm. Sene

# K I C A

CLOVIS—EST. 1931

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By..Hugh DeWitt Landis and  
 Ross B. McAlister  
 Address .....6th & Pile St.  
 Phone Number .....3  
 Transmitter Location.....Clovis  
 Air Time.....Full Time  
 News Service .....UP, AP  
 Transcription Service.....MacGregor  
 President.....Hugh DeWitt Landis  
 Commercial Manager.....Don Boles  
 Chief Engineer.....Vernon Hughes

# K G A K

GALLUP—EST. 1945

ABC—ZIA

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Gallup Bcstg. Co.  
 Business Address.....Box 1150  
 Phone Number .....726  
 Air Time.....6:30 a.m.-11:30 p.m.  
 News Service .....UP  
 Transcription Service.....Associated, World  
 Representative .....Homer Griffith  
 Membership .....NAB, BMB  
 President .....Al Buck  
 General Manager.....Merle H. Tucker  
 Program Director.....Marie de Ville  
 Chief Announcer.....Jack Ingram  
 Chief Engineer.....John C. Joanides

# K W E W

HOBBS—EST. 1938

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By .....W. E. Whitmore  
 Address .....Harden Hotel

# K C H S

HOT SPRINGS—EST. 1946

KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By .....Sierra Bcstg. Service  
 Operated By..Leonard R. Trainer; Reginald H.  
 Shirk  
 Business-Studio Address.....401 Broadway  
 Phone Number .....161  
 Transmitter Location.....Yucca Heights  
 News Service .....UP  
 Transcription Service.....Standard, Cole,  
 Keystone  
 Membership .....NAB  
 Partners...Leonard R. Trainer; Reginald H.  
 Shirk  
 General Manager.....Leonard R. Trainer  
 Chief Engineer.....Reginald H. Shirk

# K O B E

LAS CRUCES—EST. 1947

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By...Messilla Valley  
 Bcstg. Co., Inc.  
 Business Address...P. O. Box 832  
 News Service...AP  
 Transcription Service...World  
 General-Commercial Mgr...Frank E. Cooke

# K F U N

LAS VEGAS—EST. 1941

ABC—ZIA

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By...Southwest Bcstrs., Inc.  
 Business Address...P. O. Box 710  
 Air Time...6 a.m.-12 M.; 7a.m.-11 p.m., Sun.  
 News Service...UP  
 Transcription Service...Standard, World, Cole  
 Membership...NAB, BMB  
 President, General Manager...E. N. Thwaites  
 Commercial Manager...Ken Randolph  
 Chief Engineer...A. F. Schultz

# K R T N (CP)

RATON

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By...Southwest Bcstrs., Inc.  
 Business Address...Box 710, Las Vegas, Nev.

# K G F L

ROSWELL—EST. 1927

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By...KGFL Inc.  
 Business-Studio Address...310 N. Richardson  
 Phone Number...2000  
 Air Time...6:30 a.m.-11 p.m.  
 News Service...UP  
 Transcription Service...Lang-Worth, MacGregor  
 Membership...NAB  
 General Manager...W. E. Whitmore  
 Commercial Manager...George F. Roberts

# K S W S

ROSWELL—EST. 1947

President-General Manager...E. N. Thwaites  
 Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By...McEvoy Bcstg. Co.  
 News Service...AP  
 Transcription Service...Capitol, Thesaurus  
 President...Paul B. McEvoy  
 Vice President-General Mgr...John A. McBoyle  
 Chief Engineer...Ray R. Summersgill

# K T R C

SANTA FE—EST. 1946

ABC—ZIA

Frequency: 1400 Kc. Power: 250 Watts

Owned By...New Mexico Publishing Co.  
 Business-Studio Address...Radio Plaza, 208  
 East Marcy St.

Phone Number...3003  
 News Service...UP  
 Membership...NAB  
 President...Frank C. Rand, Jr.  
 General Mgr...Charles R. Baker  
 Chief Engineer...Milton Woodward

# K V S F

SANTA FE—EST. 1936

CBS

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Operated By...New Mexico Bcstg. Co.  
 Business-Studio Address...759 Cerrillos Rd.  
 Air Time...6 a.m.-12 M.  
 News Service...AP, UP  
 Transcription Service...World, Associated  
 Representative...Taylor-Howe-Snowden  
 Membership...BMB  
 President...A. R. Hebenstreit  
 General Mgr...Ivan H. Head  
 Sales Promotion...Robert Wistrand  
 Program Director...Miss Ann Clark  
 Chief Announcer...Richard Herriott  
 Chief Engineer...N. L. Keys

# K S I L

SILVER CITY—EST. 1946

CBS—SWN

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By...Dorrance D. Roderick  
 Business-Studio Address...17th & Cactus  
 Phone Number...611-2  
 Transmitter Location...17th & Cactus, Box 590  
 News Service...AP  
 Transcription Service...Standard  
 Representative...Taylor-Howe-Snowden  
 Membership...NAB  
 President-Owner...Dorrance D. Roderick  
 General-Station Manager...Carl Dunbar  
 Commercial Manager...Harold T. Welsh  
 Chief Engineer...Gladman W. Upchurch

# K T N M

TUCUMCARI—EST. 1941

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By...The McMa Agency  
 Operated By...Grady Maples  
 Phone Number...100; 69  
 Transmitter Location...Just outside East City  
 Air Time...6 a.m.-10:30 p.m.  
 News Service...AP, UP  
 Transcription Service...Lang-Worth  
 Partners...Grady Maples, R. B. McAllister,  
 Pryde E. Hale  
 Co-Owner, Manager...Grady Maples  
 Commercial Manager...J. Paul Aley  
 Chief Engineer...Jack W. Todd

# WOR

**— heard by the most people where  
the most people are★**

**★WOR is heard regularly by 34,057,161 people, 1/4 of the  
nation, in 430 counties in 18 states.**

**WOR will be glad to send you copies of its official daytime  
and nighttime BMB audience maps—and other pertinent data  
— which more than amply support the startling  
statements made above.**

***mutual***

# NEW YORK

Estimated Population 14,092,000—% Increase +4.5—Radio Homes 3,737,443  
Farms with Radios 131,783—Stations in State 87

## W A B Y

ALBANY—EST. 1934

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Adirondack Bcstg. Co.  
Business-Studio Address... Strand Bldg.  
Phone Number ..... 4-4193  
Transmitter Location... Braintree St., Colonie  
Air Time... 7 a.m.-12 M.; 8 a.m.-12 M., Sun.  
News Service ..... UP  
Transcription Service... Standard, Thesaurus  
Representative ..... J. P. McKinney  
Membership ..... NAB  
General Manager ..... Russell B. Wilde  
Commercial Manager... Charles Bell, Jr.  
Program Director... Ned Trudeau  
Publicity Director... Joe Nolan  
Musical Director... Ned Trudeau  
Chief Engineer... James H. Corey

## W O K O

ALBANY—EST. 1924

ABC

Frequency: 140 Kc. Power: 1000 d.; 500 n.  
Owned-Operated By... Governor Dongan  
Bcstg. Corp.  
Address ..... 100 State St.  
President-General Mgr. .... Col. Jim Healey

## W P T R (CP)

ALBANY

Frequency: 1540 Kc. Power: 10,000 Watts  
Owned-Operated By... Patroon Bcstg. Co., Inc.  
Business Address ..... 1 Elk St.

## W R O W

ALBANY—EST. 1947

MBS

Frequency: 590 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By... Hudson Valley Bcstg.  
Business-Studio Address... 112 State St.  
Phone Number ..... 3-2225-6-7  
Transmitter Location... Glenmont, N. Y.  
Air Time... 6 a.m.-1 a.m.  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... Avery-Knodel  
Membership ..... NAB  
President, General Mgr. .... Harry L. Goldman  
Commercial Manager... W. Stanley Roberts  
Sales Promotion Manager... A. Edward Walker  
Program Director... John Lee  
Musical Director... Richard Hartigan  
Chief Engineer... Charles R. Heisler

## W R W R

ALBANY—EST. 1948

ABC

Frequency: 850 Kc. Power: 10,000 Watts  
Owned-Operated By... Champlain Valley Bcstg.  
Business Address... First Trust Bldg.  
Phone Number ..... 6-7676  
President-Owner... Stephen R. Rintoul  
General Manager... Harold H. Meyer  
Chief Engineer... Arthur Schoenfuss

## W C S S (CP)

AMSTERDAM

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Community Service  
Bcstg. Corp.  
Business Address... 119 Stewart St.  
Representative ..... Katz

## W M B O

AUBURN—EST. 1926

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... WMBO, Inc.  
Business-Studio Address... 141 Genesee St.  
Phone Number ..... 433  
Transmitter Location... Corner of York &  
Division Sts.  
Air Time... 7 a.m.-11:30 p.m.; 8:30 a.m.-11:15  
News Service ..... AP  
Transcription Service... Thesaurus, SESAC  
Representative... Thomas F. Clark Co.  
Membership ..... NAB, BMB  
President ..... William O. Dapping  
General-Station-Commercial  
Manager ..... Frederick L. Keesee  
Sales Promotion Manager... Robert B. Morgan  
Program Director... Kathleen Crouch  
Chief Announcer... A. John Hefner  
Chief Engineer... Herbert House  
Farm Editor... A. John Hefner

## W B T A

BATAVIA—EST. 1941

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Batavia Bcstg. Corp.  
Business-Studio Address... 90 Main St.  
Phone Number... 715, 716, 2100  
Transmitter Location... Little Creek Rd.  
Air Time... 6:30 a.m.-12 M.  
News Service ..... AP  
Transcription Service ..... Capitol  
Representative... Helen Wood, Colton

IN  
UPSTATE  
NEW YORK  
IT'S

**WKBW**  
Buffalo's most powerful Station  
FIFTY THOUSAND WATTS

ARTHUR SIMON - VICE PRESIDENT AND GENERAL MANAGER

*AFFILIATED WITH AMERICAN BROADCASTING COMPANY*

REPRESENTED NATIONALLY BY

**AVERY—KNODEL**  
INC.

Membership ..... NAB, FMA  
 Chief Executives.. Joseph M. Ryan, Edward P.  
 Atwater, Edmund R. Gamble  
 General-Station Mgr..... Edmund R. Gamble  
 Commercial Manager..... Robert E. Newstead  
 Production Manager..... J. Gordon Bridge  
 Chief Announcer..... Bernie Sandler  
 Chief Engineer..... Alfred E. Callander  
 Farm Editor..... James H. Gerety

**WINR**

BINGHAMTON—EST. 1946

NBC

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Southern Tier Radio  
 Service, Inc.  
 Business-Studio Address.. Court House Square  
 Phone Number ..... 4-4318  
 Transmitter Location..... Stokes Ave.  
 Air Time..... 6 a.m.-12:05 a.m.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Headley-Reed  
 Membership ..... NAB  
 President ..... Donald Kramer  
 General Manager..... C. A. Bengtson  
 Sales Manager..... H. R. Nicholson  
 Program Director..... Charles Bishara  
 Chief Engineer..... A. A. Kelley

**WKOP**

BINGHAMTON—EST. 1947

MBS

Frequency: 750 Kc..... Power: 1000 Watts d.  
 Owned-Operated By.. The Binghamton Bcstrs.,  
 Inc.  
 Business-Studio Address..... 34 Chenango St.  
 Phone Number ..... 2-3437  
 Transmitter Location.... Morgan Rd., Carman  
 Hill  
 Air Time..... Local sunrise-local sunset  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Burn-Smith  
 Membership ..... NAB  
 President, General-Station  
 Manager ..... Andrew Jarema  
 Commercial-Sales Promotion Manager, Pro-  
 gram-Publicity Director.... Robert R. Keefe  
 Production Manager, Chief Announcer, Farm  
 Editor ..... Wallace Buman  
 Chief Engineer..... Charles Hallinan

**WNBF**

BINGHAMTON—EST. 1927

CBS

Frequency: 1290 Kc..... Power: 5000 Watts  
 Owned-Operated By... Clark Associates, Inc.  
 Business-Studio Address..... P. O. Box 48

Phone Number ..... 2-3461  
 Transmitter Location..... Inghram Hill  
 Air Time... 6 a.m.-1:05 a.m.; 8 a.m.-1:05 a.m.  
 News Service ..... UP  
 Transcription Service..... Standard, Capitol  
 Representative ..... George Bolling  
 Membership ..... NAB, BMB  
 President ..... John C. Clark  
 General-Station Manager..... Cecil D. Mastin  
 Commercial Manager..... Stanley N. Heslop  
 Sales Promotion..... E. Ray McCloskey  
 Chief Engineer..... L. H. Stantz  
 Farm Editor..... Ray Whitlock

**WBEN**

BUFFALO—EST. 1930

NBC

Frequency: 930 Kc..... Power: 5000 Watts  
 Owned By..... Buffalo Evening News  
 Operated By..... WBEN, Inc.  
 Business-Studio Address..... Hotel Statler  
 Phone Number..... Cleveland 6400  
 Transmitter Location..... Grand Island, N. Y.  
 Air Time. .6 a.m.-1 a.m.; 8 a.m.-12:05 a.m., Sun.  
 News Service..... AP, INS, UP  
 Transcription Service... Etandard, Thesaurus  
 Representative ..... Edward Petry  
 Membership ..... NAB, BMB  
 President..... Edward H. Butler  
 Vice President, General

Manager..... Alfred H. Kirchhofer  
 Station Manager..... C. Robert Thompson  
 Commercial Manager..... Frank W. Kelly  
 Publicity Director..... Joseph Haeffner  
 Musical Director..... Max Miller  
 Chief Engineer..... Ralph J. Kingsley

**WKBW**

BUFFALO—EST. 1925

ABC

Frequency: 1520 Kc..... Power: 50,000 Watts  
 Owned-Operated By... Bcstg. Foundation Inc.  
 Business-Studio Address..... Rand Bldg.  
 Phone Number..... MOhawk 8840  
 Transmitter Location.. R. D. No. 5, Hamburg,  
 N. Y.  
 Air Time.. 5 a.m.-1:30 a.m., Mon.-Fri.; 5 a.m.-3  
 a.m., Sat.; 7 a.m.-1:30 a.m., Sun.  
 News Service..... AP, UP  
 Transcription Service..... World, SESAC  
 Representative ..... Avery-Knodel  
 Membership ..... NAB  
 President..... Dr. Clinton H. Churchill  
 V.P.-General Mgr..... Arthur Simon  
 Program Director..... Paul Martin  
 Production Manager..... Lee Randon  
 Publicity Director..... Mrs. Lillian Kirk  
 Chief Announcer..... Jack Gelzer  
 Musical Director..... Bobby Nicholson  
 Chief Engineer..... Leroy Fiedler

**W B N Y**  
BUFFALO—EST. 1935

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Roy L. Albertson  
Business-Studio Address . . . . . 485 Main St.  
Phone Number . . . . . Madison 4000  
Transmitter Location . . . . . 154 E. Eagle St.  
Air Time . . . . . 7 a.m.-12 M.; 7 a.m.-2 a.m., Sat.  
News Service . . . . . AP, INS, UP  
Transcription Service . . . . . Associated, Lang-Worth  
Representative . . . . . Adam J. Young, Jr.  
Membership . . . . . NAB  
President-Owner, General-Station

Manager . . . . . Roy L. Albertson  
Commercial Manager . . . . . Virginia C. Fyda  
Sales Promotion Manager . . . . . Robert A. Wallace  
Program Director . . . . . Carl J. Spavento  
Musical Director . . . . . Arthur J. Crosson  
Chief Engineer . . . . . Thomas L. Vines

**W E B R**  
BUFFALO—EST. 1924  
MBS

Frequency: 970 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . WEBR, Inc.  
Business-Studio Address . . . . . 23 North St.  
Phone Number . . . . . Lincoln 7133  
Transmitter Location . . . . . Cloverbank Rd.,  
Hamburg, N. Y.

Air Time . . . . . 6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.  
News Service . . . . . AP, INS  
Transcription Service . . . . . Standard, Lang-Worth  
Representative . . . . . Weed  
Membership . . . . . NAB, BMB  
General-Station Manager . . . . . Cy King  
Commercial Manager . . . . . William Doerr, Jr.  
Program Director . . . . . Clare Allen  
Production Manager . . . . . Robert Dambach  
Publicity Director . . . . . William Schweitzer  
Chief Announcer . . . . . John Boothby  
Musical Director . . . . . Wallace McManus  
Chief Engineer . . . . . Frank Ridgeway

**W G R**  
BUFFALO—EST. 1922  
CBS

Frequency: 550 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . WGR Bcstg. Corp.  
Business-Studio Address . . . . . 1800 Rand Bldg.  
Phone Number . . . . . Washington 3100  
Transmitter Location . . . . . Hamburg, N. Y.  
Air Time . . . . . 5:30 a.m.-1:30 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . SESAC  
Representative . . . . . Free & Peters  
Membership . . . . . NAB  
Chairman of Board . . . . . Leo J. Fitzpatrick  
President, General-Station

Manager . . . . . I. R. Lounsberry  
Local . . . . . Nat Cohen

National Spot . . . . . F. R. Greene  
Sales Promotion Manager . . . . . Roswell McPherson  
Program Director, Production

Manager . . . . . Robert Strigl  
Publicity Director . . . . . Fred L. Lounsbury  
Chief Announcer . . . . . Allan Lewis  
Musical Director . . . . . David Cheskin  
Chief Engineer . . . . . K. B. Hoffman  
Farm Editor . . . . . Donald B. Huckle

**W C S R (CP)**  
COBLESKILL

Frequency: 1420 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Schoharie County Com-  
munity Service Bcstg. Corp.  
Business Address . . . . . 44 Main St.

**W K R T**  
CORTLAND—EST. 1947

Frequency: 920 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Cortland Bcstg. Co.  
Business Address . . . . . 14 Groton Ave.  
Phone Number . . . . . 2707  
News Service . . . . . UP  
Transcription Service . . . . . McGillvra  
Representative . . . . . Associated  
President-General Manager . . . . . Gerald Mayer  
Commercial-Promotion Manager . . . . . Ernst Grup  
Program Director . . . . . William Hall  
Production Director . . . . . Elizabeth Sweetland  
Chief Engineer . . . . . Herbert Pascalar

**W E L M**  
ELMIRA—EST. 1947  
ABC

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . J. R. Meachem  
Business-Studio Address . . . . . 222 E. Market St.  
Phone Number . . . . . 21400 & 28378  
Transmitter Location . . . . . Grand Central Ave. &  
Sheridan

Air Time . . . . . 6 a.m.-12:05 a.m.  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Walker  
Membership . . . . . NAB, BMB  
President-Owner . . . . . J. R. Meachem  
Publicity Director . . . . . Claude R. Snyder, Jr.  
Program Director . . . . . Preston L. Taplin  
Farm Editor . . . . . Gordon M. Ridenour

**W E N Y**  
ELMIRA—EST. 1939  
NBC—MBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Elmira Star-Gazette, Inc.  
Business-Studio Address . . . . . Mark Twain Hotel  
Phone Number . . . . . 5181  
Transmitter Location . . . . . Lower Maple Ave.

Air Time....6:30 a.m.-1 a.m.; 7:55 a.m.-1 a.m.  
 News Service .....UP  
 Transcription Service.....World, Lang-Worth  
 Representative .....J. P. McKinney  
 Membership .....NAB, BMB  
 President.....Frank E. Gannett  
 General Manager.....Dale Taylor  
 Commercial Manager.....Ernest F. Oliver  
 Program Director.....Ted Hodge  
 Musical Director.....Harry Springer  
 Chief Engineer.....Thurlow A. Greene  
 Farm Editor.....Bernard C. Hargreaves

## W E N E

ENDICOTT—EST. 1947

ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Empire Newspapers-  
 Radio, Inc.

Business-Studio Address.....Radio Center  
 Phone Number .....3200  
 Transmitter Location..Pierce Hill, Vestal, N. Y.  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service .....AP  
 Transcription Service.....Capitol, Thesaurus  
 Representative .....Walker  
 Membership .....NAB  
 President.....James H. Ottaway  
 General Manager.....Byron E. French  
 Asst. Manager-Director.....Stephen W. Ryder  
 Commercial Manager...William C. Lundquest  
 Program Director.....Harold Graves  
 Chief Engineer.....J. Harold Merchant

## W G B B

FREEPORT—EST. 1924

KBS

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By.....Harry H. Carman  
 Business-Studio Address..44 South Grove St.  
 Phone Number.....Freeport 9-2418  
 Transmitter Location.....215 Bedell St.  
 Air Time.....Unlimited  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 President-Owner.....Harry H. Carman  
 Program Director.....A. Cheesman  
 Publicity Director.....R. Stirrat  
 Musical Director.....Shirley Waaser  
 Chief Engineer.....Robert Milos

## W G V A

GENEVA—EST. 1947

MBS

Frequency: 1420 Kc.....Power: 250 Watts  
 Owned-Operated By.....Star Bcastg. Co., Inc.

Business-Studio Address....Geneva Federal  
 Savings Bldg.

Phone Number .....2009  
 Transmitter Location.....Lenox Park  
 Air Time.....6:25 a.m.-12 M.  
 News Service .....AP  
 Transcription Service .....World  
 Membership .....NAB, BMB  
 President.....M. R. Forman  
 Vice President, General  
 Manager.....Thomas L. Brown  
 Sales Manager.....Lloyd B. Gibson  
 Program Director.....Robert S. Kieve  
 Chief Engineer.....R. Carleton Greene  
 Farm Editor.....Joseph Michaels

## W G L N

GLENS FALLS—EST. 1947

ABC

Frequency: 1230 Kc.....Power: 100 Watts  
 Owned-Operated By....Glens Falls Publicity  
 Corp.

Business-Studio Address.....13 Warren St.  
 Phone Number .....2-1230, 2-1179  
 Transmitter Location.....Dix Ave.  
 Air Time.....6:45 a.m.-12:05 a.m.  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Representative.....J. P. McKinney  
 Membership .....NAB, BMB  
 General-Production Mgr.....Carl Mattison  
 Commercial-Sales Promotion Mgr..E. M. Frink  
 Program Director.....Richard P. Weld  
 Chief Engineer.....Earl Pace  
 Farm Editor.....Dick Weld

## W W S C

GLENS FALLS—EST. 1946

MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By....Great Northern Radio,  
 Inc.

Business-Studio Address.....11 South St.  
 Phone Number .....2-6518  
 Transmitter Location.....Pruyns Island  
 Air Time..6:15 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.  
 News Service .....UP  
 Transcription Service .....World  
 Membership .....NAB, BMB  
 President, General Manager.....Martin Karig  
 Station Manager.....Robert Dye  
 Commercial Manager.....J. H. Bennett  
 Program Director.....Robert Gifford  
 Publicity Director.....Kent E. Jones  
 Chief Announcer, Musical  
 Director.....James D. Sowdon  
 Acting Chief Engineer.....Joseph Thomas  
 Farm Editor.....Bert Robinson

# THE LONG ISLAND STORY

WHLI delivers more listeners per dollar in Long Island's large quality market than any other station, including the 50,000 watters in New York City!

Of course, WHLI has the Fall 1947 HOOPER "Station Listening Area Coverage Index" for Hempstead Town.

**WHLI 1100 KC**  
BETWEEN WHN AND WNEW  
AND  
**WHNY (FM) 98.3 MC**  
IN THE MIDDLE OF THE DIAL  
**HEMPSTEAD**  
LONG ISLAND

• • NEW YORK • •

## WENT

GLOVERSVILLE—EST. 1944

CBS, MBBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By..Sacandaga Bcstg. Corp.  
Business-Studio Address.....8 W. Fulton St.  
Phone Number ..... 4900-1  
Transmitter Location.....Harrison St.  
Air Time.....6:58 a.m.-12:05 a.m.  
News Service .....UP  
Transcription Service .....Thesaurus  
Representative.....Adam J. Young  
Membership .....NAB, BMB  
President-Owner .....George Bissell  
General Manager.....Dale Robertson  
Program Director.....Geo. Malcolm Weaver  
Publicity Director.....Dale Robertson  
Chief Engineer.....DeWaine Rauer

## WHLI

HEMPSTEAD—EST. 1947

Frequency: 1100 Kc....Power: 250 Watts d.  
Owned-Operated By.....FM Bcstg. Corp.  
Business Studio Address.....245 Baldwin Rd.  
Phone Number..Hempstead 7897; N. Y. City:  
Vigilant 4-0707  
Transmitter Location.....470 Millburn Ave.  
Air Time.....Local sunrise-local sunset  
News Service .....UP  
Transcription Service.....Associated, World  
V.P.-General Manager.....Paul Godofsky  
Public Affairs Director.....Clifford Evans  
Sales Director.....Joseph A. Lenn  
Vice President, Sales.....Joseph A. Lenn  
Program Director.....Roger Wayne  
Musical Director.....Eddy Brown  
Chief Engineer.....Frank Knaack  
Farm Editor.....Jerry Carr

## WHUC

HUDSON—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Colgren Bcstg. Co.  
Business Address.....Union Turnpike  
Phone Number.....1167  
News Service.....UP  
Transcription Service.....Capitol, World  
Partners.....Robert P. Strakos,  
John F. Kearney  
General Manager.....John F. Kearney  
Commercial Manager.....Robert P. Strakos  
Program Director.....Paul Baron  
Chief Engineer.....Michael Tackach

# WHCU

ITHACA—EST. 1921

CBS

Frequency: 870 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Cornell University  
Business-Studio Address. Ithaca Savings Bank  
Bldg.; Cornell Countryman Bldg.; Cornell  
Campus

Phone Number ..... 3438  
Transmitter Location... Kline Rd., Forest Home  
Air Time..... Local sunrise-local sunset  
News Service ..... UP  
Transcription Service..... World, Lang-Worth  
Representative ..... Kettell-Carter  
Membership ..... NAB, BMB  
General Manager..... Michael R. Hanna  
Assistant to the Mgr.... Samuel M. Woodside  
Sales Manager..... Earl S. Cobey  
Program Director, Production  
Manager..... Joseph A. Short  
Publicity Director..... Theodore T. Howes  
Chief Announcer, Musical  
Director ..... John H. Deal  
Chief Engineer..... True McLean  
Farm Editor..... Louis W. Kaiser

# WJOC

JAMESTOWN—EST. 1947

Frequency: 1470 Kc. Power 1000 Watts d.  
Owned-Operated By..... Airwaves, Inc.  
Business Address..... 415 W. 4th St.  
Phone Number..... 5-108  
News Service..... AP  
Transcription Service..... Capitol  
General-Commercial Mgr.... Harry E. Layman  
Program Director..... John R. Thomas  
Chief Engineer..... Robert L. Blalock

# WJTN

JAMESTOWN—EST. 1936

ABC

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By... James Bcstg. Co., Inc.  
Business-Studio Address.... Hotel Jamestown  
Bldg.  
Phone Number ..... 7-151  
Transmitter Location... Jones & Gifford Aves.  
Air Time. .6 a.m.-12:30 a.m.; 7 a.m.-12:30 a.m.,  
Sun.  
News Service ..... UP  
Transcription Service..... Standard, World  
Representative..... William G. Rambeau  
Membership ..... NAB, BMB  
President... Jay E. Mason  
Vice President, General-Station-Commercial-  
Sales Promotion Manager. Simon Goldman  
Program Manager..... Jay E. Mason  
Production Manager..... J. Ralph Carlson  
Publicity Director..... Ray Finch  
Chief Announcer..... Jack Ogilvie  
Musical Director..... George C. Pileeger  
Chief Engineer..... Harold J. Kratzert  
Farm Editor..... William Winn

# WNYB

KENMORE—EST. 1948

Frequency: 1080 Kc. Power: 1000 Watts d.  
Owned-Operated By... Edwin R. Sanders and  
Theddeus Podbielniak  
Business Address..... Kenmore, N. Y.  
News Service..... AP  
Transcription Service..... Associated  
General Manager..... Thaddeus Podbielniak  
Chief Engineer..... Edwin R. Sanders

# WKNY

KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Kingston Bcstg. Corp.  
Business-Studio Address..... 601 Broadway  
Phone Number..... Kingston 4500  
Transmitter Location..... Plainfield St., Ulster  
Township

## Worth Listening To— Worth Selling Thru

- 60,000 families in 13 N. Y.-Pa. counties listen to this Peabody-cited station.
- 68 weekly newspapers work with and through WHCU for community betterment.
- 168 advertisers (134 local) sell on WHCU; 94% renew contracts regularly.
- 64 sponsors have 5-year stripes; 30 have begun their 4th year of continuous advertising on WHCU.

A **DISTINCTIVE, EFFECTIVE STATION**  
SERVING A LOYAL AUDIENCE—that's

# WHCU

AM-870 kc                      FM-97.3 mc  
ITHACA, N. Y.      CBS      BMB

**STRATEGICALLY  
SPEAKING...**

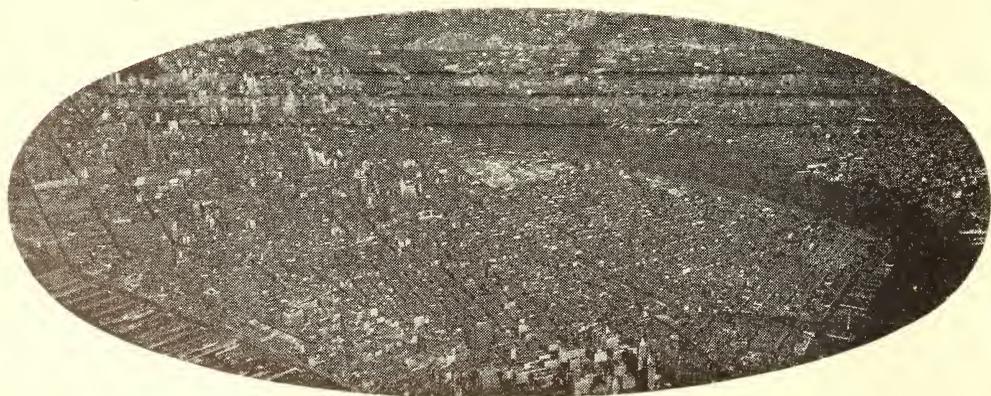


... Hitting the greatest buying market target with results at low cost time rates. Write, call or phone MEIrose 5-0333 for rates and data pertaining to English and Foreign language audiences.



**5000 WATTS DIRECTIONAL OVER NEW YORK**

**260 E. 161 ST. NEW YORK 51, N. Y.**



News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative...Joseph Hershey McGillvra  
 President.....John J. Laux  
 General-Station Manager.....Lou Stekete  
 Chief Engineer.....Herbert Inman  
 Farm Editor.....Hal Hornbeek

## W W O L

**LACKAWANNA—EST. 1947**

Frequency: 1120 Kc.....Power: 1000 Watts d.  
 Owned By.....Greater Erie Bcstg. Co.  
 Operated By.....Leon Wyszatycki  
 Business-Studio Address.....692 Ridge Rd.  
 Phone Number.....Woodlawn 8200  
 Air Time.....Local sunrise-local sunset  
 News Service .....UP  
 Transcription Service .....Standard  
 President, General Manager..Leon Wyszatycki  
 Station Manager.....Stanley Jasinski  
 Commercial Manager...Benno Rosenheimer  
 Chief Engineer.....Howard A. Seyse

## W V O S

**LIBERTY—EST. 1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..Sullivan County Bcstg.  
 Co.  
 Business Address.....Liberty, N. Y.  
 Phone Number.....1680  
 News Service.....UP  
 Transcription Service.....Associated  
 President.....David A. Kyle  
 General-Commercial Mgr.....Art Cooper  
 Chief Engineer.....Bernard Bell

## W I C Y

**MALONE—EST. 1946**

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...N. Country Bcstg. Co.  
 Business-Studio Address...65 Woodward St.  
 Phone Number.....187 & 578  
 News Service .....UP  
 Transcription Service .....World  
 Membership .....NAB  
 Production Manager.....Mitchell C. Tackley  
 Chief Engineer.....Bernard Reisdorf

## W M S A

**MASSENA—EST. 1945**

ABC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Brockway Co.  
 Business Address.....Central Bldg.  
 Phone Number.....990  
 Studio-Transmitter Location.....S. Main St.

Air Time...6:30 a.m.-12:05 a.m., 8 a.m.-12:05  
 News Service .....UP  
 Transcription Service.....Associated, SESAC  
 Representative .....Weed  
 Membership .....NAB, BMB  
 President.....Harold B. Johnson  
 General Manager.....Louis Saiff, Jr.  
 Station-Commercial Mgr...Thomas R. McHugh  
 Chief Engineer.....Michael Tarkulich

## W A L L

**MIDDLETOWN—EST. 1942**

MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..Community Bcstg. Corp.  
 Business-Studio Address.....14 South St.  
 Phone Number .....3119  
 Air Time...7 a.m.-11:15 p.m., 9 a.m.-11:15 p.m.  
 News Service .....AP  
 Membership .....NAB, BMB  
 President .....John Morgan Davis  
 General Manager.....Martin N. Oebbeke  
 Commercial Manager.....Harold R. Meck

## W G N Y

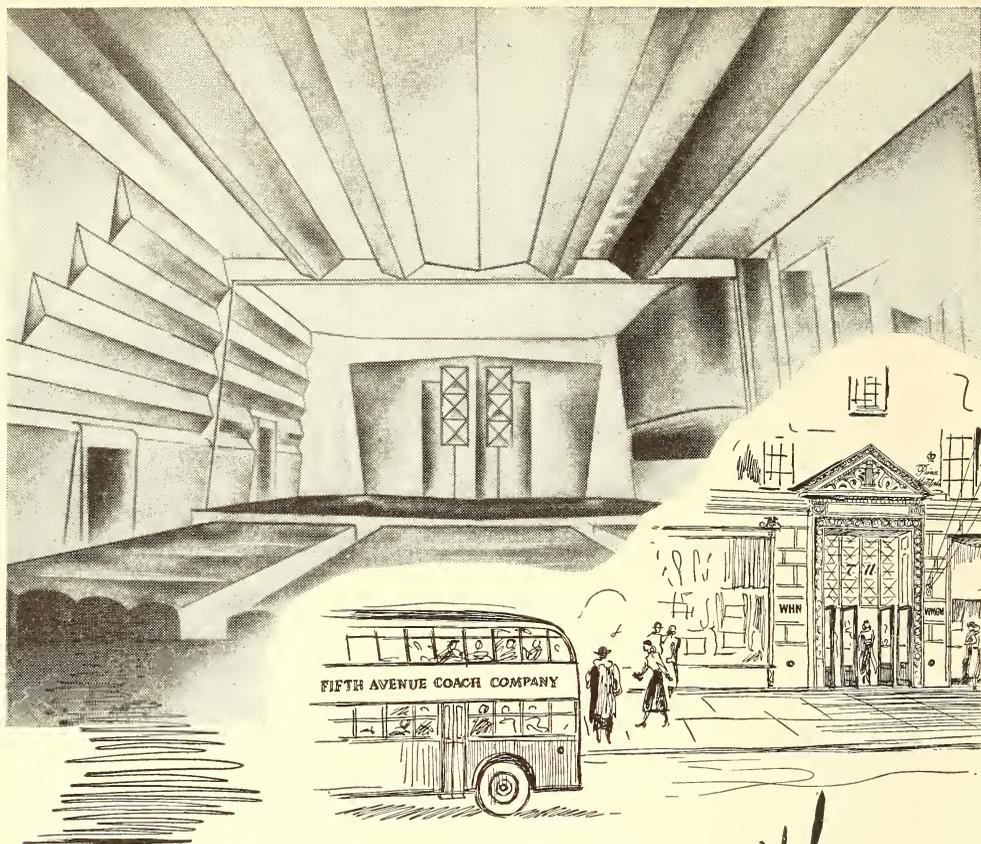
**NEWBURGH—EST. 1934**

Frequency: 1220 Kc.....Power: 1000 Watts  
 Owned-Operated By..WGNY Bcstg. Co., Inc.  
 Business-Studio Address.....161 Broadway  
 Phone Number.....Newburgh 4600  
 Air Time.....7:15 a.m.-local sunset  
 News Service .....UP  
 Transcription Service .....Standard  
 Membership .....NAB, BMB  
 President.....Merritt C. Speidel  
 General Manager.....George W. Bingham  
 Commercial Manager.....Joseph W. Rake  
 Production Manager.....Edward J. Burns  
 Chief Engineer.....Marvin Seimes

## W B N X

**NEW YORK—EST. 1927**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Operated By..WBNX Bcstg. Co. Inc.  
 Business-Studio Address.....260 E. 161st St.  
 Phone Number.....MElrose 5,0333  
 Transmitter Location.....Carlstadt, N. J.  
 Air Time.....¾ time share with WAWZ  
 News Service .....AP  
 Transcription Service.....Standard, SESAC  
 Representative.....Forjoe & Co.  
 Membership .....NAB  
 President-Owner.....A. L. Haskell  
 General Manager, Vice Pres...Wm. I. Moore  
 Program Director.....Frank Johnson  
 Production Manager.....Edward Ervin  
 Musical Director.....Fred Mendelsohn  
 Chief Engineer.....A. L. Solbrig



## The NEW LOOK comes to WHN!

FIFTH AVENUE... Style Center of the world... WELCOMES WHN... Style Setter for radio!

711 FIFTH AVENUE becomes WHN's new home early in 1948. New studios and offices set a pattern of smartness that shines everywhere... from the number on the doorway to sumptuous Studio A (depicted above); from gleaming, all-new speech input equipment to a model control system that the en-

gineers love like the ladies love Schiaparelli! All the latest developments in acoustical treatment and faithful reproduction of sound have been incorporated... for both AM and FM.

EVERYTHING'S NEW! Especially designed studios to accommodate every broadcasting requirement... luxurious sponsors' audition rooms... efficient program facilities... modern offices streamlined for the

utmost in service. All that's old is a quarter-century of radio know-how!

WHN'S MOVING DAY is a red-letter day in radio. Better facilities mean better programs... better service to the public... greater audiences... a better medium for advertising in the Nation's Number One Market.

50,000 WATTS—1050 KC. CLEAR CHANNEL

**WHN**  
and FM station WJGM  
NEW YORK

**WCBS**

NEW YORK CITY—EST. 1924

CBS

Frequency: 880 Kc.....Power: 50000 Watts  
Owned-Operated By...Columbia Bcstg. 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.

Air Time.....20 hours daily  
News Service.....AP, INS, UP, Reuters  
Transcription Service.....Associated, Longworth

Representative.....Radio Sales  
Membership.....NAB, BMB, FMA  
President.....Frank Stanton  
Chairman, Board of CBS.....William Paley  
General Manager.....Arthur Hull Hayes  
Sales Manager.....Don Miller  
Adv. & Sales Promotion Mgr.....Jules Dundes  
Asst. General Manager-  
Program Director.....G. Richard Swift

Publicity Director.....Michael Boscia  
Asst. Program Dir.....D. Gordon Graham  
Special Events.....Henry Unter Meyer  
Asst. to Gen. Manager.....Milton Bacon  
Production Manager.....William Elwell  
Commercial Editor.....Don Ball  
Chief Engineer.....Henry Grossman  
(For additional personnel see listing of Columbia Broadcasting System, Inc., under Networks.)

**WEVD**

NEW YORK—EST. 1927

Frequency: 1330 Kc.....Power: 5000 Watts  
Owned-Operated By...Debs Memorial Radio Fund, Inc.

Business-Studio Address...117 W. 46th St.  
Phone Number.....BRyant 9-2360  
Transmitter Location...4701 Maspeth Ave., Maspeth, L. I.

Air Time.....Shares time  
News Service.....AP  
Chairman of Board.....Adolph Held  
General-Station-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. 1022

Frequency: 1050 Kc.....Power: 50000 Watts  
Owned-Operated By.....Marcus Loew Book-  
ing Agency

Address.....1540 Broadway  
Phone Number.....BRyant 9-7800  
Transmitter Location.....East Rutherford, N. J.

Air Time.....6 a.m. to 2 a.m.  
News Service.....UP, AP  
Transcription Service.....Associated  
Director.....Herbert L. Pettey  
General Manager.....Frank Roehrenbeck  
Director of Sales.....Bertram Lebhax, Jr.  
Sales Promotion-Merchandising

Manager.....Robert G. Patt  
Program Director.....Raymond Katz  
Publicity Director.....Jo Ranson  
Chief Announcer.....Ted Schneider  
Musical Director.....Joel Herron  
Chief Engineer.....Paul Fuelling  
Record MC's.....Ted Husing, Tedd Lawrence

5000 WATTS 1330 Kc

**WEVD**

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.

WHEN YOU THINK OF FOREIGN LANGUAGE RADIO  
IN THE NEW YORK MARKET . . . . .

YOU'LL NATURALLY CHOOSE

**WHOM**

**THE ONLY FULL-TIME FOREIGN LANGUAGE**

---

**STATION IN THE NEW YORK METROPOLITAN**

---

**AREA . . .**

---

**OUTSTANDING PRODUCTIONS ATTRACTING  
PURCHASE-POWERFUL AUDIENCES SPEAKING**

**ITALIAN**

---

**POLISH — JEWISH — GERMAN**



*"The Il Progresso Station"*

GET THE FACTS NOW!

WHOM, 29 West 57th Street, New York 19, N. Y.

PLaza 3-4204

GENEROSO POPE, *President*

FORTUNE POPE, *General Manager*

**WHOM**

**NEW YORK—EST. 1928**

Frequency: 1480 Kc.... Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By... Atlantic Bcstg. Co., Inc.  
Business Address..... 29 W. 57th St.  
Phone Number..... PLaza 3-4204  
Studio Address.... 30 Journal Square, Jersey  
City, N. J.  
Transmitter Location..... Washington St.  
Air Time.... 6 a.m.-5 a.m.; 6 a.m.-3 a.m., Sun.  
News Service ..... UP  
Membership ..... NAB  
President ..... Generoso Pope  
General-Station Manager..... Fortune Pope  
Asst. Manager, Production-Publicity  
Director ..... Charles Baltin  
Executive Sales Asst..... Ralph Nardella  
Production Manager..... Ralph Costantino  
Musical Director..... Giuseppe De Luca  
Chief Engineer..... Paul Lee

**WINS**

**NEW YORK—EST. 1928**

Frequency: 1010 Kc.... Power: 50,000 Watts d.;  
10,000 Watts n.  
Owned-Operated By.... Crosley Bcstg. Corp.  
Business-Studio Address..... 28 W. 44th St.  
Phone Number ..... BR 9-6000  
Transmitter Location..... Lyndhurst, N. J.  
Air Time..... 24 hrs. daily  
News Service..... AP, INS, UP  
President..... James D. Shouse  
Vice President, General  
Manager ..... Robert A. Dunville  
Vice President, Station Mgr.... Eldon A. Park  
Sales Manager..... Wilmot Losee  
Sales Promotion Manager... Marion Annenberg  
Program Director..... John Neal  
Production Manager..... John Neal  
Publicity Director..... Charles Oppenheim  
Musical Director..... Irving Laundau  
Chief Engineer..... Paul Von Kunitz  
*(See Page 12)*

For the best in news quality . . .

**AP**

**Membership!**



# WLIB

NEW YORK

**wLIB** A VITAL FORCE  
IN NEW YORK CITY'S  
MARKETING SYSTEM

...

**FOR THE LISTENERS:**  
Music for their listening moods

**FOR THE SPONSOR:**  
A loyal, responsive audience

**WLIB's**  
News Bureau  
— Winner of  
the N. Y. News-  
paper Guild's  
First Citation for  
Radio Journalism

**wLIB • 1190 on your dial**

**MUSIC FOR YOUR LISTENING MOODS**

Dorothy S. Thackrey, President-Gen. Mgr. • Alex Leftwich, Sales Mgr.  
207 EAST 30th STREET, NEW YORK 16, N. Y.

**W J Z**

NEW YORK—EST. 1921

ABC

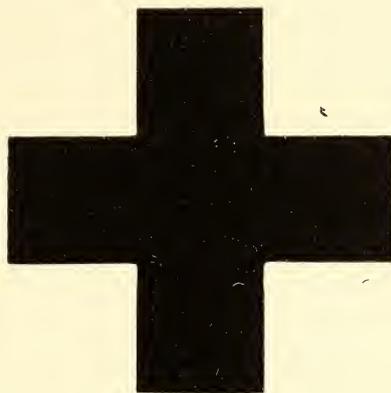
Frequency: 770 Kc....Power: 50,000 Watts  
 Owned-Operated By....American Bcstg. Co.  
 Business-Studio Address...30 Rockefeller Plaza  
 Phone Number.....Circle 7-5700  
 Transmitter Location.....Lodi, N. J.  
 Air Time.....5:45 a.m.-1 a.m.  
 News Service.....AP, INS, UP  
 Representative.....ABC Spot Sales  
 Membership.....NAB, BMB  
 Station Manager.....Murray Grabhorn  
 Sales Manager.....Clarence L. Doty  
 Promotion Manager.....Walter B. Dunn  
 Program Director, Production  
 Manager.....John Hade  
 Publicity Director.....Earl Mullin  
 Farm Editor.....Philip Alampi

**W L I B**

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.,  
 Brooklyn, N. Y.  
 Air Time.....Local sunrise-local sunset  
 Transcription Service.....Associated, SESAC  
 Representative.....Adam S. Young  
 President-Gen. Mgr.....Dorothy S. Thackrey  
 General-Sales Mgr.....Alex Leftwich  
 Publicity-Program Dir.....Sam Elfert  
 Chief Announcer.....Murray Jordan  
 Musical Director.....Charles Freed  
 Chief Engineer.....William Blacksher

The Radio Needs



Your Unstinting Assistance

**GIVE!**

# 5

great showmen-salesmen  
make WMCA your  
first buy in New York!

**BEA WAIN & ANDRÉ BARUCH**

(as Mr. & Mrs. Music)

**DUKE ELLINGTON**

**TOMMY DORSEY**

**TED STEELE**

All star disc jockey shows entertaining  
and selling New Yorkers 57 hours  
weekly on 570. Participations available.

**wmca**

first on New York's dial



NEW YORK

# W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts  
Owned-Operated By.....WMCA, Inc.  
Business-Studio Address.....1657 Broadway  
Phone Number.....Circle 6-2200  
Transmitter Location.....Kearney, N. J.  
Air Time.....18 hrs. daily  
News Service.....AP  
Transcription Service.....World  
Representative.....Free & Peters  
Membership.....BMB  
President.....Nathan Straus  
Secretary-Treasurer.....Herman M. Stein  
Vice-President & General Mgr... Charles Stark  
Asst. to Gen. Mgr.....Vincent Pote  
Sales Promotion Manager....Howard Klarman  
Commercial Program  
Director.....Joseph Gottlieb  
Vice-President, Director of News, Publicity &  
Special Events.....Leon Goldstein  
Musical Director.....William Taylor  
Chief Engineer.....Pierre Versepud  
Director, Education & Children's  
Programs.....Mrs. Helen Sachs Straus

# W N B C

NEW YORK—EST. 1922

NBC

Frequency: 660 Kc.....Power: 50,000 Watts  
Owned-Operated By..National Bcstg. Co., Inc.  
Business-Studio Address..30 Rockefeller Plaza  
Phone Number.....Circle 7-8300  
Transmitter Location..Port Washington, L. I.,  
New York  
Air Time..6:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.  
News Service.....AP, INS, UP  
Transcription Service....Thesaurus, Standard  
Representative.....NBC Spot Sales  
Membership.....NAB, BMB  
President.....Niles Trammell  
General Manager.....James M. Gaines  
Asst. Manager.....Thomas B. McFadden  
Sales Manager.....Donald Norman  
Adv. Promotion Manager.....B. H. Vaill  
Promotion Manager.....de Lancey Provost  
Production Manager.....Clay Daniel  
Publicity Director.....Murry Harris  
Chief Engineer.....F. A. Wankel  
Farm Director.....Tom Page

## For Prestige..

Be able to tell  
listeners that your  
station is a member  
of

# AP

Radio members of The AP  
don't buy news! They  
share the news of the largest  
news-gathering organization  
in the world on a *cost* basis.

# 'How Friendly Can You Get?'

## WNEW's Industry Soundoff

Bernice Judis, who has parlayed her WNEW (N.Y.) management into one of the most lucrative indie operations in the country, finally resolved last week that running a station is one thing; operating a cuffo consulting service is another.

Requests from station operators around the country—and outside the country—for gratis permission to duplicate the New York indie's programming and administrative formula have reached a point where stations were overstepping the bounds of good neighborliness. It was a case where WNEW was confronted with the necessity of setting up a post of Vice-President in Charge of Station Relations, or going on record with a blanket nix to stations seeking to duplicate the indie's pattern. Miss Judis, in a "how-friendly-can-you-get" stance, threw in the sponge last week, and publicly went on record in favor of the latter course.

Although the requests date back years, when Martin Block first inaugurated his "Make Believe Ballroom," it was only in the last year or two that the station found itself expending a considerable portion of its time and labor dishing out—for free—carbon copies on program-operational techniques. Requests for tolerance spots or organizational public shows were one thing (station still wants to be helpful on that score), but the thumbs-down decision was reached when the management did a fast take of the multiple requests received in recent

months for cuffo duplication of station's programming.

### Deep in the Heart Of

For example, there was the southern station that recently asked for nothing short of a complete outline of WNEW's "formula for success" to counter the strong local competition. Or the equally frank request from a Texas operator who wanted to establish a music-news pattern similar to WNEW's, "so will you please send us your complete schedule."

Other samples: a 50,000-watter in the south asked for an air-check of the "Hollywood Newsreel" show, "so we can analyze it here" in preparation for a similar program; the Pennsylvania station wanting to revise its schedule and asking for a swap deal on schedules. "and we'd appreciate your suggestions"; mid-west outlet that wanted outright permission to use a WNEW-developed commercial "because its cute angle would fit our needs."

Also the New Orleans station that thought "The Spoken Word" would go down there, "so do you mind if we copy it," although acknowledging it will give WNEW a credit tag; the station in Rome, Ente Italiano Per Gli Sambi Teatralia, that wants to exchange programs with WNEW; or the nimble-witted gent in Copenhagen, who, pointing out there is no commercial broadcasting in his country, would be interested in making a deal with the New York indie to set up a transmitter on a boat and beam stuff in to Denmark commercially.

Reprinted from *VARIETY* November 19, 1947

• • • NEW YORK • • •

## W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc. . . . . Power: 10,000 Watts  
Owned-Operated By . . . . . Greater N. Y. Bcstg.  
Corp.

Business-Studio Address . . . . . 565 Fifth Ave.  
Phone Number . . . . . PLaza 3-3300  
Transmitter Location . . . . . Kearny, N. J.  
Air Time . . . . . 24 hrs. daily  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . John Blair  
Membership . . . . . NAB  
General-Station Manager . . . . . Bernice Judis  
Commercial Manager . . . . . Ira Herbert  
Sales Promotion Manager . . . . . John V. B. Sullivan  
V.P.-Program Director . . . . . Ted Cott  
Production Manager . . . . . Jack Grogan  
Publicity Director . . . . . Richard Pack  
Chief Announcer . . . . . John Jaeger  
Musical Director . . . . . Roy Ross  
Chief Engineer . . . . . Max Weiner

## W O R

NEW YORK—EST. 1922

MBS

Frequency: 710 Kc. . . . . Power: 50,000 Watts  
Owned-Operated By . . . . . Bamberger Bcstg.  
Service, Inc.

Business Address . . . . . 1440 Broadway  
Phone Number . . . . . LOngacre 4-8000  
Studio Address . . . . . 1440 Broadway, Theaters:  
245 W. 52nd St.; 200 W. 48th St.  
Transmitter Location . . . . . Carteret, N. J.  
Air Time . . . . . 24 hrs. daily  
News Service . . . . . AP, INS, UP  
Transcription Service . . . . . Associated  
Representative . . . . . Keenan & Eickelberg, Phillip  
Kenney  
Membership . . . . . NAB, BMB  
President . . . . . Theodore C. Streibert  
Vice-President in Charge of  
Sales . . . . . R. C. Maddux  
Sales Promotion Manager . . . . . Joseph Creamer  
Production Manager . . . . . Daniel Ehrenreich  
Publicity Director . . . . . Robert Blake  
Musical Director . . . . . Sylvan Levin  
Vice-President . . . . . J. R. Poppele

(See Page 514)

Aid Your Own  
Industry  
by  
Supporting

National  
Radio  
Week

Nov. 14 to 20

A Joint  
Sponsorship  
of  
NAB  
and  
RMA

# Take the GUESS out of Buying

WITH WOV'S *5 Audited Audiences*



WOV CAN TELL YOU THE DIFFERENCE IN PEOPLE, TOO. Not from a crystal ball, but from sound, basic facts . . . known, proven, tested facts—Specific Market Information on each of 5 Audited Audiences.

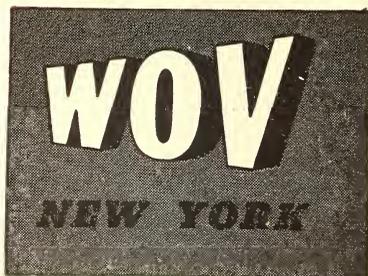
Now you can know where listeners live and shop; what they earn, spend and buy; what they like and dislike. All this and other pertinent data on specific listening groups available on WOV's 5 Audited Audiences.

We want you to have the knowledge of 5 Audited Audiences, each a different group of purchasers; each the result of a penetrating, accurate and continuing listener survey. Ask for the facts that will help you to "TAKE THE GUESS OUT OF BUYING."

WOV's Pantry Survey . . . new, accurate, informative . . . shows you where you and your competitors stand in the New York Market.

Ralph N. Weil, General Manager • The Bolling Company, National Rep.

- ★ WAKE UP NEW YORK with Bill Williams
- ★ 1280 CLUB with Fred Robbins
- ★ BAND PARADE with Bill Gordon
- ★ PRAIRIE STARS with Rosalie Allen
- ★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. More than the combined population of Baltimore and Washington.



**W O V**

**NEW YORK—EST. 1926**

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned-Operated By: Wodaam Corp.  
 Business-Studio Address: 730 Fifth Ave.  
 Phone Number: Circle 5-7979  
 Transmitter Location: Carlstadt, N. J.  
 Air Time: 5 a.m.-1 a.m.  
 News Service: AP  
 Transcription Service: Standard  
 Representative: John E. Pearson  
 Membership: NAB, BMB  
 President: H. D. Henshel  
 General-Station Manager: R. N. Weil  
 Sales Promotion Mgr.: C. Carroll Forbes  
 Program Director: Arnold B. Hartley  
 Publicity Director: Anne C. Baldwin  
 Musical Director: Paul Romeo  
 Chief Engineer: H. W. Holt

**W Q X R**

**NEW YORK—EST. 1936**

Frequency: 1560 Kc. Power: 10,000 Watts  
 Owned-Operated By: Interstate Bcstg. Co., Inc.  
 (subsidiary of The N. Y. Times Co.)  
 Business-Studio Address: 730 Fifth Ave.  
 Phone Number: Circle 5-5566  
 Transmitter Location: Rear of 5000 Grand Ave., Maspeth, L. I., N. Y.  
 Air Time: 7 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m. Sun.  
 News Service: AP  
 Transcription Service: World, Associated  
 Representative: Paul H. Raymer  
 Membership: NAB, FMA  
 President: John V. L. Hogan  
 General Manager: Elliott M. Sanger  
 Sales Manager: Norman S. McGee  
 Sales Promotion Mgr.: Elliott M. Sanger, Jr.  
 Program Director: Eleanor N. Sanger  
 Production Manager: Albert A. Grobe  
 Publicity Director: Eleanore Hurley  
 Musical Director: Abram Chasins  
 Chief Engineer: Russell Valentine

**W H L D**

**NIAGARA FALLS—EST. 1940**

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Operated By: The Niagara Falls Gazette Publ. Co.  
 Business-Studio Address: Hotel Niagara  
 Phone Number: 8421  
 Transmitter Location: Lockport Rd.  
 Air Time: 6 a.m.-local sunset  
 News Service: UP  
 Transcription Service: World, Lang-Worth, SESAC, Associated, Standard  
 Representative: Headley-Reed  
 General Manager: Earl C. Hull

Commercial Manager: Richard G. Robbins  
 Program Director: Robert J. Manning  
 Chief Announcer: Willard C. Mayo  
 Musical Director: Harold Bradley  
 Chief Engineer: Robert J. Wilson

**W J J L**

**NIAGARA FALLS—EST. 1947**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Operated By: John J. Laux  
 Business Address: Elks Bldg.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: McGillvra  
 Owner: John J. Laux  
 General-Commercial Mgr.: Robert F. Kliment  
 Promotion Mgr.-Program Dir.: Kay Balfe  
 Chief Engineer: Frank Harr

**W S L B**

**OGDENSBURG—EST. 1940**

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: St. Lawrence Bcstg. Corp.  
 Business-Studio Address: 2315 Knox St.  
 Phone Number: 500  
 Transmitter Location: 2315 Knox St.  
 Air Time: 7 a.m.-11:30 p.m.  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Walker  
 President, Commercial Manager: Joseph R. Brandy  
 General-Station Manager: Harold J. Frank  
 Program Director, Production Manager, Chief Announcer: Hal Gilman  
 Publicity Director: Claire Burns  
 Musical Director: Flo Beach Rowe  
 Chief Engineer: Raymond E. Lafferty  
 Farm Editor: Jolly Bergeron

**W H D L**

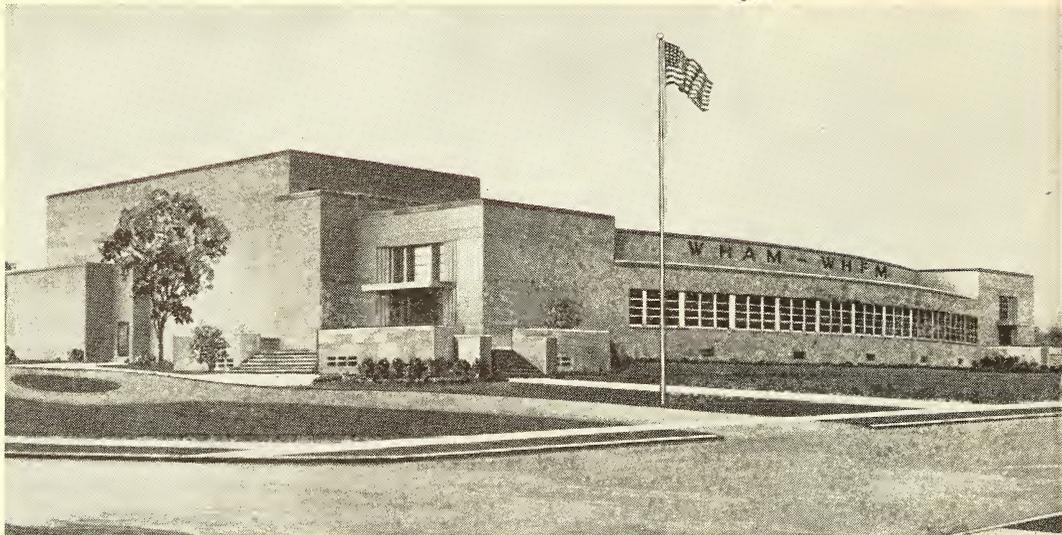
**OLEAN—EST. 1935**

ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: WHDL Inc.  
 Business Address: Exchange Bank Bldg.  
 Phone Number: 4149  
 Studio-Transmitter Location: 3219 W. State Rd., Allegheny, N. Y.  
 Air Time: 6:55 a.m.-11:15 p.m.  
 News Service: UP  
 Transcription Service: Associated  
 Representative: J. P. McKinney  
 Membership: NAB, BMB  
 President: E. B. Fitzpatrick  
 General-Station Manager: J. R. Henzel

# WHAM *tops*

## THEM ALL WITH ROCHESTER RADIO CITY....



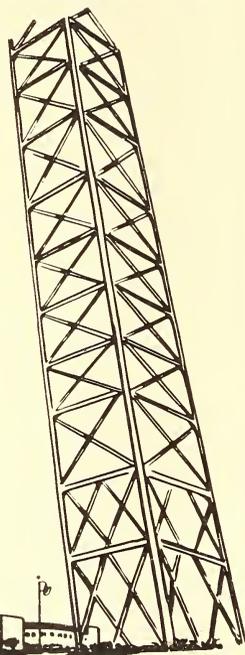
### New Million Dollar Home of Stations WHAM-WHFM

In Western New York, Station WHAM, year after year, has "topped" them all for listeners, coverage and audience buying power.

Now, Here is a new WHAM "TOP" . . .

#### ROCHESTER RADIO CITY

- ★ **FOR THE LISTENER** . . . Rochester Radio City means broadcasting at its best . . . the combination of NBC, America's Number One Network, plus WHAM's leadership in local program originations.
- ★ **FOR THE ADVERTISER** . . . Rochester Radio City is the focal point of listener interest in Rochester and Western New York with a unique opportunity for sponsorship of audience participation programs.
- ★ **FOR THE RADIO INDUSTRY** . . . Rochester Radio City creates a new broadcasting center, one of the few outside of New York, Los Angeles and Hollywood.
- ★ **ROCHESTER RADIO CITY** . . . plus a 50,000 watt, clear channel signal makes Station WHAM the Number One Station not only in Rochester and Monroe County but in ALL of the rich Western New York 43 county market.



# WHAM

ROCHESTER, N. Y. 50,000 Watts • Clear Channel

NBC AFFILIATE National Representatives

GEORGE P. HOLLINGBERRY CO

*"The Stromberg-Carlson Station"*

Commercial-Sales Promotion Mgr. . . . J. K. Eade  
 Chief Engineer . . . . . J. Atherton

**W D O S (CP)**  
 ONEONTA  
 MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Oneonta Star, Inc.  
 Business Address . . . . . 1214 Broad Street  
 Phone Number . . . . . 2300  
 News Service . . . . . AP  
 Representative . . . . . Walker  
 President . . . . . James H. Ottaway  
 General Manager . . . . . Eugene J. Brown  
 Commercial Manager . . . . . Walton Deming  
 Program Director . . . . . Stephen Ryder  
 Chief Engineer . . . . . Hardd Merchant

**W O N O (CP)**  
 ONEONTA

Frequency: 1110 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Oneonta Bcstg. Co.  
 Business Address . . . . . 285 River St.  
 Partners . . . . . John Nazak, Joanne May Leuko

**W K B S (CP)**  
 OYSTER BAY

Frequency: 1520 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Eastern Bcstg. Co.

**W M F F**

PLATTSBURG—EST. 1936  
 ABC-KBS

Frequency: . . . . . 1340 Kc. (CP for 960)  
 Power: . . . . . 250 Watts (CP 1000 Watts)  
 Owned-Operated By . . . . . Plattsburg Bcstg. Corp.  
 Business-Studio Address . . . . . 153 Margret St.  
 Phone Number . . . . . 1600-1-591  
 Transmitter Location . . . . . Boynton Ave.  
 Air Time . . . . . 6:45 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . NAB  
 President, General Mgr. . . . . George F. Bissell  
 Business Manager . . . . . Edward S. Gagnon  
 Commercial Manager . . . . . Joel H. Schier  
 Sales Promotion Manager, Publicity Director,  
 Chief Engineer . . . . . Edward S. Gagnon  
 Program Director, Chief  
 Announcer . . . . . John H. Lawerance

**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 . . . . . Memorial Square  
 Phone Number . . . . . Poughkeepsie 6800  
 Studio Address . . . . . New Yorker Bldg.;  
 Nelson House  
 Transmitter Location . . . . . The Nelson House  
 Air Time . . . . . 6:30 a.m. to 12:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB, BMB  
 General Manager . . . . . George W. Bingham  
 Commercial Manager . . . . . H. C. Watson  
 Sales Promotion Mgr. . . . . Richard F. Crans  
 Program Director . . . . . Richard F. Crans  
 Chief Engineer . . . . . Marvin S. Seimes

**W A R C**

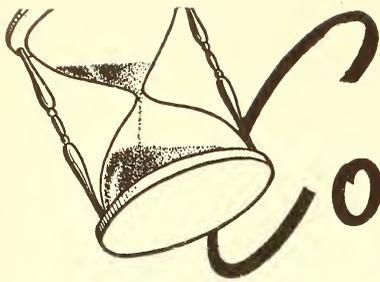
ROCHESTER—EST. 1947  
 ABC

Frequency: 950 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . WARC, Inc.  
 Business Address . . . . . Sheraton Hotel  
 Phone Number . . . . . Main 6134  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Katz  
 President-General Mgr. . . . . S. W. Townsend  
 Commercial Manager . . . . . Harland M. Evans  
 Promotion Manager . . . . . Hav Nash  
 Program Director . . . . . Frederick L. Essex  
 Chief Engineer . . . . . Robert S. Smch

**W H A M**

ROCHESTER—EST. 1922  
 NBC

Frequency: 1180 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . Stromberg-Carlson Co.  
 Business-Studio Address . . . . . Rochester Radio  
 City, Humboldt St.  
 Transmitter Location . . . . . Brook Rd., Scottsville,  
 N. Y.  
 Air Time . . . . . 6 a.m.-1 a.m., Mon.-Fri.; 6 a.m.-1  
 a.m., Sat.; 8 a.m.-1 a.m., Sun.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Thesaurus  
 Representative . . . . . Geo. P. Hollingbery  
 Membership . . . . . NAB, BMB  
 Chief Executive, Gen. Mgr. . . . . William A. Fay  
 Commercial Manager . . . . . J. W. Kennedy, Jr.  
 Sales Promotion Manager, Publicity  
 Director . . . . . Arthur Kelly  
 Program Director . . . . . Charles Siverson  
 Production Manager . . . . . Syl Novelli  
 Chief Announcer . . . . . Homer Bliss  
 Musical Director . . . . . Gene Zacher  
 Chief Engineer . . . . . Kenneth Gardner  
 Farm Editor . . . . . Tom Murray



# Consistently...

## ROCHESTER'S FAVORITE STATION

**1936**

A pre-Hooper but very "Hooper-ish" independent survey, conducted by Economics Dept., University of Rochester in 1936, completed 6661 telephone calls ... showed this definite Rochester preference for WHEC.

Survey conducted by University of Rochester showed Rochester's Radio Preference for

# WHEC 44%

THE OTHER ROCHESTER STATION . . . . 40%  
OUT-OF-TOWN STATIONS . . . . . 16%

**1947**

Hooperatings

With first 4, then 6, stations operating in Rochester during 1947,\* combined average Hooper rating index

# WHEC 42%

STATION B 32.5%	} Not on Air 'til Nov. '47
STATION C 14.6%	
STATION D† 8.7%	

\* Sunday afternoon omitted to conform with periods in use in U. of R. Survey.  
† Operates Daytime Only.



# WHEC

*of Rochester*

N. Y.  
5,000 WATTS

National Representatives: J. P. McKINNEY & SON, New York, Chicago, San Francisco

**W H E C**

**ROCHESTER—EST. 1925**

CBS

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Operated By: WHEC, Inc.  
 Business-Studio Address: 40 Franklin St.  
 Phone Number: Stone 1230  
 Transmitter Location: Winton Rd. S.  
 Air Time: 6:30 a.m.-12:30 a.m.  
 News Service: AP  
 Transcription Service: Standard, Associated, MacGregor  
 Representative: J. P. McKinney  
 Membership: NAB, BMB  
 President: Frank E. Gannett  
 General Manager: Gunnar O. Wiig  
 Executive Vice President: Clarence Wheeler  
 Commercial Manager: Lemoine C. Wheeler  
 Program-Publicity Director: William J. Adams  
 Production Manager: Lowell H. MacMillan  
 Chief Announcer: Roger Goodrich  
 Musical Director: Jerry Vogt  
 Chief Engineer: Bernard C. O'Brien  
 News Editor: Ralph Knox

**W R N Y**

**ROCHESTER—EST. 1925**

Frequency: 680 Kc. Power: 250 Watts d.  
 Owned-Operated By: Monroe Bcstg. Co., Inc.  
 Business-Studio Address: 191 East Ave.  
 Phone Number: Main 7533  
 Transmitter Location: Mt. Read Blvd.  
 Air Time: Local sunrise-local sunset  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Adam J. Young, Jr.  
 Membership: NAB  
 President, General-Station  
 Manager: George B. Kelly  
 Program Director: Add Penfield  
 Chief Announcer, Farm Editor: Paul Robinson  
 Chief Engineer: Felix Bonvouloir

**W S A Y**

**ROCHESTER—EST. 1936**

MBS—ABC

Frequency: 1370 Kc. Power: 1000 Watts  
 (CP 5000 Watts)  
 Owned-Operated By: Federal Bcstg. System  
 Business-Studio Address: Taylor Bldg., 328  
 Main St. E.  
 Phone Number: Stone 0702-3  
 Transmitter Location: French Rd., Brighton,  
 N. Y.  
 Air Time: 6:30 a.m.-12:35 a.m., Mon.-Fri.; 6:30  
 a.m.-1 a.m., Sat.; 8 a.m.-12:35 a.m., Sun.  
 News Service: INS  
 Representative: Joseph Hershey McGillvra  
 Membership: NAB

President, General Mgr.: Gordon P. Brown  
 Commercial Manager: John D. Kelly  
 Program Director: George LiButti  
 Chief Engineer: Merriam Johnson

**W V E T**

**ROCHESTER—EST. 1947**

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned-Operated By: Veterans Bcstg. Co.  
 Business Address: Garnite Bldg.  
 Phone Number: Stone 0990  
 News Service: UP  
 Transcription Service: Capitol  
 Representative: Weed  
 President-General Mgr.: William B. Maillefert  
 Commercial Manager: John S. Houseknecht  
 Sales Promotion Mgr.: Harry W. Bennett  
 Program Director: Larry Harding  
 Chief Engineer: Irving F. Lyke

**W K A L**

**ROME—EST. 1946**

MBS

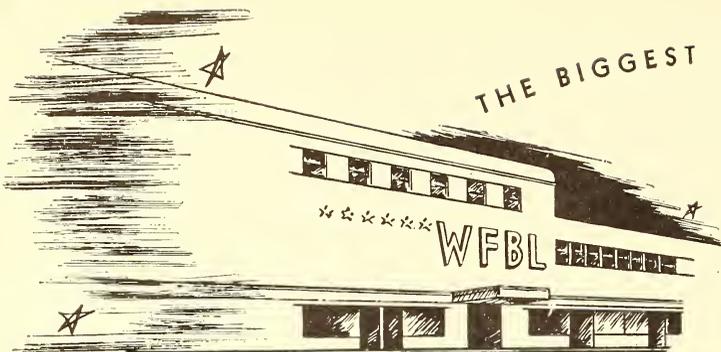
Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Copper City Bcstg. Corp.  
 Business-Studio Address: Capitol Theatre Bldg.  
 Air Time: 6:30 a.m.-1 a.m.

IN ROCHESTER, N. Y. IT'S

★ NEWS  
 ★ MUSIC  
 ★ SPORTS

AT  
**680**  
 KILOCYCLES

MONROE BROADCASTING CO., Inc.  
 191 East Avenue Rochester 4, N. Y.  
**W R N Y . W R N Y - F M**



THE BIGGEST SHOW IN TOWN

# WFBL —the Greatest Selling Power

BASIC CBS

## in SYRACUSE and Central New York!

**WFBL** now offers the newest, finest radio facilities in Syracuse and Central New York. Completed early this year, WFBL's ultra modern studios are dedicated to community interests as is WFBL's outstanding programming of live talent shows. Such community-wise service plus star-studded CBS shows insure the bigger, better audiences you want for your advertising dollar.

Your Radio Dollar **BUYS MORE** over **WFBL** in **SYRACUSE!**

✓ Check these **WFBL** AUDIENCE BUILDERS

**RFD** 5:00 - 7:30 A.M. (Mon. thru Sat.) The most complete farm show in the great Northeast . . . broadcast from WFBL's separate agricultural studios at Central New York's Regional Market.

**MUSICAL CLOCK** 7:30 - 9:30 A.M. (Mon. thru Sat.) The Only All Live Talent Early Morning Show in Central New York!

**THREE FOR A QUARTER** 9:35 - 10:00 A.M. (Mond. thru Fri.) Another All Live Talent Musical Program!

**DELINE IS BUSY** 4:30 - 5:00 P.M. (Mon. thru Fri.) Emceed by Syracuse's Most Popular Master of Ceremonies . . . Jim DeLine.

**COMPLETE NEWS SERVICE** U. P. plus concentrated coverage of local and regional news.

1947 **Hooperatings** PROVE IT!\*

**WFBL** Led All Syracuse Stations with an Average Rating of 6.21 for all 40 Quarter Hour DAYTIME Periods!

	1	2	3	4	5	6
<b>WFBL</b>	█	█	█	█	█	█
Station B	█	█	█	█	█	█
Station C	█	█	█	█	█	█
Station D	█	█	█	█	█	█
Station E**	█	█	█	█	█	█

**WFBL** Led in 24 of the 40 Quarter Hour Periods!

\*Hooper Winter-Spring Report . . . December through April.

\*\*Station E measurements based on interviewing conducted Since February 3, 1947 and submitted as indicative only.

# WFBL IN SYRACUSE



FREE and PETERS Exclusive National Representatives  
BASIC MEMBER CBS 5000 Watts

News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Donald Cooke  
 President.....Myron J. Kallet  
 General Manager.....Michael C. Fusco  
 Commercial-Sales Promotion  
 Manager.....George L. Cramer  
 Program Director.....Charles King  
 Production Manager.....Daniel Fusco  
 Chief Announcer.....Robert Storey  
 Musical Director.....Carleton Boone  
 Chief Engineer.....Deforest T. Layton, Jr.  
 Farm Editor.....Louis V. Denti

**WNBZ**

**SARANAC LAKE—EST. 1929**  
 KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Upstate Bcstg. Corp.  
 Business-Studio Address.....88 Main St.  
 Phone Number.....1320 & 1246  
 Transmitter Location.....Merrill St.  
 Air Time.....7:15 a.m.-11:15 a.m.  
 News Service .....AP  
 Representative .....Thomas F. Clark  
 President, General Mgr.....John F. Grimes  
 Commercial Manager.....Jacques DeMattos  
 Sales Promotion Mgr....Robert C. Myles, Jr.  
 Program-Musical Director.....Kerroll Kunz  
 Chief Announcer.....George P. Leighton  
 Chief Engineer.....H. Berwind Williams

**WGY**

**SCHENECTADY—EST. 1922**  
 NBC

Frequency: 810 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....General Electric Co.  
 Business-Studio Address.....1 River Rd.  
 Phone Number .....3-2121  
 Transmitter Location.....R. D. No. 5  
 Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.  
 News Service .....AP, UP  
 Transcription Service.....Lang-Worth, Thesaurus  
 Representative .....NBC Spot Sales  
 Membership .....NAB, BMB  
 Vice President, Manager of Bcstg...R. S. Peare  
 Assistant Manager of Bcstg.....B. J. Rowan  
 Station Manager.....G. Emerson Markham  
 Supervisor, Station Sales &  
 Promotion .....A. G. MacDonald

Supervisor of Programs.....Caleb Paine  
 Chief Engineer.....W. J. Purcell

**WSNY**

**SCHENECTADY—EST. 1942**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..Western Gateway Bcstg.  
 Corp.  
 Business-Studio Address.....619 State St.  
 Phone Number .....3-3622  
 Transmitter Location.....Campbell Rd.  
 Air Time..6:45 a.m.-12:05 a.m.; 8 a.m.-12:05  
 a.m., Sun.  
 News Service .....AP  
 Transcription Service..Standard, Lang-Worth  
 President .....Winslow Leighton  
 General Manager, Vice-President, Station  
 Manager .....George R. Nelson  
 Commercial-Sales Promotion  
 Manager .....Cecil Woodland  
 Program Director.....Edward F. Flynn  
 Production Manager.....Joan McGregor  
 Publicity Director.....Martha Martin  
 Musical Director.....Hap Huber  
 Chief Engineer.....Irving Beck

**WFBL**

**SYRACUSE—EST. 1922**  
 CBS

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned-Operated By..Onondaga Radio Bcstg.  
 Corp.  
 Business-Studio Address...433 S. Warren St.  
 Phone Number .....2-1147  
 Transmitter Location.....Collamer, N. Y.  
 Air Time..5 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.,  
 Sun.  
 News Service .....UP  
 Representative .....Free & Peters  
 Membership .....NAB  
 President .....Oscar F. Soule  
 General Manager.....Samuel Woodworth  
 Vice President, Merchandising &  
 Promotion .....Robert G. Soule  
 Vice President, Commercial  
 Manager .....Charles Phillips  
 Sales Manager.....L. F. Wylie  
 Program-Musical Director, Production  
 Manager .....Raymond Gantter  
 Publicity Director.....J. E. Moore  
 Chief Announcer.....J. DeLine  
 Chief Engineer.....James Kelly  
 Farm Editor.....Robert F. Doubleday

# WAGE

SYRACUSE—EST. 1941

ABC

Frequency: 620 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WAGE, Inc.  
 Business-Studio Address.....Loew Bldg.  
 Phone Number.....2-0277  
 Transmitter Location.....Liverpool, N. Y.  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....Thesaurus, Standard  
 Representative.....Edward Petry  
 Membership.....NAB, BMB  
 President.....Frank G. Revoir  
 General-Station Mgr.....William T. Lane  
 Commercial Manager.....Aaron Beckwith  
 Program Director, Production  
 Manager.....Gordon Alderman  
 Musical Director.....Robert Stockdale  
 Chief Engineer.....Charles W. Brannen

# WNDR

SYRACUSE—EST. 1947

MBS

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Operated By...Syracuse Bcstg. Corp.  
 Business-Studio Address.....306 S. Salina St.  
 Phone Number.....2-6101  
 Transmitter Location..Dewitt, N. Y. & Pompey,  
 N. Y.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service..Lang-Worth, Associated.  
 SESAC  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 President.....T. Frank Dolan  
 General-Station-Commercial-Sales Promotion  
 Manager.....Al W. Godwin, Jr.  
 Program Director, Production  
 Manager.....Ralph Freeman  
 Publicity Director.....RoseAnn Motto  
 Chief Announcer.....Fred Peach  
 Musical Director.....Donald C. Hayes  
 Chief Engineer.....Charles E. Just  
 Farm Editor.....William G. Martin



**DOMINATES  
Central New York!**

FIRST CHOICE OF TOP  
NATIONAL ADVERTISERS

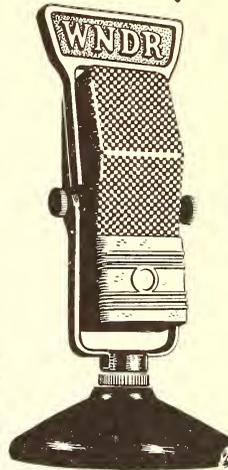
WILLIAM T. LANE, Gen'l Mgr.  
**SYRACUSE, N. Y.**  
1 Kw. on 620 Kc.

Represented by the Edward Petry Co.



*THERE'S THAT VOICE  
AGAIN!..*

**DOMINATING  
Central New York**



**WNDR**

5000 WATTS  
1260 k.c.

Wilson Bldg., Syracuse, N. Y.  
Basic Mutual Network

Nationally Represented by  
PAUL H. RAYMER CO.

**WOLF**

**SYRACUSE—EST. 1940**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Civic Bcstg. Corp.  
 Business-Studio Address: Onondaga Hotel  
 Phone Number: 2-7211  
 Transmitter Location: Kirkpatrick & Van Renseallear Sts.  
 Air Time: 6 a.m.-2 a.m.  
 News Service: AP  
 Transcription Service: Standard, Cole  
 Representative: Walker  
 President, General Mgr.: T. S. Marshall  
 Station Manager: Hamilton Woodle  
 Commercial Manager: Daniel Dwyer  
 Sales Promotion Manager: James J. Coolican  
 Publicity Director: Charles Shaw  
 Musical Director: Norman Meservey  
 Chief Engineer: Tom Crimmins

**WSYR**

**SYRACUSE—EST. 1922**

NBC

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By: Central N. Y. Bcstg.  
 Business-Studio Address: Syracuse Kemper  
 Phone Number: 3-7111  
 Transmitter Location: Valley Dr.  
 Air Time: 5:30 a.m.-1 a.m.  
 News Service: UP  
 Transcription Service: Associated, Lang-Worth  
 Representative: Headley-Reed  
 Membership: NAB, BMB  
 President: Harry C. Wilder  
 Vice President: E. R. Vadeboncoeur  
 Commercial Manager: W. R. Alford, Jr.  
 Sales Promotion Manager, Publicity  
 Director: John F. Hurlbut  
 Program Director: Bill Rothrum  
 Chief Announcer: Elliott Gove  
 Musical Director: Murray Bernthal  
 Chief Engineer: G. Armand Belle Isle  
 Farm Editor: Floyd Ottoway

**WHAZ**

**TROY—EST. 1922**

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Operated By: Rensselaer Polytechnic Inst.

**WTRY**

**TROY—EST. 1940**

CBS

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Operated By: Troy Bcstg. Co. Inc.

Business Address: 92 Fourth St.  
 Phone Number: Troy 2100; Albany 4-2500  
 Studio Address: 92 Fourth St., Troy; DeWitt Clinton Hotel, Albany  
 Transmitter Location: Niskayuna, Schenectady County, N. Y.  
 Air Time: 6 a.m.-1 a.m.; 7:55 a.m.-12:05 a.m., Sun.  
 News Service: UP  
 Transcription Service: Associated, Lang-Worth  
 Representative: Headley-Reed, Kettell-Carter  
 Membership: NAB, BMB  
 President: H. C. Wilder  
 Vice President, General Mgr.: W. A. Ripley  
 Asst. Manager: W. W. Carter  
 Commercial Manager: John W. Sutphen  
 Promotion Manager, Publicity  
 Director: James F. Baker  
 Program Director, Production Manager  
 Musical Director: H. H. Sharpe  
 Chief Engineer: Albert H. Chismark

**WFRB (CP)**

UTICA

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Richard H. Balch  
 Business Address: 20 Whiteboro St.  
 Owner: Richard H. Balch

**WIBX**

**UTICA—EST. 1925**

CBS

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Operated By: WIBX, Inc.  
 Business-Studio Address: First Bank Bldg.  
 Phone Number: 2-2101  
 Transmitter Location: Clark Mills-N. Y. Mills, N. Y.  
 Air Time: 6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m., Sun.  
 News Service: INS, UP  
 Transcription Service: World, BMI  
 Representative: Helen Wood & Colton, Bertha Bannan, Walter Biddick  
 Membership: NAB, BMB  
 President, & General  
 Manager: Mrs. Margaret P. Bowen  
 Assistant to President: Helen Wood  
 Commercial-Sales Promotion  
 Manager: Nathan 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

**WGAT**

UTICA—EST. 1947  
ABC

Frequency: 1100 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Central Bcstg. Co.  
Business-Studio Address.....Mayro Bldg.  
Phone Number.....2-9121  
Transmitter Location.....Marcy, N. Y.  
Air Time.....7 a.m.-local sunset  
News Service.....AP  
Representative.....Radio Advertising  
President.....J. Eric Williams  
Sales Promotion Manager.....Roland L. Fowler  
Program Director.....C. D. Williams  
Publicity Director.....C. D. Williams  
Musical Director.....Sylvio Muschera  
Chief Engineer.....Robert N. Blair  
Farm Editor.....John Marion

**WRUN**

UTICA—EST. 1947  
ABC

Frequency: 1150 Kc.....Power: 5000 Watts d.,  
1000 Watts n.  
Owned-Operated By.....Rome Sentinel Co.  
Phone Number.....2-5111

News Service.....AP  
Transcription Service.....Associated, Thesaurus  
Representative.....Avery, Knodel  
President.....B. C. Bernard  
General Manager.....Fritz S. Updike  
Promotion Manager.....Richard A. Clark  
Program Director.....Stewart Spencer  
Chief Engineer.....Warren E. McDowell

**WATN**

WATERTOWN—EST. 1941  
MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Watertown Bcstg. Corp.  
Business-Studio Address.....118 Washington St.  
Phone Number.....2424  
Transmitter Location.....118 Washington St.  
Air Time.....17¼ hrs. Mon.-Sat.; 16¼ hrs. Sun.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Helen Wood & Colton  
Membership.....NAB  
President, General-Commercial  
Manager.....G. Harry Righter  
Program Director.....Hugh L. Cosline, Jr.  
Co-Chief Engineers.....Donald Schryver, Fred  
Sprague, James Billingsley  
Farm Editor.....G. Harry Righter

**WGAT**

Utica  
N. Y.

Doing a real job  
for the Advertiser  
with News and Music

J. ERIC WILLIAMS

Owner and Gen. Manager

# W W N Y

**WATERTOWN—EST. 1941**

CBS

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Brockway Co.  
 Business-Studio Address.....Hotel Woodruff  
 Air Time..6:30 a.m.-12:05 a.m.; 8 a.m.-12:15  
 News Service .....UP  
 Transcription Service.....World, Associated  
 Representative .....Weed  
 Membership .....NAB, BMB  
 President .....Harold B. Johnson  
 General-Commercial Mgr.....Louis Saiff, Jr.  
 Station Manager, Farm Editor..Earl R. Kelly  
 Sales Promotion.....Glen S. Doull  
 Program Director.....James W. Higgins  
 Chief Engineer.....Maynard B. Davis

# W F A S

**WHITE PLAINS—EST. 1932**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..Westchester Bcstg. Corp.  
 Business-Studio Address.....8 Church St.  
 Phone Number .....9-6400  
 Transmitter Location...Secor Rd., Greenburgh  
 Township

Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service.....World, Associated  
 Representative .....Headley-Reed  
 Membership .....NAB  
 President .....Valentine E. Macy  
 General-Station Manager.....Frank A. Seitz  
 Commercial Manager.....John G. Arens  
 Program-Musical Director.....Randall Kaler  
 Chief Announcer.....Robert Peters  
 Chief Engineer.....Frank A. Seitz

# W W R L

**WOODSIDE—EST. 1926**

Frequency: 1600 Kc.....Power: 250 Watts  
 Owned-Operated By.....L. I. Bcstg. Corp.  
 Business-Studio Address.....41-30 58th St.  
 Phone Number.....Newtown 9-3300  
 Transmitter Location.....41-30 58th St.  
 Air Time.....8 a.m.-12 M.  
 News Service .....AP  
 Transcription Service...Associated, Standard  
 Representative .....Thomas F. Clark  
 President, General Mgr...William H. Reuman  
 Station-Commercial Manager.....Edith Dick  
 Program Director, Production Mgr...Fred Barr  
 Publicity Director.....Walter Kaner  
 Chief Engineer.....Vincent Losgar

# W F A S

## *Selected Audience*

Appeal in Westchester,

Serious Music .....

News .....

Special Events .....

40.6% of Westchester's Radio families listen to

**WFAS**—DIAL 1230

**WFAS**—FM 103.9 MC

White Plains, N. Y.

*Represented by*

**HEADLEY-REED COMPANY**

Chrysler Bldg.

New York

# WWRL

**NEW YORK**

Delivering its selling signal to  
 9,005,442 potential buyers in the  
 rich, greater New York area.

with  
 intensive, blanket coverage of  
 Queens County, pop. 1,422,996.

Covering America's Greatest Buying  
 Market at the Lowest Cost.

**1600**

*"The HIGH Spot on the Dial"*

# NORTH CAROLINA

Estimated Population 3,718,000—% Increase +4.1—Radio Homes 644,069  
Farms with Radios 172,115—Stations in State 83

## W R C S (CP)

AHOSKIE

Frequency: 970 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Ronanoke-Chowan  
Broadcasting Co., Inc.

## W A B Z

ALBEMARLE—EST. 1947

Frequency: 1010 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Albemarle Bcstg. Co.  
Business-Studio Address . . . . . Hotel Albemarle  
Phone Number . . . . . 1010  
Transmitter Location . . . . . 3 mi. from Albemarle on  
Salisbury Highway

Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . R. Hoy Whitlow  
Membership . . . . . NAB  
General-Station Mgr. . . . . Carl Jack Aley  
Commercial Manager . . . . . Ira C. Leigh  
Sales Promotion Manager . . . . . Lyle Lewis  
Program: Director, Chief

Announcer . . . . . Harold Dale  
Production Manager . . . . . Albert Jones  
Publicity Director . . . . . Lyle Lewis  
Musical Director, Farm Editor . . . . . Donald McLain  
Chief Engineer . . . . . Robert Liverance

## W G W R

ASHEBORO—EST. 1947

N. C. STATE NET, INC.

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Asheboro Bcstg. Co., Inc.  
Business-Studio Address . . . . . 303 E. Salisbury St.  
Phone Number . . . . . 800 or 798  
Transmitter Location . . . . . Oakie Mountain  
Air Time . . . . . 5:30 a.m.-local sunset; 7:30 a.m.-  
local sunset, Sun.

News Service . . . . . UP  
Representative . . . . . Friedenbergl  
Membership . . . . . BMB  
President . . . . . Roy Cox  
General-Station-Commercial

Manager . . . . . J. R. Marlowe  
Sales Promotion Manager, Publicity  
Director . . . . . Fred Gray  
Program Director, Production

Manager . . . . . Anderson B. Borwn  
Musical Director . . . . . Nelson Harrill  
Chief Engineer . . . . . Clyde C. Penny  
Farm Editor . . . . . Nelson J. Harrill, E. S. Millsaps

## W I S E

ASHEVILLE—EST. 1939

NBC

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Radio Station WISE  
Business-Studio Address . . . . . 100 College St.  
Phone Number . . . . . 4560  
Transmitter Location . . . . . 100 College St.  
Air Time . . . . . 6:30 a.m.-1 a.m.; 7:45 a.m.-1 a.m.,  
Sun.

News Service . . . . . AP  
Transcription Service . . . . . Thesaurus, Lang-Worth  
Representative . . . . . Burn-Smith, Harry E.  
Cummings

Membership . . . . . NAB, BMB  
President-Owner . . . . . Harold H. Thoms  
General-Station-Commercial

Manager . . . . . Loyd B. Leonard  
Sales Promotion Mgr. . . . . W. Marvin Newton  
Program Director . . . . . Hal Edwards

## W L O S

ASHEVILLE—EST. 1947

MBS

Frequency: 1380 Kc. . . . . Power: 5000 Watts d.;  
1000 Watts n.

Owned-Operated By . . . . . Skyway Bcstg. Corp.  
Business-Studio Address . . . . . Battery Park Hotel  
Phone Number . . . . . 3080  
Transmitter Location . . . . . Emma, N. C.  
Air Time . . . . . 18 hrs. daily

News Service . . . . . INS, UP  
Transcription Service . . . . . Standard  
Representative . . . . . Taylor-Howe-Snowden  
Membership . . . . . NAB  
President . . . . . Charles M. Britt  
Vice President, General-Station

Manager . . . . . Charles B. Britt  
Commercial Manager . . . . . J. William Hendon  
Program Director . . . . . Bernard C. Barth  
Chief Announcer . . . . . Garrett Morrison  
Chief Engineer . . . . . Palmer A. Greer

## W N C A

ASHEVILLE—EST. 1945

ABC—KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Community Bcstg. Co.  
Business-Studio Address . . . . . Asheville Biltmore  
Hotel

Phone Number . . . . . 2872  
Transmitter Location . . . . . Emma, N. C.  
Air Time . . . . . 6 a.m.-12 M.  
News Service . . . . . INS  
Transcription Service . . . . . World, Cole

. . . NORTH CAROLINA . . .

Representative ..... Forjoe  
 Membership ..... NAB  
 President ..... Linton D. Baggs, Jr.  
 General Manager ..... Robert M. Lambe  
 Commercial Manager ..... Edward D. Brandt  
 Sales Promotion Manager, Publicity  
 Director ..... Fred Brown  
 Program Director ..... Hazel S. Bennett  
 Production Manager, Musical  
 Director ..... Alan Newcomb  
 Chief Engineer ..... John Randolph

## W S K Y

**ASHEVILLE—EST. 1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Radio Asheville, Inc.  
 Business Studio Address ..... 12 Church Street  
 Phone Number ..... 2232  
 Transmitter Location ..... Campbell Woods  
 Air Time ..... 6:30 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... Capitol, Lang-Worth  
 President ..... Carl R. Bamford  
 Gen.-Station Manager ..... Zeb Lee  
 Sales Manager ..... Baxter Barkley  
 Chief Engineer ..... Charles W. Sumner

## W W N C

**ASHEVILLE—EST. 1927**

CBS

Frequency: 570 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Asheville Citizen-Times  
 Co., Inc.  
 Business-Studio Address ..... 14 O'Henry Ave.  
 Phone Number ..... 5500  
 Transmitter Location ..... Near Emma, N. C.  
 Air Time ..... 6 a.m.-12:05 a.m.  
 News Service ..... AP, UP  
 Transcription Service ..... Associated  
 Representative ..... Headley-Reed  
 Membership ..... NAB, BMB  
 Executive Director ..... Don S. Elias  
 General-Station Mgr. .... Cecil B. Hoskins  
 Sales Manager ..... James A. Hagan  
 Sales Promotion Manager, Publicity  
 Director ..... K. C. Willson, Jr.  
 Program Director, Production  
 Manager ..... Wm. F. Melia  
 Chief Announcer ..... Read Wilson  
 Chief Engineer ..... Wm. M. Hamrick

## W B B B

**BURLINGTON—EST. 1941**

MUTUAL—CAROLINA SPORTS—KBS

Frequency: 920 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Alamance Bcstg. Co.,  
 Inc.  
 Business-Studio Address ..... 310½ S. Main St.  
 Transmitter Location ..... W. Front St. Extension

Air Time ..... 6 a.m.-local sunset  
 News Service ..... AP  
 Transcription Service ..... Associated, Lang-Worth,  
 Capitol  
 Representative ..... Gene Grant  
 Membership ..... NAB, BMB  
 General-Station Manager ..... E. Z. Jones  
 Commercial Manager ..... Roy Springer  
 Program-Production Mgr. .... G. Sandefur  
 Publicity Director ..... Rollie Furman  
 Chief Engineer ..... Berry Tysor

## W F N S

**BURLINGTON—EST. 1947**

INDEPENDENT

Frequency: 1150 Kc. .... Power: 1000 Watts  
 Owned By ..... Burlington-Graham Bcstg. Co.  
 Operated By ..... Radio Station WFNS  
 Business-Studio Address ..... 105½ W. Andrews  
 St.  
 Phone Number ..... 6-5536  
 Transmitter Location ..... Birch Bridge Rd.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... World, Thesaurus  
 President ..... W. Boman Sanders  
 General-Station Mgr. .... Everett C. Qualls, Sr.  
 Commercial Manager ..... Phillip Eakin  
 Program Director ..... Catherine Faulconer  
 Production Manager ..... Lamar Morgan  
 Chief Announcer ..... Lou Rigsbee  
 Musical Director ..... Jim McLoughlin  
 Chief Engineer ..... Harold S. Taylor

## W A Y S

**CHARLOTTE—EST. ....**

ABC—MBS

Frequency: 610 Kc. .... Power: 5000 Watts d;  
 1000 Watts n.  
 Owned By ..... Inter-City Advertising  
 Operated By ..... Radio Station WAYS  
 Business-Studio Address ..... 120 E. Third St.  
 Phone Number ..... 37173-4  
 Transmitter Location ..... Oakdale section  
 Air Time ..... 5 a.m.-1 a.m.; 6 a.m.-12 P.M., Sun.  
 News Service ..... AP  
 Transcription Service ..... SESAC, Lang-Worth,  
 Standard  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 President ..... G. W. Dowdy  
 General-Station Manager ..... W. H. Goan  
 Commercial-Sales Promotion  
 Manager ..... Norman Young  
 Program Director, Production  
 Manager ..... J. B. Clark  
 Publicity Director ..... Mitzi Stack  
 Musical Director ..... Alonzo Squires  
 Chief Engineer ..... A. L. Chaney, Jr.

**W B T**  
**CHARLOTTE—EST. 1921**  
 CBS

Frequency: 1110 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . Jefferson Standard  
 Bcstg. Co.  
 Business-Studio Address . . . . . Wilder Bldg.  
 Phone Number . . . . . 3-8833  
 Transmitter Location . . . . . 9 mi. S. of Charlotte,  
 Nation's Ford Rd.  
 Air Time . . . . . 5 a.m.-1 a.m.; 7 a.m.-12 M., Sun.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Radio Sales  
 Membership . . . . . NAB, BMB  
 President . . . . . J. M. Bryan  
 Chairman of Board . . . . . Ralph Price  
 General Manager . . . . . Chas. H. Crutchfield  
 Assistant General Manager . . . . . E. J. DeGray  
 Sales Manager . . . . . Keith Byerly  
 Promotion Manager . . . . . J. R. Covington  
 Program Director . . . . . Larry Walker  
 Production Manager . . . . . Harry Snook  
 Publicity Director . . . . . Miss Audrey Summers  
 Director of News & Special  
 Features . . . . . Jack Knell  
 Musical Director . . . . . Clarence Ette:s  
 Chief Engineer . . . . . M. J. Minor

**W G I V**  
**CHARLOTTE—EST. 1947**

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Publix Bcstg. Services  
 of Charlotte, Inc.  
 Business Address . . . . . 2520 Tooney Ave.  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Pres.-Gen. Mgr. . . . . Francis M. Fitzgerald  
 Commercial Manager . . . . . J. Law Epps  
 Promotion Manager . . . . . Mary Burnside  
 Program Director . . . . . Cele Roberts  
 Chief Engineer . . . . . Tom Brandon

**W S O C**  
**CHARLOTTE—EST. 1933**  
 NBC

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Radio Station WSOC,  
 Inc.  
 Business-Studio Address . . . . . 1925 N. Tryon St.  
 Phone Number . . . . . 7138  
 Transmitter Location . . . . . 1925 N. Tryon St.  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Standard  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NAB, BMB  
 President, General-Station Mgr. . . . . E. J. Gluck  
 Commercial Manager . . . . . Bomar A. Lowrance  
 Sales Promotion Manager . . . . . Clyde Clem

Production Manager, Program-Musical  
 Director . . . . . Paul Marion  
 Chief Announcer . . . . . Ron Jenkins  
 Chief Engineer . . . . . L. L. Caudle, Jr.

**W R R Z**  
**CLINTON—EST. 1946**  
 ABC

Frequency: 880 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Tar Heel Bcstg System  
 Business Address . . . . . Clinton, N. C.  
 Phone Number . . . . . 2354  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Forjoe  
 Exec. Vice President . . . . . W. R. Roberson Jr.  
 General-Commercial Mgr. . . . . George Walston  
 Chief Engineer . . . . . Herman Solitz

**W E G O**  
**CONCORD—EST. 1941**  
 KBS

Frequency: 1410 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Wayne M. Nelson  
 Business-Studio Address . . . . . Concord, N. C.  
 Phone Number . . . . . 2271  
 Transmitter Location . . . . . Concord, N. C.  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard, SESAC,  
 Cole  
 Representative . . . . . Thomas F. Clark  
 Membership . . . . . BMB  
 General-Station Manager . . . . . Wayne M. Nelson  
 Commercial Manager . . . . . Henry L. Lowder  
 Program Director . . . . . Nelda J. Garmon  
 Chief Engineer . . . . . Edwin M. Stanton

**W C K B**  
**DUNN—EST. 1946**  
 KBS

Frequency: 780 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . N. C. Central Bcstrs.,  
 Inc.  
 Business-Studio Address . . . . . P. O. Box 431  
 Phone Number . . . . . 552  
 Transmitter Location . . . . . 1 mi. S. of Dunn  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, SESAC  
 Membership . . . . . NAB, BMB  
 President . . . . . Earl McD. Westbrook  
 General-Station Manager, Musical  
 Director . . . . . A. Hartwell Campbell  
 Commercial-Sales Promotion Mgr. . . . . A. L. Faulk  
 Program Director . . . . . Frank Huber  
 Production Manager . . . . . Ted Burwell  
 Chief Engineer . . . . . E. L. Burwell  
 Farm Editor . . . . . Al Jordan

## W D N C

### DURHAM—EST. 1934

CBS

Frequency: 620 Kc. . . . . Power: 5000 Watts d.;  
1000 Watts n.

Owned-Operated By . . . . . Durham Radio Corp.  
Business-Studio Address . . . . . 138½ E. Chapel  
Hill St.

Phone Number . . . . . R-155  
Transmitter Location . . . . . Hillsboro Rd.  
Air Time . . . . . 6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.,  
Sun.

News Service . . . . . AP, UP  
Transcription Service . . . . . Capitol  
Representative . . . . . Paul H. Raymer  
Membership . . . . . NAB, BMB  
President . . . . . C. C. Council  
Vice President, General-Station-Sales Promotion  
Manager, Publicity Director. J. Frank Jarman  
Commercial Manager . . . . . C. James Woodhouse  
Program Director . . . . . Ed Higgins, Jr.  
Office Manager . . . . . Sue Taylor  
Chief Engineer . . . . . Homer Ledbetter

## W D U K

### DURHAM—EST. 1946

ABC

Frequency: 1310 Kc. . . . . Power: 1000 Watts d.;  
500 Watts n.

Owned-Operated By . . . . . Harmon L. Duncan  
Business-Studio Address . . . . . 305 West Main St.  
DHM., N. C., St. owd Building, Chapel Hill,  
N. C.

Phone Number . . . . . R-101  
Transmitter Location . . . . . Leon St.  
Air Time . . . . . 6 a.m.-12 M.

News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Membership . . . . . NAB  
General-Station-Sales Promotion

Manager . . . . . Harmon L. Duncan  
Commercial Manager . . . . . Arthur Fazzin  
Program Director, Production  
Manager . . . . . Eccles Huff  
Publicity Director . . . . . David Hoyle  
Chief Engineer . . . . . Roy E. Fullen

## W H H T

### DURHAM—EST. 1946

MBS

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Harold H. Thoms

Business-Studio Address . . . . . 310 Main St.  
Phone Number . . . . . L-975

Transmitter Location . . . . . Guess Rd.  
Air Time . . . . . 6:30 a.m.-1 a.m.

News Service . . . . . INS  
Transcription Service . . . . . Standard

Representative . . . . . Burn-Smith Company  
Inc.

Membership . . . . . BMB  
President-Owner . . . . . Harold H. Thoms

General-Station-Sales P. omotion  
Manager . . . . . Kenneth Beachboard

Commercial Manager . . . . . Wilbur Smith  
Program-Musical Director . . . . . Vera Ervin

Production Manager, Chief  
Announcer . . . . . Bill Ferguson

Publicity Director . . . . . George Jacobs  
Chief Engineer . . . . . W. L. Wafford, Jr.

Farm Editor . . . . . John Clark

## W S S B

### DURHAM—EST. 1948

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Public Information Corp.

Business Address . . . . . Depositors Nat'l Bank Bldg.  
Phone Number . . . . . 6919

Representative . . . . . Forjoe  
President . . . . . Thomas B. Sawyer

General Manager . . . . . Guy Griaffen

## W T I K

### DURHAM—EST. 1946

TOBACCO NETWORK

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Durham Bcstg. Co.

Address . . . . . 211½ E. Main St.  
Phone Number . . . . . N-187

Transmitter Location . . . . . Ellis Rd.  
Air Time . . . . . Local sunrise-local sunset

News Service . . . . . AP  
Transcription Service . . . . . World, Thesaurus

President-Gen. Mgr. . . . . Floyd Fletcher  
Commercial Manager . . . . . Paul W. Norris

Program Director . . . . . Ken Corbitt  
Chief Engineer . . . . . Arlis White

## W C N C

### ELIZABETH CITY—EST. 1939

MBS—KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Albemarle Bcstg. Co.

Business-Studio Address . . . . . 104 E. Colonial Ave.  
Phone Number . . . . . 1400

Transmitter Location . . . . . Parsonage St., Extd.  
Air Time . . . . . 6 a.m.-11 p.m.

News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth

Representative . . . . . Burn-Smith  
General Manager . . . . . Edmund D. Northup

Commercial-Sales Promotion  
Manager . . . . . T. W. Talbot

Program Director . . . . . Nancy Northup  
Production Manager, Chief

Announcer . . . . . Frank Elliott  
Publicity Director . . . . . Bill Krough

Chief Engineer . . . . . Joe Kyle

## W G A I

**ELIZABETH CITY—EST. 1947**

Frequency: 560 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Daily Advance  
 Business Address . . . . . Kramer Bldg.  
 Phone Number . . . . . 757  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 General Manager . . . . . Bob Bingham  
 Commercial Manager . . . . . Alan Friedrichs  
 Promotion Manager . . . . . Sterling Waters  
 Program Director . . . . . Alan Burke  
 Chief Engineer . . . . . Frederick Wagner

## W F L B

**FAYETTEVILLE—EST. 1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Fayetteville Bcstrs., Inc.  
 Business Address . . . . . P. O. Box 1258  
 Phone Number . . . . . 7136  
 Studio-Transmitter Location . . . . . Bragg Blvd.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . INS  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Cox & Tans  
 Membership . . . . . NAB, BMB  
 President . . . . . Harry B. Stein  
 General-Station Manager . . . . . John M. Croft  
 Commercial Manager . . . . . N. L. Royster  
 Chief Engineer . . . . . E. A. Whitlock

## W F N C

**FAYETTEVILLE—EST. 1940**

MBS—TOBACCO NETWORK

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Cape Fear Bcstg. Co.  
 Business-Studio Address . . . . . 114 Anderson St.  
 Phone Number . . . . . 4848 and 2747  
 Transmitter Location . . . . . Murchison Rd.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker  
 Membership . . . . . NAB, BMB  
 General Manager . . . . . Victor W. Dawson  
 Commercial Manager . . . . . Luther Gambill  
 Sales Promotion Manager . . . . . Harry Mills  
 Program Director, Farm  
 Editor . . . . . Nat R. Martin  
 News Editor . . . . . Marjio Jordan  
 Chief Engineer . . . . . William Alford

## W G N C

**GASTONIA—EST. 1939**

ABC—KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . F. C. Todd  
 Business-Studio Address . . . . . 168-170 W. Main St.  
 Phone Number . . . . . 732  
 Transmitter Location . . . . . Gastonia, N. C.

Air Time . . . . . 6 a.m.-11:15 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . F. C. Todd  
 General-Station Manager . . . . . Pat McSwain  
 Commercial Manager . . . . . F. C. Abennethy  
 Program Director . . . . . Earl Holder  
 Chief Announcer . . . . . Oliver Thornburg  
 Chief Engineer . . . . . W. C. Groves, Jr.

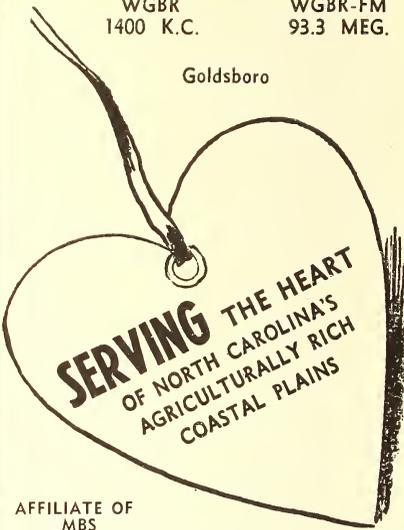
## W B B O

**FOREST CITY—EST. 1947**

N. C. STATE NETWORK—KBS

Frequency: 780 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Rutherford County  
 Radio Co., Inc.  
 Business-Studio Address . . . . . Forest City, N. C.  
 Phone Number . . . . . 3205  
 Transmitter Location . . . . . Forest City  
 Air Time . . . . . Local Sunrise-Local Sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Friedenberg  
 Membership . . . . . NAB, BMB  
 President-General-Station  
 Manager . . . . . Ed M. Anderson  
 Commercial Manager . . . . . Jack Hammette  
 Chief Engineer . . . . . Merton Iwerks

WGBR 1400 K.C.	WGBR-FM 93.3 MEG.
Goldsboro	



SERVING THE HEART  
OF NORTH CAROLINA'S  
AGRICULTURALLY RICH  
COASTAL PLAINS

AFFILIATE OF MBS and TOBACCO NETWORK	
Represented by The Walker Co.	
WGBR	
"Eastern Carolina's Number One Station"	
LELAND B. NELSON, Gen. Mgr.	
GOLDSBORO	NORTH CAROLINA

**W G B R**

**GOLDSBORO—EST. 1939**

MBS—TOBACCO NETWORK

WGBR—1400 Kc.....Power: 250 Watts  
 Owned-Operated By..Eastern Carolina Bcstg.  
 Co., Inc.  
 Business-Studio Address.....Borden Bldg.  
 Phone Number .....1550  
 Transmitter Location....W. of Goldsboro on  
 Highway No. 70  
 Air Time.....6 a.m.-12 M.  
 News Service .....AP  
 Transcription Service..Thesaurus, World, Cole  
 Representative .....Walker Co.  
 Membership .....NAB, BMB  
 President.....A. T. Hawkins  
 General-Station Manager...Leland B. Nelson  
 Commercial-Sales Promotion, Publicity  
 Director.....Sidney J. Brumberg  
 Program Director, Production  
 Manager.....Vassie G. Balkcum  
 Chief Announcer.....Charlie E. Harville  
 Chief Engineer.....Daniel B. Trueblood  
 Farm Editor.....Edward D. Champion

**W B I G**

**GREENSBORO—EST. 1926**

CBS

Frequency: 1470 Kc.....Power: 5000 Watts  
 Owned-Operated By.....N. C. Bcstg. Co.  
 Business Address.....P. O. Box 1807  
 Phone Number .....6125-6-7  
 Studio Address.....O. Henry Hotel Bldg.  
 Transmitter Location.....Battleground Blvd.  
 Air Time.....6 a.m.-12 M. 8 a.m.-12 M. Sun.  
 News Service .....AP  
 Transcription Service.....World, Thesaurus  
 Representative.....George P. Hollingbery  
 Membership .....NAB, BMB  
 President-General-Station  
 Manager.....Edney Ridge  
 Commercial Manager...Gilbert M. Hutchison  
 Sales Promotion Manager..William P. Mitchell  
 Program Director, Production  
 Manager.....Alfred J. Rice  
 Publicity Director.....Aileen Gilmore  
 Chief Announcer.....Mike Brooks  
 Musical Director.....Margaret Banks  
 Chief Engineer.....Earl F. Allison  
 Fa m Editor.....Bob Jones



"The PRESTIGE  
 STATION of the  
 CAROLINAS"

*famed*  
 for  
 Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reps.*

## W C O G (CP)

### GREENSBORO

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By. . . . . Inter-City Adv. Co.  
 Business Address. . . . . 120 E. Third St.  
 Charlotte, N. C.

## W G B G

### GREENSBORO—EST. 1942

ABC

Frequency: 980 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By. . . Greensboro Bcstg. Co.,  
 Inc.  
 Business Address. . . . . P. O. Box 2280  
 Phone Number . . . . . 3-3631  
 Studio-Transmitter Location. . . Ashe St. Extn.  
 Air Time. . . . . 6 a.m.-Local Sunset  
 News Service . . . . . UP  
 Transcription Service. . . . . Capitol, Associated  
 Representative . . . . . Burn-Smith  
 President, General-Station  
 Manager. . . . . Ralph M. Lambeth  
 Commercial Manager. . . . . Earl O. Sullivan  
 Sales Promotion Manager. . . . . Garland Michael  
 Program Director. . . . . H. Marie Craven  
 Chief Engineer. . . . . James M. Stewart

## W G T C

### GREENVILLE—EST. 1940

MBS—TOBACCO NETWORK

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned By. . . . . J. J. White  
 Operated By. . . . . Greenville Bcstg. Co.  
 Business-Studio Address. . . Falkland Highway,  
 P. O. Box 898  
 Phone Number . . . . . 3182  
 Transmitter Location. . . . . Falkland Highway  
 Air Time . . . . . 7 a.m.-12 p.m.  
 News Service . . . . . AP  
 Transcription Service. . . . . World, Cole, Lang-  
 Worth  
 Representative . . . . . Walker  
 Membership . . . . . NAB, BMB  
 President-Owner. . . . . J. J. White  
 General-Station Manager. . . . . B. S. Hodges, Jr.  
 Commercial-Sales Promotion  
 Manager . . . . . Dave Mosier  
 Program-Pub. Prod. Mgr. . . . . Charles Whedbec  
 Chief Engineer. . . . . Jim Mayo

## W H N C

### HENDERSON—EST. 1945

MBS—KBS

Frequency: 890 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . Henderson Radio Corp.  
 Business-Studio Address. . . 219 So. William St.  
 Phone Number . . . . . 736-1446

Transmitter Location. . 2 miles N. of Henderson  
 on U. S. No. 1

Air Time. . . . . Local Sunrise-Local Sunset  
 News Service . . . . . AP  
 Transcription Service. . . . . World, Lang-Worth,  
 Thesaurus, Cole, Capitol  
 Representative . . . . . Homer Griffith  
 Membership . . . . . NAB, BMB  
 President. . . . . S. S. Stevenson  
 Vice-President, General Station-Commercial . .  
 Sales Promotion Manager. . . . . Nathan Frank  
 Program Director. . . . . Virginia Parham  
 Production Manager. . . . . Charlie Tuteweller  
 Chief Engineer. . . . . Lewis Hiland

## W H K P

### HENDERSONVILLE—EST. 1946

MBS—KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Redge Bcstg. Co.  
 Address . . . . . Box 757  
 Phone Number . . . . . 700  
 Transmitter Location. . . Chimney Rock Highway  
 Air Time. . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . BMB  
 President. . . . . R. Lee Whitmire  
 General Manager. . . . . R. Lee Amos  
 Commercial Manager. . . . . Reginal Hill  
 Promotion Manager. . . . . Kermix Edney  
 Chief Engineer. . . . . Wm. M. Cox

## W H K Y

### HICKORY—EST. 1939

ABC—KBS

Frequency: 1290 Kc. . . . . Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By. . . . . The Catawba Valley  
 Bcstg. Co., Inc.  
 Address. . . . . 13th St. Radio Bldg.  
 Phone Number . . . . . 1195-6  
 Transmitter Location. . . 2½ miles SE of Hickory  
 Air Time . . . . . 18 hrs. daily  
 News Service . . . . . AP  
 Transcription Service. . . . . World, Associated  
 Membership . . . . . NAB, BMB  
 President. . . . . Carl V. Cline  
 Gen.-Station Manager. . . . . Edmund S. Long  
 Chief Engineer. . . . . Edmund S. Long

## W H P E

### HIGH POINT—EST. 1947

Frequency: 1070 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . High Point Enterprise,  
 Inc.  
 Business-Studio Address. . 305-307 N. Main St.

Phone Number ..... 3466 & 3467  
 Transmitter Location... Old Thomasville Rd.  
 Air Time..... Local Sunrise-Local Sunset  
 News Service ..... AP  
 Transcription Service... Associated, Standard  
 Representative ..... Cox & Tanz  
 Membership ..... NAB  
 President..... R. B. Terry  
 Secretary & Treasurer..... D. A. Rawley  
 General-Station Manager... Walter F. Hester  
 Sales Manager..... Chester R. Messervey  
 Chief Announcer..... William H. Alspaugh  
 Musical Director..... Mary Elizabeth Clark  
 Chief Engineer..... Harold C. Spengler

## W M F R

**HIGH POINT—EST. 1935**

ABC—KBS

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By... Radio Station WMFR  
 Business-Studio Address..... 164 S. Main St.  
 Phone Number ..... 4593-4  
 Transmitter Location..... 164 So. Main St.  
 Air Time..... 6 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service..... LangWorth, Capitol  
 Representative ..... Burn-Smith Co.  
 Membership ..... BMB  
 President-Owner, General-Station  
 Manager..... Frank S. Lambeth  
 Commercial Manager..... Pat Taylor  
 Sales Promotion Manager.... Gerald Sullivan  
 Program Director..... Gary Davis  
 Musical Director..... Harold Craven  
 Chief Engineer..... Robert Moore

## W J N C

**JACKSONVILLE—EST. 1945**

MBS—THE TOBACCO NETWORK

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By... Jacksonville Bcstg. Co.,  
 Inc.  
 Business-Studio Address..... Highway 24, N.  
 Phone Number ..... 707-708  
 Transmitter Location..... Highway 24, N.  
 Air Time... Mon.-Fri. 6:30 a.m.-11:30 p.m.; Sat.  
 6:30 a.m.-12 M.; Sun. 8 a.m.-11:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Walker  
 Membership ..... NAB  
 President..... Louis N. Howard  
 Station-Sales Promotion  
 Manager..... Lester L. Gould  
 Commercial Manager..... Rod Jones  
 Program Director..... Gorton T. H. Wilbur  
 Publicity Director..... Gort Wilbur  
 Musical Director..... Ray Sinclair  
 Chief Engineer..... Elmo Cronk

## W G T L

**KANNAPOLIS—EST. 1946**

NORTH CAROLINA STATE NETWORK

Frequency: 870 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Fred H. Whitley  
 Business Address.... Cannon Blvd. & Country  
 Club  
 Phone Number... Kannapolis 870 & Concord  
 2154  
 Studio Address.... Charlotte, N. C., Concord  
 Hotel, WGTL Bldg., Kannapolis  
 Transmitter Location..... Route 29  
 Air Time..... Local Sunrise-Local Sunset  
 News Service ..... UP  
 Transcription Service... Lang-Worth, Capitol,  
 World  
 Representative ..... Forjoe  
 Membership ..... NAB, BMB  
 President-Owner..... Fred H. Whitley  
 General-Station-Commercial-  
 Sales Promotion Manager... H. A. Seville  
 Program Director..... Hod Love  
 Production Manager..... Irvin Carroll  
 Chief Announcer..... Carl Caudill  
 Musical Director..... Jean Miller  
 Chief Engineer..... Foy Hinson

## W F T C

**KINSTON—EST. 1937**

ABC

Frequency: 1280 Kc..... Power: 250 Watts  
 Owned-Operated By..... Jonas Weiland  
 Address ..... 204 East King St.  
 Phone Number ..... 4111

## W K N S

**KINSTON—EST. 1947**

Frequency: 1000 Kc... Power: 1000 Watts d.  
 Owned-Operated By..... Kinston Bcstg. Co.  
 Business-Studio Address..... Radio Building  
 Phone Number ..... 4509  
 Transmitter Location..... Richlands Rd.  
 Air Time..... Local Sunrise-Local Sunset  
 News Service ..... UP  
 Transcription Service..... Thesaurus, World  
 Representative... Joseph Hershey McGillvra  
 President..... A. K. Barrus  
 General-Station-Commercial  
 Manager..... James W. Campbell  
 Program Director..... Marshall T. Pack  
 Chief Engineer..... David N. Hardison

## W E W O

**LAURINBURG—EST. 1947**

N. C. STATE NETWORK

Frequency: 1080 Kc... Power: 1000 Watts d.  
 Owned-Operated By..... Scotland Bcstg. Co.  
 Business-Studio Address.... Chetwynd Hotel

Phone Number ..... 770  
 Transmitter Location... U.S. 74, 2 miles E. of  
 Laurinburg  
 Air Time..... Local Sunrise-Local Sunset  
 News Service ..... UP  
 Transcription Service ..... World  
 Membership ..... NAB, BMB  
 President ..... Edwin Pate  
 General Manager..... J. R. Dalrymple, Jr.  
 Program Director..... Ed Leach  
 Chief Engineer..... Truman Brock

## W L O E

### LEAKSVILLE—EST. 1946

MBS—TOBACCO SPORTS NETWORK—KBS  
 Frequency: 1490 Kc..... Power 100 Watts  
 Owned-Operated By... Douglas L. Craddock  
 Business Address..... Boulevard Branch  
 Phone Number ..... 701  
 Studio-Transmitter Location... Leaksville, N. C.  
 Air Time..... 6 a.m.-12 M.; 8 a.m.-12 M. Sun.  
 News Service ..... AP  
 Transcription Service..... World, Capitol  
 Membership ..... NAB, BMB  
 Owner-Manager..... Douglas L. Craddock  
 Commercial Manager..... D. M. Snodderly  
 Program Director..... Charles H. Slate  
 Chief Engineer..... Eldred Winn

## W J R I

### LENOIR—EST. 1946

MBS—TOBACCO NETWORK—KBS  
 Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... John P. Rabb  
 Business-Studio Address... 107 W. Ave., Union  
 Nat'l Bank Bldg.  
 Phone Number ..... 761  
 Transmitter Location..... Lenoir, N. C.  
 Air Time..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NAB  
 President-Owner, General-Commercial  
 Manager..... John P. Rabb  
 Station Manager..... K. Rabb  
 Sales Promotion Manager..... Edythe Bloker  
 Program Director..... Glen Whittier  
 Publicity Director..... George Lewis  
 Chief Engineer..... G. Blaine Ruckert

## W B U Y

### LEXINGTON—EST. 1946

KBS

Frequency: 1190 Kc..... Power: 250 Watts d.  
 Owned By..... Davidson County Bcstg. Co.  
 Operated By... Omar G. & Greely N. Hilton  
 Business Address..... P. O. Box 359

Phone Number ..... 2716  
 Studio Address..... 209 S. Main St.  
 Air Time..... Local Sunrise-Local Sunset  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative..... Thomas F. Clark  
 Partners... Omar N. Hilton, Greely N. Hilton  
 Station-Commercial Manager... C. Robert Ray  
 Chief Engineer..... Fred Honeycutt

## W T S B

### LUMBERTON—EST. 1946

MBS—KBS

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By... Robeson Bcstg. Corp.  
 Business-Studio Address... 112 W. 5th St.  
 Phone Number ..... 1080  
 Air Time..... 6:30 a.m.-11:15 p.m.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Membership ..... NAB  
 President..... Dr. E. L. Bowman  
 General Manager..... James MacNeil  
 Sales Manager..... Eleanor French  
 Program Director..... Coleman Patterson  
 Chief Engineer..... W. F. Rogers

## W M A P

### MONROE—EST. 1947

Frequency: 1060 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Union Bcstg. Corp.  
 Business-Studio Address..... P. O. Box 385,  
 Monroe, N. C.  
 Phone Number ..... 1060  
 Air Time..... Local Sunrise-Local Sunset  
 News Service ..... UP  
 Transcription Service..... Thesaurus, Capitol  
 Chief Executives... J. Ray Shute, Olin B. Sikes  
 and J. S. Beaty, Jr.  
 Station Manager..... Roy O. Darby, Jr.

## W M B L

### MOREHEAD CITY—EST. 1947

Frequency: 740 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Carteret Bcstg. Co.  
 Business Address..... P. O. Box 740  
 Phone Number ..... 9740  
 Studio-Transmitter Location..... Radio City,  
 between Morehead City and Beaufort, N. C.  
 Air Time..... Local Sunrise-Local Sunset  
 News Service ..... UP  
 Transcription Service..... Standard, World  
 Representative... Joseph Hershey McGillvra  
 Membership ..... NAB  
 President-Manager..... Grover C. Munden  
 Commercial Manager..... Charles Markey  
 Sales Promotion Mgr..... Paul Parker  
 Chief Engineer..... Ray Cummins

## WMNC

**MORGANTON—EST. 1947**

MBS (Pending)

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Nathan J. Cooper  
 Business Address . . . . . P. O. Box 805  
 Phone Number . . . . . 1100  
 Studio-Transmitter Location . . Highway 181, N.  
 of Morganton  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 President-Owner, General-Commercial  
 Manager . . . . . Nathan J. Cooper  
 Sales Promotion-Production Manager,  
 Publicity Director . . . . . Lee Douglas  
 Chief Engineer . . . . . Elmer Troutman

## WPAQ (CP)

**MOUNT AIRY**

Frequency: 740 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Ralph D. Epperson

## WHIT

**NEW BERN—EST. 1942**

MBS—THE TOBACCO NETWORK

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . The Coastal Bcstg. Co.,  
 Inc.  
 Business-Studio Address . . U. S. Highway 17, S.  
 Phone Number . . . . . 4450  
 Air Time . . . . . Mon.-Fri. 6:30 a.m.-11:30 p.m.;  
 Sat. 6:30 a.m.-12 M.; Sun. 8 a.m.-11:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker  
 Membership . . . . . NAB, BMB  
 President . . . . . Louis N. Howard  
 Station-Production  
 Manager . . . . . Gordon A. Scheihing  
 Commercial-Sales Promotion  
 Manager . . . . . Richard B. Stark  
 Program Director . . . . . Gordon A. Scheihing  
 Publicity Director . . . . . Andy Anderson  
 Chief Announcer . . . . . Bruce Lee  
 Chief Engineer . . . . . William G. Haire

## WNNC (CP)

**NEWTON**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Newton-Conover Bcstg.  
 Co.  
 Business Address . . . . . 211 Main St., Gastonia,  
 N. C.  
 Partners . . . . . Earl Holder, Ray Leinbach Sr.,  
 Charles C. Turner

## WILX

**NORTH WILKESBORO—EST. 1947**

MBS—KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Carolina-Northwest  
 Bcstg. Co.

## WKBC

**NORTH WILKESBORO—EST. 1947**

Frequency: 810 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Wilkes Bcstg. Co.  
 Business-Studio Address . . . . . Cashion Bldg.  
 Phone Number . . . . . 633  
 Transmitter Location . . Elkin Highway No. 268  
 Air Time . . . . . Local Sunrise-Local Sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB, BMB  
 General-Station Manager . . . . . Doris B. Brown  
 Commercial Manager . . . . . Roland B. Potter  
 Program Director, Production Manager,  
 Farm Editor . . . . . John T. Cashion  
 Publicity Director . . . . . George C. Yarbrough  
 Chief Announcer . . . . . Michael West  
 Chief Engineer . . . . . Robert L. Pinnix

## WNAO

**RALEIGH—EST. 1947**

Frequency: 850 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . The News & Observer  
 Publ. Co.  
 Business Address . . . . . 114 W. Martin St.  
 Studio Address . . . . . 219 S. McDowell  
 Transmitter Location . . . . . Cary Rd.  
 Air Time . . . . . 6 a.m.-M.  
 Transcription Service . . . . . Standard  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB, BMB  
 President . . . . . Josephus Daniels  
 General-Station Manager . . . . . Dudley Tichenor  
 Chief Engineer . . . . . Bascom E. Porter

## WPTF

**RALEIGH—EST. 1924**

NBC

Frequency: 680 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . WPTF Radio Co.  
 Business-Studio Address . . . . . Insurance Bldg.  
 Phone Number . . . . . 8311  
 Transmitter Location . . . . . Cary, N. C.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Free & Peters  
 Membership . . . . . NAB, BMB  
 President . . . . . J. R. Weatherspoon  
 General-Station Manager . . . . . Richard H. Mason

. . . NORTH CAROLINA . . .

Sales Manager.....O. L. Carpenter  
Director of Advertising &  
Promotion.....R. W. Youngsteadt  
Program Manager.....Graham B. Poyner  
Chief Engineer.....Henry Hulick, Jr.  
Farm Editor.....Ted Leeper

## W R A L

**RALEIGH—EST. 1939**

MBS—TOBACCO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By..Capitol Bcstg. Co., Inc.  
Business-Studio Address..130 S. Salisbury St.  
Phone Number.....6411  
Transmitter Location...E. Davie St. Extension  
Air Time.....6:30 a.m. 12 M.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Weed  
Membership.....NAB, BMB  
President.....A. J. Fletcher  
General-Station Manager.....Fred Fletcher  
Commercial Manager.....Tom Mitchel  
Program Director.....Howard Maschmeier  
Chief Engineer.....Stanley Brown

## W F R C

**REIDSVILLE—EST. 1947**

KBS

Frequency: 1600 Kc.....Power: 1000 Watts  
Owned-Operated By..Piedmont Carolina Bcstg.  
Co., Inc.  
Business-Studio Address.....18 Gilmer St.  
Phone Number.....1573-4  
Transmitter Location.....Leaksville Rd.  
Air Time.....6 a.m.-11 p.m.; 7 a.m.-10 p.m.  
Sun.  
News Service.....AP  
Transcription Service..World, Associated, Cole  
Representative.....Donald Cooke  
Membership.....NAB  
President.....H. T. Williams  
General-Station, Publicity  
Director.....W. E. Williams  
Commercial-Sales Promotion  
Manager.....George Anderson  
Program Director,  
Announcer.....Chuck Perron  
Production Manager.....Carolyn Reese  
Chief Engineer.....L. H. Alexander  
Farm Editor.....Mutt Burton

## W C B T

**ROANOKE RAPIDS—EST. 1940**

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Radio Station WCBT  
Incorporated  
Business-Studio Address...251 Roanoke Ave.  
Phone Number.....R-855-1, R-856-1

Transmitter Location.....E. Tenth St. Ext.  
Air Time.....6 a.m.-12 M.  
News Service.....UP  
Transcription Service.....Lang-Worth, World  
Representative.....Burn-Smith  
Membership.....NAB, BMB  
President, General-Station Mgr...S. E. Crew  
Commercial-Sales Promotion Mgr..A. L. Drew  
Program-Publicity Director,  
Production Manager.....Jesse Helms  
Chief Announcer.....Jack Kenneth Johnson  
Musical Director.....Jerry Eton  
Chief Engineer.....C. W. Meares

## W A Y N

**ROCKINGHAM—EST. 1946**

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Wayne M. Nelson  
Business-Studio Address..Rockingham, N. C.  
Phone Number.....611  
Transmitter Location...Rockingham, N. C.  
Air Time.....Local Sunrise-Local Sunset  
News Service.....UP  
Transcription Service.....Lang-Worth, Mac-  
Gregor, SESAC, Cole  
Membership.....NAB, BMB  
President-Owner, General  
Manager.....Wayne M. Nelson  
Commercial Manager....Mrs. Jimmie Ellerbe  
Chief Engineer.....William E. Henley

## W C E C

**ROCKY MOUNT—EST. 1947**

Frequency: 810 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Losh L. Horne  
Business-Studio Address...115 N. Church St.  
Phone Number.....2880  
Transmitter Location..N. C. Highway 95, 2  
miles N. W. of City  
Air Time.....Local Sunset-Local Sunrise  
News Service.....AP  
Transcription Service.....Capitol, Associated  
Membership.....NAB  
President-Owner.....Josh L. Horne  
General Manager.....Melvin J. Warner  
Commercial Manager....Ruby Grant Dugan  
Program Director, Production  
Manager.....Ray Wilkinson  
Chief Engineer.....Warren Palmer

## W E E D

**ROCKY MOUNT—EST. 1933**

ABC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....W. A. Wynne  
Business Address.....Box 752  
Phone Number.....1420  
Studio-Transmitter Location..Nashville Hwy  
Air Time.....6 a.m.-12 M.; 8 a.m.-M. Sun.

• • • NORTH CAROLINA • • •

News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... NAB, BMB  
 President-Owner, General, Station  
 Manager ..... W. A. Wynne  
 Commercial Manager ..... Jack Cummings  
 Program Director ..... Tommy Snowden  
 Chief Engineer ..... W. A. Wynne

**W S A T (CP)**  
**SALISBURY**

Frequency: 1280 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Mid-Carolina Bcstg. Co.  
 Business Address ..... 119 Lawyers Row

**W S T P**  
**SALISBURY—EST. 1939**

MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Piedmont Bcstg. Corp.  
 Business-Studio Address ..... State Theater Bldg.  
 Phone Number ..... 2121  
 Transmitter Location ..... Statesville Rd.  
 Air Time ..... 7 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... McGillvra  
 Membership ..... NAB, BMB  
 President, General Manager ..... Bryce P. Beard  
 Musical Director ..... Russell B. McIntire  
 Commercial Manager ..... Katherine Murphy  
 Publicity Director ..... Pat Beard  
 Chief Announcer ..... Bill Brown  
 Chief Engineer ..... Carl B. Watson  
 Farm Editor ..... Jim Turner

**W W G P**  
**SANFORD—EST. 1946**

Frequency: 1050 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Lee Bcstg. Co.  
 Address ..... 23 Steele St.  
 Phone Number ..... 860  
 Transmitter Location ..... Near Tramway  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... World, Capitol, Cole  
 Pres.-Gen. Manager ..... W. W. Primm  
 Commercial Manager ..... L. O. Hutchins  
 Promotion Manager ..... G. C. Primm  
 Program Director ..... Gerald E. Bowman  
 Chief Engineer ..... Carey H. Olive

**W O H S**  
**SHELBY—EST. 1946**

MBS

Frequency: 730 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Western Carolina Radio  
 Corp.

Business Address ..... Box 1401  
 Phone Number ..... 340  
 Studio-Transmitter Location ..... Highway 74, W.  
 Air Time ..... Local Sunrise-Local Sunset  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NAB  
 President ..... Lee B. Weathers  
 General-Station Manager,  
 Chief Engineer ..... Robert M. Wallace  
 Commercial Manager ..... Steve Woodson  
 Production Manager ..... Milton Scarboro  
 Chief Announcer ..... Charles Bickford

**W E E B**

**SOUTHERN PINES—EST. 1947**  
 MBS

Frequency: 1360 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Sandhill Community  
 Broadcasters, Inc.  
 Business Address ..... Box 1298  
 Phone Number ..... 6191  
 News Service ..... AP  
 Representative ..... Forjoe  
 Pres.-Gen.-Comm. Mgr. .... Jack S. Younts  
 Program Director ..... Elizabeth M. Younts  
 Production Director ..... William E. Cox Jr.  
 Chief Engineer ..... Richard S. Philbrick

**W S T S**

**SOUTHERN PINES—EST. 1947**

Frequency: 990 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Sandhill Bcstg. Corp.  
 Business Address ..... 113 E. Broad St.  
 Phone Number ..... 8271  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Clark  
 President ..... F. L. Beber  
 General Manager ..... Joe B. Long Jr.  
 Commercial Manager ..... Kent L. Jeffrey  
 Chief Engineer ..... Clyde E. Rhodes

**W S I C**

**STATESVILLE—EST. 1947**  
 MBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Statesville Bcstg. Co.,  
 Inc.  
 Business-Studio Address ..... P. O. Box 1189  
 Phone Number ..... 1000  
 Transmitter Location ..... Radio Rd., P. O. Box 1189  
 Air Time ..... 6 a.m.-12 M.; 8 a.m.-12 M.  
 Sun.  
 News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... NAB  
 President ..... Dr. James W. Davis  
 General Manager ..... Harry Gatton

Program Director.....James Poston  
 Publicity Director.....Miss Francis Earle  
 Chief Announcer, Musical  
 Director.....Albert Watson  
 Chief Engineer.....T. K. Abernethy

**WCPS**

TARBORO—EST. 1946  
 SMITH DOUGLAS NETWORK  
 CAROLINA SPORTS NETWORK

Frequency: 760 Kc. Power: 1000 Watts d. only  
 Owned-Operated By...Coastal Plains Bcstg.  
 Co., Inc.  
 Business-Studio Address....Edgecombe Bank  
 Bldg.  
 Phone Number .....643  
 Transmitter Location..U. S. Highway No. 64,  
 Rocky Mount-Tarboro  
 Air Time.....5 a.m.-Local Sunset  
 News Service .....AP  
 Transcription Service....Lang-Worth, Capitol  
 Membership.....NAB, BMB  
 General Manager.....John C. Hanner  
 Commercial Manager.....Porter McNair  
 Program Director.....Syd Byrnes  
 Publicity Director.....Ruth Brewer  
 Chief Engineer.....Charles D. Chandler  
 Farm Editor.....S. Welcome Stanton

**WTNC**

THOMASVILLE—EST. 1947

Frequency: 790 Kc. Power: 1000 Watts d.  
 Owned-Operated By..Thomasville Bcstg. Co.  
 Business-Studio Address..Salem St. Extension  
 Phone Number .....902  
 Transmitter Location....Salem St. Extension  
 Air Time.....Local Sunrise-Local Sunset  
 News Service .....AP  
 Transcription Service.....World  
 Membership.....NAB  
 President.....Russell F. Van Landingham  
 Station-Commercial-Sales Promotion  
 Manager.....Harold Harrison  
 Chief Announcer.....Harold Murray  
 Chief Engineer.....L. M. Sugg

**WADE**

WADESBORO—EST. 1947  
 N. C. STATE NETWORK

Frequency: 1210 Kc. Power: 1000 Watts d.  
 Owned-Operated By..Anson Radio & Bcstg.  
 Co. Inc.  
 Business-Studio Address.....Lyon Bldg.  
 Phone Number.....620 and 427  
 Transmitter Location.....Morven Rd.  
 Air Time.....Local sunrise-local sunset  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Representative.....Friedenberg  
 Membership.....NAB

President.....Robert P. Lyon  
 General-Station Manager...G. Fred Johnson  
 Commercial-Sales Promotion  
 Manager.....Jack Hankins  
 Program-Production Manager..Jacque Larabee  
 Chief Announcer, Musical  
 Director.....Wm. Billingsley  
 Chief Engineer.....John Thomas

**WHED (CP)**

WASHINGTON

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Beaufort Bcstg. Co.

**WRRF**

WASHINGTON—EST. 1942

ABC

Frequency: 930 Kc. Power: 5000 Watts d.  
 Owned-Operated By.....Tar Heel Bcstg.  
 System, Inc.  
 Business-Studio Address..Bank of Washington  
 Phone Number .....403  
 Transmitter Location....U. S. Highway No. 17  
 Air Time.....5:30 a.m.-local sunset  
 News Service .....AP  
 Transcription Service.....Thesaurus  
 Representative.....Forjoe  
 Membership.....NAB, BMB  
 President.....W. R. Roberson, Sr.  
 General Manager.....W. R. Roberson, Jr.  
 Station-Commercial Mgr.....T. H. Patterson  
 Sales Promotion Manager, Program  
 Director.....Don Pierce  
 Production Manager.....Ben Roebuck  
 Publicity Director, Chief  
 Announcer.....Merrill Daniels  
 Musical Director.....Paul Wynn  
 Chief Engineer.....Issacc Murphrey  
 Farm Editor.....Vernon Carter

**WHCC**

WAYNESVILLE—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By...Smoky Mountain Bcstg.  
 Business Address.....Main St.  
 Phone Number .....680  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 President.....W. Curtis Russ  
 General Manager.....Robert M. Wallace  
 Commercial Manager.....Zeno Wall  
 Program Director.....George A. Flowers  
 Chief Engineer.....Don Hunnicutt

**WENC**

WHITEVILLE—EST. 1946

MBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By..Whiteville Bcstg. Co. Inc.

. . . NORTH CAROLINA . . .

Business-Studio Address.....P. O. Box 508  
 Phone Number .....120  
 Transmitter Location.....1 mi. from Business District  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Standard, World  
 Membership.....NAB  
 General-Sales Promotion Manager,  
 Publicity Director.....Ward A. Coleman  
 Commercial Manager.....Mrs. Margaret McNeil  
 Program Director, Production  
 Manager.....Henry Hoppe  
 Chief Announcer.....Jim Pursell  
 Chief Engineer.....Harold Vanderment

## W G N I

**WILMINGTON—EST. 1946**  
 MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....General Newspapers Inc.  
 Business-Studio Address.....Radio Bldg., Princess St.  
 Phone Number.....2-2421-2; L.D. 30  
 Transmitter Location...Eagle Island at Cape River Bridge  
 Air Time.....6:30 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Capitol, Standard  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NAB  
 President.....Carmage Walls  
 General Manager, Publicity  
 Director.....James W. Stewart  
 Commercial-Sales Promotion  
 Manager.....Foster Edwards  
 Program Director, Production  
 Manager.....Don Barber  
 Chief Announcer, Farm Editor....Ed. McKay  
 Musical Director.....Larry Hartsfield  
 Chief Engineer.....W. P. Callahan

## W M F D

**WILMINGTON—EST. 1935**  
 ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-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  
 Air Time.....7:30 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....World, Cole  
 Representative.....Burn-Smith Company  
 Owner-General Mgr.....B. A. Dunlea

Commercial Manager.....Claud O'Shields  
 Program Director.....H. W. Lee  
 Chief Engineer.....E. I. Herring

## W G T M

**WILSON—EST. 1937**

MBS—TOBACCO NETWORK

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Watson Industries, Inc.  
 Business Address.....P. O. Box 976  
 Phone Number.....2188-9  
 Studio Address.....Herring Ave.  
 Transmitter Location.....Rock Ridge, N. C.  
 Air Time.....5:30 a.m.-12:30 p.m.  
 News Service.....UP  
 Transcription Service....World, Lang-Worth, Thesaurus  
 Representative.....George P. Hollingbery  
 Membership.....NAB, BMB  
 President-Owner.....Penn Thomas Watson  
 General Manager.....Allen Wannamaker  
 Assistant Manager.....Clint Faris  
 Commercial Manager.....Harry Severance  
 Production Manager.....Bill Jackson  
 Publicity Director.....Harriet Fulghum  
 Musical Director.....Jack Townsend  
 Chief Engineer.....W. H. Malone  
 Farm Editor.....Lee Parker

1 BILLION POUNDS TOBACCO = \$492,000,000

**ONE STATION WGTM** Complete TOBACCO-LAND COVERAGE

Now, the new 5000-watt voice of WGTM covers Wilson, world's largest bright-leaf tobacco market, and North Carolina's bright-leaf tobacco belt. Here, over a billion pounds of tobacco were produced and sold during the 1946-47 season. More than 952,539 Tar-heels in our 0.5 MV area share this wealth, offering North Carolina's richest opportunity.

For complete tobacco-land coverage . . . from the inside . . . you need only . . .

\* Tobacco sales 1946-1947 season

**The NEW WGTM 590 KC 5000 Watts**  
**WILSON, NORTH CAROLINA**  
 MBS THE TOBACCO NETWORK  
*Allen E. Wannamaker, Gen. Manager*

## W A I R

**WINSTON-SALEM—EST. 1937**  
ABC

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . WAIR Bcstg. Co.  
Business-Studio Address . . . . . Pepper Bldg.  
Phone Number . . . . . 2-1133  
News Service . . . . . AP  
Transcription Service . . . . . World, Lang-Worth,  
Cole  
Representative . . . . . Avery Knodel  
Membership . . . . . NAB, BMB  
General Manager . . . . . George Walker  
Asst. Manager . . . . . James Hicks  
Commercial Manager . . . . . C. G. Hill  
Sales Promotion Manager . . . . . James Hicks  
Program Director . . . . . Doris Pardington  
Chief Announcer . . . . . Gilbert Stamper  
Chief Engineer . . . . . Lee King

## W S J S

**WINSTON-SALEM—EST. 1930**  
NBC

Frequency: 600 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Piedmont Publishing  
Business-Studio Address . . . . . 419-21 N. Spruce St.  
Phone Number . . . . . 4141

News Service . . . . . UP  
Transcription Service . . . . . Associated, Standard  
Representative . . . . . Headley-Reed  
Membership . . . . . NAB, BMB  
President . . . . . Gordon Gray  
Vice-President . . . . . Harold Essex  
Sales Manager . . . . . Harry B. Shaw  
Sales Promotion Manager . . . . . Walter Blake  
Program Director . . . . . Robert C. Estes  
Production Manager . . . . . John Connas  
Musical Director . . . . . B. C. Dunford, Jr.  
Chief Engineer . . . . . Phil Hedrick

## W T O B

**WINSTON-SALEM—EST. 1946**  
MBS

Frequency: 710 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Winston-Salem Bcstg.  
Business-Studio Address . . . . . 826½ W. Fourth St.  
Phone Number . . . . . 7145  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Taylor-Howe-Snowden  
Membership . . . . . NAB  
President . . . . . James W. Coan  
General Manager . . . . . John G. Johnson  
Program Manager . . . . . Louis T. Marsh  
Production Manager . . . . . Miss Elizabeth Trotman  
Chief Engineer . . . . . L. C. Davis

# NORTH DAKOTA

*Estimated Population 552,000—% Increase —14.0—Radio Homes 118,998  
Farms with Radios 57,769—Stations in State 11*

## K F Y R

**BISMARCK—EST. 1925**  
NBC—NORTHWEST NETWORK

Frequency: 550 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Meyer Bcstg. Co.  
Business-Studio Address . . . . . 320 Broadway  
Phone Number . . . . . 468  
Air Time . . . . . 6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . John Blair  
Membership . . . . . NAB, BMB  
President, General Manager . . . . . P. J. Meyer  
Station Manager . . . . . F. E. Fitzsimonds  
Commercial Manager . . . . . Robert MacLeod  
Program-Publicity Director . . . . . Cal Culver  
Production Manager . . . . . Charles Schoregge  
Chief Engineer . . . . . Ivar Nelson

Owned-Operated . . . . . KDLR Inc.  
Business-Studio Address . . . . . 1025 3rd St.  
Phone Number . . . . . 1090  
Transmitter Location . . . . . East end 4th St.  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . World, SESAC  
Membership . . . . . BMB  
President, General Manager . . . . . Bert Wick  
Chief Announcer . . . . . Ray Kapp  
Chief Engineer . . . . . Richard Moritz

## K D I X

**DICKINSON—EST. 1947**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Dickinson Radio Assn.  
Business-Studio Address . . . . . 28 1st Ave. W.  
Phone Number . . . . . 348  
Transmitter Location . . . . . N. Dickinson City Limits  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Membership . . . . . NAB

## K D L R

**DEVILS LAKE—EST. 1925**  
MBS—GREAT NORTHERN

Frequency: 1240 Kc. . . . . Power: 250 Watts

President.....Dr. P. J. Weir  
 General-Station Manager...Orville F. Burda  
 Commercial Manager.....Eugene L. Spear  
 Sales Promotion Manager...Orville J. Narum  
 Production Manager...Warren M. Peterson  
 Publicity-Musical Director...George L. Brooks  
 Chief Engineer.....Quintin V. Prochaska

## K F G O

FARGO—EST. 1947

ABC

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Operated By..Northern States Bcstg. Co.  
 Business Address.....421½ N. P. Ave.  
 Phone Number.....2-3291  
 News Service.....AP  
 Transcription Service.....SESAC, Standard  
 Representative.....Raymer  
 President.....W. R. Haggart  
 Gen.-Comm. Mgr.....Charles G. Burke  
 Promotion Manager.....Frank P. Sanders  
 Musical Director.....Wallace I. Bey

## W D A Y

FARGO—EST. 1922

NBC—NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WDAY, Inc.  
 Business-Studio Address.....Black Bldg.  
 Phone Number.....5357  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Thesaurus  
 Representative.....Free & Peters  
 Membership.....NAB, BMB  
 President, General.....E. C. Reineke  
 Station Manager.....Jack Dunn  
 Commercial Manager.....Tom Barnes  
 Sales Promotion Manager.....Roy Pedersen  
 Production Manager.....Maurie Waller  
 Musical Director.....Frank Scott  
 Chief Engineer.....Julius Heiland

## K I L O

GRAND FORKS—EST. 1941

CBS

Frequency: 1440 Kc....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By.....Dalton LeMasurier  
 Business-Studio Address.....506 First Natl.  
 Bank Bldg.  
 Phone Number.....1200  
 Air Time.....6:30 a.m.-12:05 a.m.  
 News Service.....UP

Transcription Service.....Lang-Worth  
 Representative.....Avery Knodel  
 President-Owner.....Dalton Le Masurier  
 Commercial Manager.....Elmer O. Hanson  
 Program Director.....Ralph D. Herbert  
 Chief Engineer.....Arnold Petrich

## K N O X

GRAND FORKS—EST. 1947

MBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..Community Radio Corp.  
 Business Address.....Box 1110  
 Phone Number.....3500  
 News Service.....UP  
 Transcription Service.....World  
 President.....Carroll E. Day  
 Gen.-Com. Mgr.....Frank W. Kaull  
 Prom. Mgr.-Program Dir.....Jack Kennedy  
 Chief Engineer.....Eugene Zober

## K S J B

JAMESTOWN—EST. 1947

CBS—MBS

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Jamestown Bcstg.  
 Company, Inc.  
 Business Address.....422 N.W. 2nd St.  
 Phone Number.....1600  
 Transmitter Location.....Highway 281 South  
 Jamestown  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Adam J. Young, Jr., Inc.  
 Membership.....NAB, BMB  
 Chief Owner.....John W. Boler  
 Vice President.....Joseph Goodfellow  
 Program Director.....Wm. Barry  
 Promotion Manager.....Mary Tucker  
 General Manager.....Donn A. Clayton  
 Commercial Manager.....Wm. Hurley  
 Chief Engineer.....Robert Ridgeway  
*(See Following Page)*

## K G C U

MANDAN—EST. 1928

MBS—GREAT NORTHERN BCSTG. SYSTEM

Frequency: 1270 Kc....Power: 1000 Watts d.;  
 250 Watts n.  
 Owned-Operated By...Mandan Radio Assn..  
 Inc.  
 Business-Studio Address...200 Third Ave.  
 Northeast  
 Phone Number.....800-1  
 Transmitter Location...¾ mi. S.E. of Mandan  
 on Highway No. 10

Air Time.....17½ hrs. daily  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....BMB  
 President.....W. S. Russell  
 General-Commercial-Sales Promotion  
 Manager.....M. J. Reichert  
 Program-Publicity Director, Production  
 Manager.....Merritt W. Bushee  
 Chief Announcer.....John Z. Miller  
 Chief Engineer.....Ray Barnett

Membership.....BMB  
 President, General Manager..John B. Cooley  
 Station Manager.....C. W. Baker  
 Commercial Manager.....E. H. Cooley  
 Sales Promotion Manager...Leslie E. Maupin  
 Program Director.....James Hautman  
 Production Manager.....Jack Helling  
 Musical Director.....Arturo Petrucci  
 Chief Engineer.....C. W. Baker

## K L P M

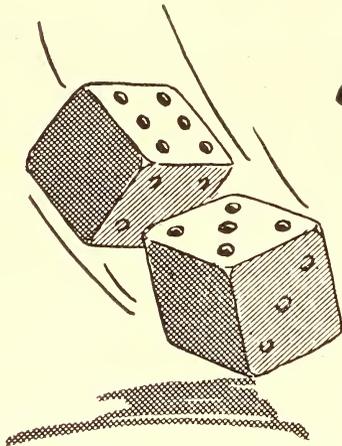
**MINOT—EST. 1929**  
**MBS—GREAT NORTHERN**

Frequency: 1390 Kc....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....Minot Bcstg. Co.  
 Business-Studio Address.....Fair Block  
 Phone Number.....1267, 684  
 Transmitter Location.....2 mi. S.E. of Minot  
 Air Time.....6:30 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Walker

## K O V C

**VALLEY CITY—EST. 1936**  
**MBS—GREAT NORTHERN—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....KOV C Inc.  
 Business-Studio Address.....312 Fifth Ave.  
 Phone Number.....408-W  
 Air Time.....6:30 a.m.-12 p.m.  
 News Service.....UP  
 Membership.....BMB  
 President.....Robert E. Ingstad  
 Sales Promotion Manager.....Wayne King  
 Program Director.....Wayne Grant  
 Production Manager.....Robert Nelson  
 Chief Engineer.....Charles Sjostrom



It's a Natural!

... and for 11 years  
**KSJB** has been serving  
 the *rich* Dakotas.

**5000 WATTS • CBS AFFILIATE • 600 KILOCYCLES**

*Write for complete information*

NATIONAL  
 REPRESENTATIVE

**GEORGE  
 HOLLINGBERRY**

# KSJB

**JAMESTOWN  
 NORTH DAKOTA**

# WAKR

*TOWERS OVER  
AKRON*



*ABC Network*  
**5000 WATTS**  
DAY and NIGHT

*For the Facts Call*  
**WEED & CO.**  
*National Representatives*

Also Operating WAKR-FM 97.5 MC. or Channel 248

*Good* PROGRAMS  
FOR *23* YEARS

1350  
CBS

**WADG**

**FIRST IN AKRON**

*Soon . . . . Finest in FM*

AKRON, OHIO

BASIC COLUMBIA NETWORK • 5000 WATTS

ALLEN T. SIMMONS • OWNER-OPERATOR

Represented Nationally by George P. Hollingbery Co.

# OHIO

Estimated Population 7,773,000—% Increase +12.5—Radio Homes 2,034,588  
Farms with Radios 186,503—Stations in State 52

## W A D C

AKRON—EST. 1925

CBS

Frequency: 1350 Kc. Power: 5000 Watts  
Owned-Operated By..... Allen T. Simmons  
Business Address..... Box 830  
Phone Number..... Meadowbrook 3211  
Studio Address..... First National Tower, Okron,  
Ohio & Tallmadge, Ohio  
Transmitter Location.. State Route No. 8, N. of  
Akron  
Air Time ..... 24 hrs. daily  
News Service..... Transradio, UP  
Transcription Service.. Standard, Lang-Worth,  
World  
Representative..... George P. Hollingbery  
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  
Traffic Manager..... Joe Jolliff  
Promotion-Publicity Director.. Secrest Williams  
Chief Engineer..... John L. Wildermuth

## W A K R

AKRON—EST. 1940

ABC

Frequency: 1590 Kc. Power: 5000 Watts  
Owned By..... Summit Radio Corp.  
Operated By..... S. Bernard Berk  
Business-Studio Address.. First National Tower,  
106 S. Main St.  
Phone Number..... HEmlock 6151  
Transmitter Location..... 739 Swartz Rd.  
Air Time... 5:30 a.m.-1:05 a.m.; 6:55 a.m.-1  
a.m., Sun.  
News Service ..... AP, UP  
Transcription Service... Associated, Capitol,  
Thesaurus  
Representative ..... Weed  
Membership ..... NAB  
President, General Mgr..... S. Bernard Berk  
Assistant to President..... Roger G. Berk  
Commercial Manager..... Kenneth M. Keegan  
Program Director..... Gene Trace  
Publicity Director..... Bert Charles  
Musical Director..... Alan Freed  
Chief Engineer..... Irwin L. Knopp  
(See Page 563)

## W H K K

AKRON—EST. 1945

MBS

Frequency: 640 Kc. Power: 1000 Watts

Owned-Operated By..... United Bcstg. Corp.  
Business-Studio Address..... 51 W. State St.  
Phone Number..... BBlackstone 7101  
Transmitter Location..... Akron-Penisulla Rd.  
Air Time..... 6 a.m.-California sunset  
News Service ..... AP  
Transcription Service..... Standard, Cole  
Representative..... Paul H. Raymer  
Membership ..... NAB, BMB  
Vice President..... H. K. Carpenter  
General-Station Manager... R. W. Richmond  
Commercial Manager..... Philip R. Herbert  
Sales Promotion Manager, Publicity  
Director..... Thomas P. Egan  
Program Director, Production Mgr... Lew Henry  
Chief Announcer..... Jack Morrissey  
Musical Director..... Bruce R. Blake  
Chief Engineer..... James S. Hill  
Farm Editor..... Cliff Rodgers

## W I C A

ASHTABULA—EST. 1937

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Operated By..... WICA, Inc.  
Business-Studio Address..... 221 Center St.  
Phone Number..... 26-221; 27-181  
Transmitter Location..... Jefferson Rd, R.D.  
Air Time ..... 6 a.m.-local sunset  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... Walker  
Membership ..... BMB  
President, General Manager..... R. B. Rowley  
Station Manager..... Walter W. Walrath  
Commercial Manager..... Donald F. Fassett  
Program Director, Production  
Manager..... Alfred B. Newkirk  
Publicity Director, Farm Editor... John Strasen  
Musical Director..... Mary Pavolino  
Chief Engineer..... Ted Searl

## W T R F

BELLAIRE—EST. 1947

MBS

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Operated By..... Tri-City Bcstg. Co.  
Business Address..... Bellaire, Ohio  
Phone Number ..... 1515  
News Service ..... AP  
Transcription Service ..... World  
President..... Jesse A. Bloch  
General Manager..... Robert W. Ferguson  
Commercial Manager..... Robert J. Campbell  
Promotion Manager..... Albert T. Fischer  
Program Director..... Franklin Curtis  
Chief Engineer..... George Cowen

## WILE (CP) CAMBRIDGE

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Land O' Lakes Bcstg.  
Corp.  
Business Address . . . . . 917 Beatty Ave.  
Phone Number . . . . . 3545  
News Service . . . . . AP  
Transcription Service . . . . . World  
President . . . . . H. D. McClelland  
V.P.-General Mgr. . . . . Howard A. Donahoe  
Chief Engineer . . . . . Wesley C. Randles

## WAND CANTON—EST. 1947

Frequency: 900 Kc. . . . . Power: 500 Watts d.  
Owned-Operated By . . . . . P. C. Wilson  
Business Address . . . . . 1414 12th St. N. E.

## WCMW CANTON—EST. 1946

Frequency: 1060 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Stark Bcstg. Corp.  
Business-Studio Address . . . . . 317 W. Tusc.  
Phone Number . . . . . 8219  
Transmitter Location . . . . . Hills & Dale Rd.  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . INS  
Transcription Service . . . . . Thesaurus, Standard,  
Lang-Worth  
Representative . . . . . Burn-Smith  
President-Owner . . . . . Merlin Schneider  
General Manager . . . . . Len Taylor  
Vice President, Technical  
Director . . . . . Royal G. Lister  
Commercial Manager . . . . . George Starr  
Sales Promotion Manager, Publicity  
Director . . . . . Morrey Adelman  
Program Director . . . . . Vic Decker  
Chief Announcer . . . . . Tom Morrison  
Musical Director . . . . . Robert Allen

## WHBC CANTON—EST. 1925 ABC

Frequency: 1480 Kc. . . . . Power: 5000 Watts  
Owned By . . . . . Brush-Moore Newspapers, Inc.  
Operated By . . . . . Ohio Bcstg. Co.  
Business-Studio Address . . . . . 550 Market Ave. S.  
Phone Number . . . . . 7166  
Transmitter Location . . . . . Richville, Ohio  
Air Time . . . . . 6:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.  
News Service . . . . . AP, UP  
Transcription Service . . . . . Capitol  
Representative . . . . . William G. Rambeau  
Membership . . . . . NAB, BMB  
President . . . . . Roy D. Moore

General Manager . . . . . Joseph K. Vodrey  
Director of Radio . . . . . Eugene Carr  
Station Manager . . . . . Robert C. Fehlman  
Commercial Manager . . . . . Gervis S. Brady  
Sales Promotion Manager, Publicity  
Director . . . . . Julius Glass  
Program Director . . . . . Richard Neher  
Production Manager, Musical  
Director . . . . . Martin Alexander  
Chief Engineer . . . . . Kenneth L. Sliker  
Farm Editor . . . . . Richard Merrin

## WBEX

### CHILlicoTHE—EST. 1947

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Shawnee Bcstg. Co.

## WCKY

### CINCINNATI—EST. 1929

Frequency: 1530 Kc. . . . . Power: 50,000 Watts  
Owned-Operated By . . . . . L. B. Wilson Inc.  
Business-Studio Address . . . . . Hotel Gibson  
Phone Number . . . . . Cherry 6565  
Transmitter Location . . . . . near Crescent Springs,  
Ky.  
Air Time . . . . . 5 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.  
News Service . . . . . INS  
Transcription Service . . . . . World, Standard,  
Cole  
Representative . . . . . Ralph E. McKinnie  
Membership . . . . . NAB  
President-Owner, General Mgr. . . . . L. B. Wilson  
Station-Commercial Manager, Chief  
Engineer . . . . . C. H. Topmiller  
Program Director, Chief  
Announcer . . . . . Bill Dawes  
Publicity Director . . . . . John Murphy  
Musical Librarian . . . . . Ethlyn Hale

## WCPO

### CINCINNATI—EST. 1922

MBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Scripps-Howard Radio,  
Inc.  
Business-Studio Address . . . . . 3800 Carew Tower  
Phone Number . . . . . Main 3314  
Transmitter Location . . . . . Daylight Bldg.  
Air Time . . . . . 24 hrs. daily; 18 hrs. Sun.  
News Service . . . . . AP, UP  
Transcription Service . . . . . Lang-Worth, Associated  
Representative . . . . . Branham  
President . . . . . Jack R. Howard  
General Manager . . . . . M. C. Watters  
Station-Commercial-Sales Promotion  
Manager . . . . . John Patrick Smith  
Program Director, Farm  
Editor . . . . . Glenn Clark Miller

Production Manager, Chief  
 Announcer ..... Earl Corbett  
 Publicity Director..... Doreene Cleveland  
 Musical Director..... Betty Richardson  
 Chief Engineer..... Glen A. Davis

**W K R C**  
 CINCINNATI—EST. 1923  
 CBS

Frequency: 550 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By....The Cincinnati Times-  
 Star Co.  
 Business-Studio Address.....Hotel Alms  
 Phone Number.....W00dburn 0550  
 Transmitter Location.....Hotel Alms  
 Air Time..7 a.m.-2 a.m.; 5:30 .m.-2 a.m., Sun.  
 News Service.....AP, UP  
 Transcription Service...Standard, Lang-Worth  
 Representative .....Katz Agency  
 Membership .....NAB, BMB  
 President .....Hulbert Taft  
 Managing Director.....Hulbert Taft, Jr.  
 Station Manager.....Herman E. Fast  
 Commercial Manager.....U. A. Latham  
 Sales Promotion Manager.....Joel W. Stovall  
 Program Director.....Harvey Carey  
 Production Manager.....Syd Cornell  
 Publicity Director.....Charlton Wallace  
 Musical Director.....Bob Snyder  
 Chief Engineer.....George Wilson  
 Farm Editor.....Ben Werk

**W L W**  
 CINCINNATI—EST. 1922  
 NBC

Frequency: 700 Kc.....Power: 50,000 Watts  
 Owned-Operated By....Crosley Bcstg. Corp.  
 Business-Studio Address..Crosley Sq., 140 W.  
 Ninth St.  
 Phone Number.....CHerry 1822  
 Transmitter Location.....Mason, Ohio  
 Air Time.....24 hrs. daily  
 News Service.....AP, INS, UP  
 Transcription Service .....Thesaurus  
 Representative .....Keenan & Eickelberg  
 Membership .....NAB  
 President .....James D. Shouse  
 Vice-President, General  
 Manager .....R. E. Dunville  
 Vice-President in Charge of  
 Sales .....H. M. Smith  
 Director of Merchandising & Prom.  
 Activities .....M. N. Terry  
 Director of Sales  
 Promotion.....David E. Partridge  
 Vice-President in Charge of  
 Pgms. ....William P. Robinson  
 Pro. Mgr. & Asst. Pgm.  
 Director.....Chester Herman

Dir. of Publ. Relations &  
 Publicity .....James J. Cassidy  
 Chief Announcer.....Chester Herman  
 General Mgr. of Music.....Milton Weiner  
 Vice-President in Charge of  
 Engineering.....R. J. Rockwell  
 Farm Editor.....Roy Battles

**W S A I**  
 CINCINNATI—ES. 1923  
 ABC

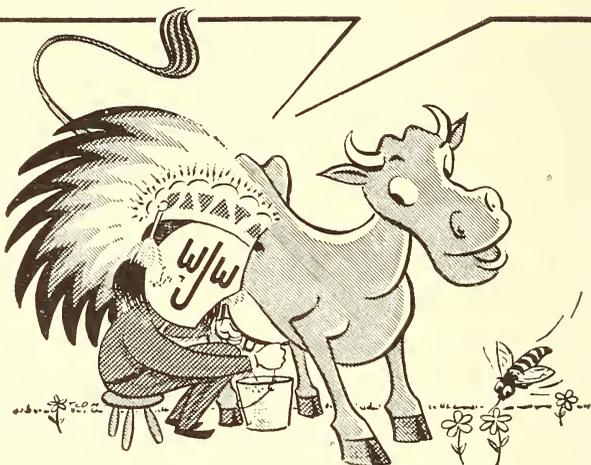
Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned By.....Marshall Field  
 Operated By.....Buckeye Bcstg. Co.  
 Business-Studio Address...115 E. Fourth St.  
 Phone Number.....Main 1068  
 Transmitter Location.....Mt. Healthy  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP, UP  
 Transcription Service...Thesaurus, Standard,  
 Capitol  
 Representative .....Avery-Knodel  
 Membership .....NAB, BMB  
 President-Owner.....Marshall Field  
 General Manager.....Robert M. Sampson  
 Assistant General Manager.....E. K. Bauer  
 National Sales Manager..Robert H. Boulware  
 Program Director.....James Leonard  
 Production Manager, Chief  
 Announcer .....Fred Harper  
 Publicity Director.....Vonne Monsell  
 Musical Director.....Bruce Scott  
 Chief Engineer.....William E. Symons

**W G A R**  
 CLEVELAND—EST. 1930  
 CBS

Frequency: 1220 Kc.....Power: 50,000 Watts  
 Owned-Operated By....The WGAR Bcstg. Co.  
 Business-Studio Address.....Hotel Stattler  
 Phone Number.....Prospect 0200  
 Transmitter Location..Broadview & Aikins Rd.,  
 Broadview Heights, O.  
 Air Time.....6 a.m.-3 a.m.  
 News Service.....INS, UP  
 Transcription Service.....Standard, Capitol  
 Representative .....Edward Pety  
 Membership .....NAB  
 President .....G. A. Richards  
 Vice President, General Mgr.....John F. Patt  
 Sales Manager.....Harry Camp  
 Sales Promotion Manager.....Jack Roeder  
 Program Director.....Reginald Merridew  
 Production Manager.....Wayne Mack  
 Publicity Director.....Manuel Eisner  
 Chief Announcer.....Charles Roberts  
 Director of Music.....Henry Pildner  
 Vice President in Charge of  
 Engineering.....R. Morris Pierce

CLEVELAND'S *Chief* STATION

**PULLS FOR YOU!**



You should know what the Hoopers show . . . that morning and afternoons . . . on programs or spots . . . WJW delivers more listeners per dollar than any other Cleveland station.



BASIC  
ABC Network  
REPRESENTED

**WJW**

CLEVELAND

850 KC  
5000 Watts

BY HEADLEY - REED COMPANY

**W H K**

**CLEVELAND—EST. 1921**

MBS

Frequency: 1420 Kc. Power: 5000 Watts  
 Owned-Operated By... United Bcstg. Co.  
 Business-Studio Address... 1311 Terminal Tower  
 Phone Number... Prospect 5800  
 Transmitter Location... Seven Hills Village  
 Air Time... 7:15 a.m.-1 a.m., Sun.; 6:30 a.m.-1 a.m., Mon.-Fri.; 7 a.m.-2 a.m., Sat.  
 News Service... AP, INS  
 Transcription Service... ASCAP, BML, Lang-Worth  
 Representative... Paul H. Raymer  
 Membership... NAB  
 General Manager... K. K. Hackathorn  
 Commercial Manager... J. B. Maurer  
 Sales Promotion Manager... Henry Norweb, Jr.  
 Program Director... C. M. Hunter  
 Production Manager... B. Koeblitz  
 Publicity Director... Paul Bairstow  
 Musical Director... Willard Pott  
 Chief Engineer... R. H. DeLany

**W J M O**

**CLEVELAND—EST. 1947**

Frequency: 1540 Kc. Power: 1000 Watts  
 Owned-Operated By... The WJMO Bcstg. Co.  
 Business-Studio Address... 2157 Euclid Ave.  
 Phone Number... Superior 4424  
 Transmitter Location... 2157 Euclid Ave.  
 Air Time... Local sunrise-local sunset  
 News Service... AP  
 Transcription Service... Capitol, Standard  
 Representative... Adam J. Young, Jr.  
 Membership... NAB  
 President... W. J. Marshall  
 General-Station Manager... Dave Baylor  
 Commercial Manager... Robert De Ichon  
 Program Director, Production Manager... Charles Dolan  
 Chief Announcer... Howie Lund  
 Chief Engineer... Larry Shipley

**W J W**

**CLEVELAND—EST. 1943**

ABC

Frequency: 850 Kc. Power: 5000 Watts  
 Owned-Operated By... William M. O'Neil  
 Business-Studio Address... 1375 Euclid Ave.  
 Phone Number... SU 0101  
 Transmitter Location... N. Royalton, O.  
 Air Time... 8 a.m.-1 a.m., Sun.; 6 a.m.-1 a.m., Mon.-Fri.; 6 a.m.-2 a.m., Sat.  
 News Service... Transradio, UP  
 Transcription Service... Standard  
 Representative... Headley-Reed  
 Membership... NAB  
 President-Owner... William M. O'Neil  
 Assistant to President... Lawrence Webb

Commercial Manager (National)... Harold W. Waddell; (Local) W. J. Sylvester  
 Sales Promotion Manager... Frank H. Blumer  
 Program Director... Charles V. Hunter  
 Publicity Director... James E. Hansen  
 Chief Announcer... Stanley Peyton  
 Chief Engineer... Gerald G. Roberts

**W T A M**

**CLEVELAND—EST. 1923**

NBC

Frequency: 1100 Kc. Power: 50,000 Watts  
 Owned-Operated By... National Bcstg. Co., Inc.  
 Business-Studio Address... 815 Superior Ave.  
 Phone Number... Cherry 0942  
 Transmitter Location... Brecksville, O.  
 Air Time... 19½ hrs.  
 News Service... AP, UP  
 Transcription Service... Thesaurus, Standard  
 Membership... NAB, BMB  
 President... Niles Trammell  
 General Manager... John McCormick  
 Commercial Manager... Harold Gallagher  
 Sales Promotion Manager... H. A. Barton  
 Program Director... Hal Metzger  
 Production Manager... Fred Wilson  
 Publicity Director... Neil M. Flanagan  
 Musical Director... Walberg Brown  
 Chief Engineer... S. E. Leonard  
 Farm Editor... Jim Chapman

*For Prestige...*

**AP**

**Membership!**

**A NEW VOICE**

**IN  
GREATER  
CLEVELAND**



**SERVING THE BEST BUYING POWER  
IN THE NATION'S SIXTH CITY**

*The Family Station*

**WSRS**

**1490 KC**

**WSRS FM**

**95.3 MEG.**

**GREATER CLEVELAND'S 1ST AND ONLY  
FULL-TIME INDEPENDENT RADIO STATION**

# W S R S

## CLEVELAND HEIGHTS—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Samuel R. Sague  
 Business-Studio Address: Radio Center Bldg.,  
 Cedar & Lee Rds.

Phone Number: ERview 2005  
 Air Time: 18 hrs. daily  
 News Service: AP  
 Transcription Service: Lang-Worth, World,  
 SESAC

Membership: NAB  
 Owner, Chief Executive, General-Station  
 Manager: S. R. Sague  
 Production Mgr.: Carter Wayne  
 Program Director: Hugh Sanders  
 Chief Engineer: H. A. Brinkman  
 Music Librarian: Isabelle Edgar  
 Chief Announcer: Chick Lind

# W B N S

## COLUMBUS—EST. 1924

CBS

Frequency: 1460 Kc. Power: 5000 Watts d.;  
 1000 Watts n.

Owned-Operated By: Radioho, Inc.  
 Business-Studio Address: 33 N. High St.  
 Phone Number: ADams 9265  
 Transmitter Location: 1035 Barnett Rd.  
 Air Time: Unlimited  
 News Service: AP, PA  
 Transcription Service: Thesaurus, Capitol  
 Representative: John Blair  
 Membership: NAB, BMB  
 President: Richard S. Wolfe  
 General Manager: Richard A. Borel  
 Commercial Manager: W. I. Orr  
 National Sales: Robert D. Thomas  
 Program Director: Geer Parkinson  
 Promotion Director: Jerome R. Reeves  
 Musical Director: Paul Neal  
 Chief Engineer: Lester H. Nafzger  
 Farm Editor: Bill Zipf

# W C O L

## COLUMBUS—EST. 1924

ABC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: The Pixleys  
 Business-Studio Address: E. Broad at Young  
 Phone Number: MAin 4581  
 Air Time: 19 hrs.  
 News Service: AP, INS  
 Transcription Service: World, Lang-Worth,  
 Associated

Representative: Headley-Reed  
 Membership: NAB, BMB  
 Executive Partner: L. A. Pixley  
 General-Station Manager: Jack Kelly  
 Commercial-Sales Promotion  
 Manager: Frank N. Jones

Program Director, Production

Manager: Al Albinger  
 Publicity Director: Blanche Dohn  
 Chief Announcer: George Lyman Arms  
 Musical Director: Joe Weisberg  
 Chief Engineer: Leo DeConnick  
 Farm Editor: T. D. Harmon

# W H K C

## COLUMBUS—EST. 1921

MBS

Frequency: 610 Kc. Power: 5000 Watts d.;  
 1000 Watts n.

Owned By: Cleveland Plain Dealer  
 Operated By: United Bcstg. Co.  
 Business-Studio Address: 22 East Gay St.  
 Phone Number: Adams 1101  
 Transmitter Location: 901 Obetz Rd.  
 Air Time: 6 a.m.-1 a.m.  
 News Service: INS, UP  
 Transcription Service: Lang-Worth, Cole  
 Representative: Paul H. Raymer  
 Membership: NAB, BMB  
 President: Sterling Graham  
 General-Station Manager: Carl M. Everson  
 Commercial-Sales Promotion

Manager: Harry H. Hoessly  
 Program Director, Production

Manager: John B. Moses  
 Publicity Director: Juanita Wilcox  
 Chief Announcer: B. J. Sweeney  
 Musical Director: Abram Ruvinsky  
 Chief Engineer: Wm. B. Minor  
 Farm Editor: George Zeiss

# W T N S

## COSHOCTON—EST. 1947

Frequency: 1560 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Coshocton Bcstg. Co.  
 Business Address: 14 N. Main St.  
 Phone Number: 1560  
 News Service: UP  
 Transcription Service: Lang-Worth, Capitol,  
 SESAC

Pres.-Gen. Mgr.: Bruce Wallace  
 Sta. Mgr. Pro. Dir.: Fred Dodge  
 Comm.-Prom. Mgr.: Richard H. Athey  
 Chief Engineer: Ben Jones

# W I N G

## DAYTON—EST. 1921

Frequency: 1410 Kc. Power: 5000 Watts  
 Owned By: Great Trails Bcstg. Corp.  
 Operated By: Radio Station WING  
 Business-Studio Address: N. Main St.  
 Phone Number: Adams 3288  
 Air Time: 24 hrs. daily  
 News Service: AP  
 Transcription Service: Lang-Worth, Standard  
 Representative: Weed

Membership ..... BMB  
 President ..... Charles Sawyer  
 General Manager ..... J. P. Williams  
 Station-Commercial Manager ..... F. G. Dykstra  
 Program Director ..... Arthur Martin  
 Production Manager ..... Charles Reeder  
 Publicity Director Assistant, Margaret Josten  
 Chief Announcer ..... Jack Wymer  
 Musical Director ..... Charles Reeder  
 Chief Engineer ..... Lloyd House

General-Station Manager... Robert H. Moody  
 Commercial Manager... Harvey R. Young, Jr.  
 Sales Promotion Manager... Stanley G. Mouse  
 Program Director ..... Lester G. Spencer  
 Publicity Director ..... Lillian Jeffries  
 Chief Announcer ..... Fred Brophy  
 Musical Director ..... Henry Lange  
 Chief Engineer ..... Ernest L. Adams  
 Farm Editor ..... Samuel Steiger

# WHIO

DAYTON—EST. 1935

CBS

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Miami Valley Bcstg.  
 Corp.

Business-Studio Address ..... 45 S. Ludlow St.  
 Phone Number ..... Ad. 2261  
 Transmitter Location ..... Hempstead Rd.  
 Air Time ..... 19 hrs. daily; 16 hrs. Sun.  
 News Service ..... AP, INS, UP  
 Transcription Service ..... Standard, Associated  
 Representative ..... George P. Hollingbery  
 Membership ..... NAB, BMB  
 President ..... James M. Cox, Jr.

# WLIO (CP)

EAST LIVERPOOL

Frequency: 1570 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Pottery Bcstg. Co.  
 Business Address 410 North Ave., Millvale, Pa.  
 Owners ..... Earl D. Eisenhower, Dr. A. S.  
 Sickman, J. Milton Hammond

# WEOL (CP)

ELYRIA

Frequency: 930 Kc. .... Power: 100 Watts  
 Owned-Operated By ..... Elyria-Lorain Bcstg. Co.  
 Business Address ..... 330 Second St.  
 Phone Number ..... 2000  
 Pres.-Gen. Mgr. .... Roy W. Ammel

"MARKETS  
 ARE PEOPLE  
 WITH  
 BUYING  
 POWER"

# WHIO DAYTON COVERS

The No. 1 Market of the Miami Valley

WHIO, Dayton, listeners are solid citizens. 57% of 108,000 dwelling units in Dayton and Montgomery County are owner occupied. 97.5% of Dayton families and 97.1% of Montgomery County families are radio owners. Their effective buying power, estimated at \$4,903 per family in 1947 (\$1,263 higher than the national average), rests

solidly on regular employment by manufacturers of world famous products like cash registers, business and accounting machines, electric refrigerators, electric motors, rubber tires, and many others.

BMB and Hooper reports show most folks in Dayton and Miami Valley listen to WHIO. Local and national advertisers know this. Fine programs, accurate newscasts, plus *real* public service keep WHIO first among Dayton stations.



**NEWS: UP, AP, INS, and CBS' Best Shows**

G. P. Hollingbery Company, Representatives  
 Harry E. Cummings, Southeastern Representative.

**W F I N****FINDLAY—EST. 1941**

KBS

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Operated By... Fred R. Hover Estate  
 Business-Studio Address... 500½ S. Main St.  
 Phone Number ..... 1330  
 Transmitter Location..... Williams Rd.  
 Air Time... 6:30 a.m.-local sunset; 7 a.m.-local sunset, Sun.

News Service ..... INS  
 Transcription Service... Lang-Worth, Standard, SESAC, Cole

Membership ..... NAB, BMB  
 General Manager..... Dimond Haver  
 Sales Manager..... M. C. Clark  
 Sales Promotion Manager... Richard K. Davis  
 Traffic Manager..... Jean Lamb  
 Chief Announcer, Farm Editor.. Fritz Sorenson  
 Musical Director..... Margaret Truman  
 Chief Engineer..... Edgar C. Smith

**W M O H****HAMILTON—EST. 1944**

MBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... The Fort Hamilton Bcstg. Co.

Business-Studio Address.. Second Natl. Bank Bldg.

Phone Number ..... 4-6543

Transmitter Location..... Middletown Pike

Air Time... 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.

News Service ..... UP

Transcription Service ..... Thesaurus

Membership ..... NAB

President, Managing Dir..... Herbert G. Pabst

Sales Manager..... Donald L. Chapin

Program Director..... Don J. Meeks

Chief Engineer..... Andrew F. Bruck

Farm Program Director..... Luella Engel

**W L O K****LIMA—EST. 1936**

NBC

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By... The Fort Industry Co.

Business Address..... 506 New Center Bldg., Detroit 2, Mich.

Phone Number..... Trinity 17-700 Detroit

Studio Address..... 1101 Natl. Bank Bldg.

Transmitter Location..... 1424 Rice Ave.

Air Time..... 18 hrs. daily; 16 hrs. Sun.

News Service ..... AP

Transcription Service..... Frederic W. Ziv

Representative ..... Headley-Reed

Membership ..... NAB, BMB

President..... George B. Storer

General Manager..... Lee B. Wailes

Station-Sales Promotion Manager, Publicity

Director ..... J. Robert Kerns

Commercial Manager..... Harry Jay

Program Director..... E. C. Ulrich

Chief Announcer..... Harley Lucas

Chief Engineer..... Darrel Hunter

**W M A N****MANSFIELD—EST. 1939**

ABC

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By..... Richland, Inc.

Business-Studio Address... Ohio Theater Bldg.

Phone Number ..... 4235-6

Transmitter Location..... Longview Ave. at

N. Main

Air Time... 6:30 a.m.-12 M.; 7:30 a.m.-12 M.

Sun.

News Service ..... UP

Transcription Service ..... World

Representative ..... Taylor-Howe-Snowden

Membership ..... NAB

President ..... Monroe Rubin

General-Station Manager..... J. M. O'Hara

Commercial-Sales Promotion

Manager ..... Carl Kindt

Program Director, Production

Manager ..... Harry Lytle

Chief Engineer..... William E. Morrison

**W M O A****MARIETTA—EST. 1946**

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By... Marietta Bcstg. Co., Inc.

Business-Studio Address..... P. O. Box 201

Phone Number ..... 6383

Transmitter Location... Williamstown, W. Va.

Air Time..... 17½ hrs. daily; 16 hrs. Sun.

News Service ..... UP

Transcription Service ..... Lang-Worth

Program Director, Chief

Announcer ..... Harold Haught

Chief Engineer..... Charles E. Clark

# W M R N

**MARION—EST. 1940**

ABC—OHIO ASSN. OF BCSTRS.—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Marion Bcstg. Co.  
 Business-Studio Address.....P. O. Box 518  
 Phone Number.....3226-7  
 Transmitter Location.....P. O. Box 518  
 Air Time.....17 hrs.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Horace N. Stovin  
 Membership.....NAB, BMB, OAB  
 President, General-Station  
 Manager.....Robert T. Mason  
 Commercial-Sales Promotion  
 Manager.....Clark L. Dozer  
 Program Director, Production  
 Manager.....Sanford Marshall  
 Publicity Director.....John Plank  
 Musical Director.....Richard Cook  
 Chief Engineer.....Francis J. Peters  
 Farm Editor.....Richard Kathe

Owned-Operated By.....Paul F. Braden  
 Business Address.....Central Ave.  
 Phone Number.....2-3625  
 News Service.....AP  
 Transcription Service.....Lang-Worth, SESAC  
 Pres.-Gen. Mgr.....Paul F. Braden  
 Comm. Mgr. Pro. Dir.....Ranny Daly  
 Promotion Manager.....Don Lyons

# W P T W

**PIQUA—EST. 1947**

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Miami County Bcstg.  
 Business Address.....1625 W. Covington Ave.  
 News Service.....AP  
 Transcription Service.....World, SESAC  
 Representative.....Grant  
 Pres.-Gen.-Prom. Mgr.....Richard E. Hunt  
 Commercial Manager.....Carroll M. Ball  
 Asst. Chief Engr.-V.P.....George E. Donahue  
 Secy-Treas, Chief Engr.....Byron F. London

# W P A Y

**PORTSMOUTH—EST. 1935**

CBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Scioto Bcstg. Co.

# W P F B

**MIDDLETOWN—EST. 1947**

Frequency: 910 Kc.....Power: 1000 Watts d.

## Accent on Youth!

You profit twice when you buy time on WMRN. Teen-age acceptance of WMRN and the products it advertises is the *extra* dividend added to the proved high adult audience response among WMRN'S more than 200,000 prosperous listeners in seven of Ohio's richest farm and home counties.



Get the facts about this responsive audience! For results right now this well-to-do section of Ohio can be easily and economically sold on your product, and an exceptionally large number of teen-age listeners can be reached at the same time. Both adults and teen-agers stay tuned to WMRN. Address inquiries to Robert T. Mason, general manager, WMRN, Marion, Ohio.

# W M R N



AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

Business-Studio Address.....1009 Gallia St.  
 Phone Number.....Portsmouth 1010  
 Transmitter Location.....1009 Gallia St.  
 Air Time.....6:30 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....William G. Rambeau  
 Membership.....NAB, BMB  
 Chief Executive.....Eugene Carr  
 Station-Commercial Manager..Gerald F. Boyd  
 Sales Promotion Manager, Publicity  
 Director.....Carl Bodner  
 Program Director, Production  
 Manager.....Floyd Jackson  
 Chief Announcer.....Jerry Grove  
 Musical Director.....Dorothy Page  
 Chief Engineer.....Maurice Myers  
 Farm Editor.....Frank Balmert

**W L E C**

**SANDUSKY—EST. 1947**

MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Lake Erie Bcstg. Co.  
 Business Address..Cleveland Rd. & Huntington  
 Streets  
 Phone Number.....5170  
 News Service.....PN  
 Transcription Service.....Lang-Worth, World  
 President.....Lloyd A. Pixley  
 V.P.-Gen. Mgr.....Albert E. Heiser  
 Secty-Dir.....J. H. Kelly  
 Commercial Manager.....Louis E. Mahla  
 Promotion Manager.....Donald Dean  
 Program Director.....J. Wagner  
 Chief Engineer.....George F. Buehrle

**W I Z E**

**SPRINGFIELD—EST. 1940**

ABC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..Radio Voice of Spring-  
 field, Inc.  
 Business-Studio Address..115-117 W. High St.  
 Phone Number.....3-4955  
 Transmitter Location...115-117 W. High St.  
 Air Time.....18 hrs. daily  
 News Service.....UP  
 Transcription Service...Lang-Worth, Standard  
 Representative.....Weed  
 Membership.....BMB  
 President.....Charles Sawyer  
 General Manager.....J. P. Williams  
 Station-Commercial Manager..Adna H. Karns  
 Program Director.....Robert Terry  
 Production Manager.....Robert Christol  
 Publicity Director.....Yvonne Roberts  
 Musical Director.....Ernie Kendrick  
 Chief Engineer.....Victor L. Bushong

**W J E L**

**SPRINGFIELD—EST. 1947**

KBS

Frequency: 1600 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Champion City Bcstg.  
 Co.  
 Business Address.....101 N. Fountain Ave.  
 Partners.....Dr. Delbert Joseph Parsons,  
 John E. Harwood, Bill Erin

**W W S O**

**SPRINGFIELD—EST. 1947**

Frequency: 1210 Kc.....Power: 250 Watts d.  
 Owned-Operated By...Radio Springfield, Inc.  
 Business Address.....Springfield, Ohio  
 Phone Number.....3-6488  
 News Service.....AP  
 Transcription Service.....Thesaurus, World  
 President.....Gus Sun  
 Gen.-Comm. Mgr.....O. R. Bellamy  
 Promotion Manager.....Dave Sawyer  
 Program Director.....Virginia Weber  
 Chief Engineer.....Robert Cory

**W S T V**

**STEUBENVILLE—EST. 1940**

MBS

Frequency: 1340 Kc.....Power 250 Watts  
 Owned-Operated By...The Valley Bcstg. Co.  
 Business-Studio Address...Exchange Realty  
 Bldg.  
 Phone Number.....2-6265  
 Transmitter Location.....Altamont Heights  
 Air Time.....7 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative...Joseph Hershey McGillvra  
 General-Station-Commercial  
 Manager.....John J. Laux  
 Sales Promotion-Production Manager, Program-  
 Publicity Director.....George H. Wilson  
 Chief Announcer.....William Brabson  
 Musical Director.....Thomas Arim  
 Chief Engineer.....Charles Shepherd  
 Farm Editor.....Frank Taylor

**W S P D**

**TOLEDO—EST. 1921**

NBC

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Operated By...The Fort Industry Co.  
 Business-Studio Address.....Bcst. Bldg., 136  
 Huron St.  
 Phone Number.....Adams 3175  
 Transmitter Location.....R.F.D. Oregon Rd.,  
 Rossford, O.  
 Air Time..6 a.m.-1 a.m.; 7:45 a.m.-1 a.m., Sun.  
 News Service.....AP, INS, UP

Transcription Service..Thesaurus, Lang-Worth,  
Standard  
Representative .....Katz  
Membership .....NAB, BMB  
President .....George B. Storer  
Station Manager.....E. Y. Flanigan  
Commercial Manager...Westford F. Shannon  
Sales Promotion Manager...O. William Myers  
Program Director.....Glenn C. Jackson  
Production Manager.....Robert B. Evans  
Musical Librarian.....Gene Williams  
Chief Engineer.....Wm. M. Stringfellow  
Farm Editor.....Harley West

## W T O D

**TOLEDO—EST. 1946**

Frequency: 1560 Kc....Power: 1000 Watts d.  
Owned-Operated By.....Unity Corp.  
Business-Studio Address...515 Madison Ave.  
Phone Number.....Garfield 5551  
Transmitter Location...Byrne & Arlington Rds.  
Air Time.....Local sunrise-local sunset  
News Service.....AP  
Transcription Service..Standard, Associated,  
SESAC, Lang-Worth  
Representative .....Sears & Ayer  
Membership .....NAB  
President .....Stanley Speer  
Station Manager.....Sunne Miller  
Musical Director.....Frieda Miller  
Chief Engineer.....Robert Sowers

## W T O L

**TOLEDO—EST. 1938**

ABC—OHIO NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By....Community Bcstg. Co.  
Business-Studio Address.....Bell Bldg.  
Phone Number.....Ad. 3291  
Air Time.....6 a.m.-1 a.m.  
News Service.....AP, UP  
Transcription Service .....World  
Representative.....Paul H. Raymer  
Membership .....NAB, BMB  
President .....Frazier Reams  
General Manager.....Thomas S. Bretherton  
Commercial Manager.....Morton Neipp  
Program Director.....Karl R. Nelson  
Publicity Director.....Francis McNeerney  
Chief Engineer.....John Sheehan  
Farm Editor.....Ken Lawrence

## W R R N

**WARREN—EST. 1941**

MBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Nied & Stevens, Inc.  
Business-Studio Address.....108 Main St.  
Phone Number .....2212-9

Transmitter Location.....710 Main St.  
Air Time.....6:45 a.m.-12 M.  
News Service .....UP  
Transcription Service...Lang-Worth, SESAC  
Representative.....Joseph Hershey McGillvra  
Membership .....NAB, BMB  
President .....Perry H. Stevens  
General-Station Manager.....E. J. Pryor  
Commercial Manager.....F. B. Cannon  
Program Manager.....Richard G. Oram  
Chief Engineer.....Robert V. Kinney  
Farm Editor.....Charles R. Cleaver

## W W S T

**WOOSTER—EST. 1947**

Frequency: 960 Kc.....Power: 500 Watts d.  
Owned-Operated...Wooster Republic Ptg. Co.  
Business Address.....Wooster, Ohio  
Phone Number .....760  
News Service .....AP  
Transcription Service.....Standard, World  
President.....Raymond E. Dix  
General Manager.....Harold D. Schaaf  
Commercial Manager.....Ted Evans  
Program Director.....James Rowe  
Chief Engineer.....Russell Gruller

## W R F D

**WORTHINGTON—EST. 1947**

Frequency: 880 Kc.....Power: 500 Watts d.  
Owned-Operated By.....Peoples Bcstg Corp  
Business Address.....649 High St.  
News Service.....AP, INS  
Transcription Service...Lang-Worth, SESAC  
President.....James H. West  
Station-Sales Mgr.....Edgar Parsons  
Sales Promotion Mgr....Joseph D. Bradshaw  
Program Director.....William Meredith  
Chief Engineer.....Royce O. Woodward

## W F M J

**YOUNGSTOWN—EST. 1939**

ABC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned By.....WFMJ Bcstg. Co.  
Operated By.....William F. Maag, Jr.  
Business-Studio Address...101 W. Boardman  
Phone Number .....3-4121  
Transmitter Location...101 W. Boardman St.  
Air Time...6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.  
News Service.....AP, UP  
Transcription Service...Standard, Thesaurus  
Representative .....Headley-Reed  
Membership .....NAB, BMB  
President.....William F. Maag, Jr.  
National Sales.....Phil Wood  
Program Director.....Robert B. Mackall  
Chief Announcer.....William Crooks  
Chief Engineer.....Frank A. Dieringer

# WKBN

YOUNGSTOWN—EST. 1926

CBS

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By: WKBN Bcstg. Corp.  
 Business-Studio Address: 17 N. Champion St.  
 Phone Number: 4-2122  
 Transmitter Location: 3430 Sunset Blvd.  
 Air Time: 6 a.m.-12 M.  
 News Service: UP  
 Transcription Service: World, Lang-Worth  
 Representative: Paul H. Raymer  
 Membership: NAB, BMB  
 President, General Mgr.: W. P. Williamson, Jr.  
 Station-Commercial Manager: J. L. Bowden  
 Sales Promotion: Howard Rempes  
 Program Director: Baldwin Harper  
 Chief Engineer: B. T. Wilkens  
 Farm Editor: Stuart Wilson

# WHIZ

ZANESVILLE—EST. 1924

NBC

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Southeastern Ohio  
 Bcstg. System, Inc.  
 Business-Studio Address: Lind Arcade Bldg.  
 Phone Number: 6000  
 Transmitter Location: Newark Rd.  
 Air Time: 18 hrs. daily  
 News Service: AP  
 Transcription Service: Lang-Worth, Capitol  
 Representative: John E. Pearson  
 Membership: NAB, BMB  
 President: Clay Littick  
 General Manager: Vernon A. Nolte  
 Commercial Manager: Nate Milder  
 Program Director: Robert Maley  
 Chief Engineer: Charles E. Hartmeyer

# OKLAHOMA

Estimated Population 2,311,000—% Increase —1.1—Radio Homes 499,018  
 Farms with Radios 122,148—Stations in State 35

# KADA

ADA—EST. 1934

ABC—OKLAHOMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: C. C. Morris  
 Business-Studio Address: First Natl. Bank Bldg.  
 Phone Number: 1212  
 Transmitter Location: N. of Ada, Okla.  
 Air Time: 6 a.m.-11:05 p.m.  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Taylor-Howe-Snowden  
 Membership: NAB  
 Owner: C. C. Morris  
 General Manager: James M. Griffith  
 Commercial Manager: Leroy W. Mosès  
 Program Director: Bill Hoover  
 Publicity Director: Betty Hughes  
 Chief Engineer: Harold Walker

# KWHW

ALTUS—EST. 1947

MBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Altus Bcstg. Co., Inc.  
 Business-Studio Address: 205½ N. Main  
 Phone Number: 1405  
 Transmitter Location: 1 mi. N. of Town  
 Air Time: 7 a.m.-10 p.m.  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Homer Griffith

Membership: NAB  
 President, General Mgr.: Frank E. Wimberly  
 Commercial Manager: Jon Wagner  
 Chief Engineer: Ernest Baucum

# KVSO

ARDMORE—EST. 1935

ABC—OKLAHOMA NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: John F. Easley  
 Phone Number: 3030  
 Air Time: 6 a.m.-11:05 p.m.  
 News Service: AP  
 Transcription Service: World, SESAC  
 Representative: Taylor-Howe-Snowden  
 Membership: NAB  
 President-Owner: John F. Easley  
 General-Station Manager: Albert Riesen  
 Commercial Manager: Hillis Bell  
 Sales Promotion Manager: John E. Riesen  
 Program Director: Dolly Dutton  
 Chief Engineer: Wm. Kolb

# KWON

BARTLESVILLE—EST. 1942

MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Bartlesville Bcstg. Co.  
 Business Address: 100 Union Natl. Bank Bldg.  
 Phone Number: 1400  
 Transmitter Location: U. S. Highway 75  
 Air Time: 6:30 a.m.-11 p.m.

News Service ..... AP  
 Transcription Service ..... Standard  
 Membership ..... NAB  
 Pres.-Gen.-Comm. Mgr. .... J. Fred Case  
 Chief Engineer ..... John W. Overstreet

## K W C O

**CHICKASHA—EST. 1946**

MBS

Frequency: 1560 Kc. .... Power: 250 Watts  
 Owned-Operated By .. Washita Valley Bcstg.  
 Corp.

Business-Studio Address ..... Briscoe Bldg.  
 Phone Number ..... 2899  
 Transmitter Location .. Grand Ave., Off U. S. 81  
 Air Time ..... Local sunrise-local sunset  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Membership ..... NAB  
 President, Chief Engineer .. George C. Robinson  
 General Manager .... James B. Quattlebaum  
 Station Manager ..... John Steele  
 Commercial Manager ..... Len Lyon  
 Program Director ..... George P. Miller

## K R H D

**DUNCAN—EST. 1947**

MBS

Frequency: 1350 Kc. .... Power: 250 Watts d.,  
 100 Watts n.

Owned-Operated By ..... Duncan Bcstg. Co.  
 Business Address ..... P. O. Box 1192  
 Phone Number ..... 1350  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Chief Owner ..... R. H. Drewry  
 Gen.-Comm.-Prom Mgr. .... W. Edward Evans  
 Program Director ..... Jack Raymond  
 Chief Engineer ..... W. E. Billington

## K D U R (C P)

DURANT

Frequency: 1540 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Texhoma Bcstg. Co.  
 Business Address ..... 321 W. Main St.

## K S E O

**DURANT—EST. 1947**

KBS

Frequency: 750 Kc. .... Power: 250 Watts d.  
 Owned-Operated By .... Bennett & R. F. Story  
 Business Address ..... 129½ N. Third Ave.  
 Phone Number ..... 102  
 Studio-Transmitter Location ... W. of City on  
 Highway 70  
 Air Time ..... Local sunrise-local sunset

News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NAB  
 Partners ..... Bennett Story & R. F. Story  
 General-Station Manager .... Weldon Stamps  
 Commercial-Sales Promotion

Manager ..... Gerald Sanders  
 Program Director ..... Muriel Mix  
 Chief Announcer ..... Jack Carter  
 Chief Engineer ..... Bill Watters  
 Farm Editor ..... Bob Beaty

## K A S A

**ELK CITY—EST. 1932**

MBS—KBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By .. Southwestern Bcstg. Co.  
 Address ..... 204 N. Main St.  
 Phone Number ..... 730  
 Transmitter Location ..... 204 N. Main St.  
 Air Time ..... 6 a.m.-10:30 p.m.

News Service ..... UP  
 Transcription Service ..... Standard  
 Membership ..... NAB, BMB  
 President-General Mgr. .... Lonnie J. Preston  
 Commercial Manager ..... J. A. Caldwell  
 Promotion Manager ..... Bob Pace  
 Program Director ..... Grace Caldwell  
 Chief Engineer ..... George Fenter

## K C R C

**ENID—EST. 1929**

ABC—OKLAHOMA NETWORK

Frequency: 1390 Kc. .... Power: 1000 Watts  
 Owned-Operated By ... Enid Radiophone Co.  
 Business-Studio Address ..... Broadway Tower  
 Phone Number ..... 447  
 Transmitter Location ..... 318 East Willow  
 Air Time ... 6 a.m.-12 M.; 7 a.m.-12 M., Sun.

News Service ..... AP  
 Transcription Service .... Standard, Thesaurus  
 Representative ..... Taylor-Howe-Snowden  
 Membership ..... NAB, BMB  
 President ..... Mrs. M. C. Garber  
 General Manager ..... Milton B. Garber  
 Commercial Manager ..... H. P. Hale  
 Sales Promotion Manager .. Hugh J. Finnerty  
 Program-Musical

Director ..... Dilmond D. Postlewait  
 Chief Announcer ..... Jay Jones  
 Chief Engineer ..... Murray D. Coleman

## K T J S

**HOBART—EST. 1947**

KBS

Frequency: 1420 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... T. J. Shriner

# K S W O

LAWTON—EST. 1941

ABC—OKLAHOMA NETWORK

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Operated By: Oklahoma Quality Bcstg. Co.  
 Business-Studio Address: 17th & "E" Ave.  
 Phone Number: 1380  
 Transmitter Location: 1½ mi. S.E. of Lawton  
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Taylor-Howe-Snowden  
 Membership: NAB, BMB  
 President: R. H. Drewry  
 General Manager: Allan Page  
 Commercial-Sales Promotion  
 Manager: Neil Ashlock  
 Program Director, Production  
 Manager: Morgan Roberts  
 Chief Engineer: C. E. Billington

# K T M C

McALESTER—EST. 1946

ABC—OKLAHOMA NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: J. Stanley O'Neill  
 Business-Studio Address: Municipal Bldg.  
 Phone Number: 2411-2  
 Transmitter Location: Corner Crisler Ave. & A St.  
 Air Time: 17 hrs. daily  
 News Service: AP  
 Representative: Taylor-Howe-Snowden  
 Membership: NAB  
 President-Owner, General  
 Manager: J. Stanley O'Neill  
 Commercial-Sales Promotion  
 Manager: George L. Overton  
 Program-Publicity Director: Mollie Hutcheson  
 Production Manager, Musical  
 Director: Joan Cates  
 Chief Engineer: Glenn Barnett  
 Farm Editor: Jay Harmon

# K O V E (CP)

MIAMI

Frequency: 910 Kc. Power: 1000 Watts

# K B I X

MUSKOGEE—EST. 1936

ABC—OKLAHOMA NETWORK

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Oklahoma Press Publ. Co.  
 Business-Studio Address: 910-913 Barnes Bldg.  
 Phone Number: 302-3

Transmitter Location: Barnes Bldg.  
 Air Time: 6 a.m.-12 M.  
 News Service: UP  
 Representative: Taylor-Howe-Snowden  
 Membership: NAB, BMB  
 President: Tams Bixby, Jr.  
 Station-Commercial Manager: Paul A. Bruner  
 Program Director: Frances Estes  
 Publicity Director: Mavis Rogers  
 Chief Announcer: LaMar Plummer  
 Chief Engineer: Earl H. Graves  
 Farm Editor: Forest Eaton

# K M H U (CP)

MUSKOGEE

Frequency: 1380 Kc. Power: 1000 Watts d., 500 Watts n.

# K B Y E

OKLAHOMA CITY—EST. 1947

Frequency: 890 Kc. Power: 1000 Watts d.  
 Owned By: State Bcstg. Co.  
 Operated By: Radio Station KBYE  
 Business-Studio Address: 108 N.W. 9th  
 Phone Number: 7-3653-4  
 Transmitter Location: 57th & Eastern  
 Air Time: Local sunrise-local sunset  
 News Service: UP  
 Transcription Service: Lang-Worth, Cole  
 Representative: Branham  
 Membership: NAB  
 Partners: A. Earl Cullum, Jr. & James M. Collins  
 President: A. Earl Cullum, Jr.  
 Vice President-Treasurer: James M. Collins  
 General Manager: Tom Johnson  
 Station Manager: Flora Luper  
 Sales Promotion Manager: O. C. Brown, Jr.  
 Musical Director: David Tate  
 Chief Engineer: Clyde Mosteller

# K L P R

OKLAHOMA CITY—EST. 1947

Frequency: 1140 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Oklahoma City Bcstg. Co.  
 Business Address: 132½ W. Commerce St.  
 Phone Number: 3-6358  
 Studio-Transmitter Location: 73rd St. & Shields Blvd.  
 Air Time: Local sunrise-local sunset  
 News Service: AP  
 Transcription Service: Associated  
 Membership: NAB  
 President-Owner, General Mgr.: Byrne Ross  
 Station-Commercial Manager: Walter Colvin  
 Program-Musical Director: Kathleen Burkett  
 Chief Announcer: Robert N. Chaddock  
 Chief Engineer: Jack Richmond  
 Farm Editor: Kelly West

*In* **OKLAHOMA**

*It's*

**KOMA**

OKLAHOMA CITY'S ONLY 50,000-WATT STATION

Joe Bernard, Gen. Mgr.

**KTUL**

TULSA'S ONLY EXCLUSIVE RADIO CENTER

5,000 WATTS DAY & NIGHT John Esau, V.P. & Gen. Mgr.

*Programs Geared  
to the Sooner Market*

OKLAHOMA'S ONLY  
C B S OUTLETS

Avery Knodel, Inc.  
Natl. Representatives

**K O C Y**

OKLAHOMA CITY—EST. 1938

MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Plaza Court Bcstg. Co.  
 Business-Studio Address . . . Plaza Court Bldg.  
 Phone Number . . . . . 3-4333  
 Air Time . . . 6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service . . . . . AP  
 Transcription Service . . . Standard, Thesaurus  
 Representative . . . . . Walker  
 Membership . . . . . NAB, BMB  
 President . . . . . John D. Thomas  
 General-Station Manager . . . M. H. Bonebrake  
 Commercial Manager . . . . . George Tarter  
 Program Director . . . . . Paul Buenning  
 Chief Announcer . . . . . Carl McDaniel  
 Musical Director . . . . . James D. Walker  
 Chief Engineer . . . . . Royden R. Freeland

**K O M A**

OKLAHOMA CITY—EST. 1927

CBS

Frequency: 1520 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . KOMA, Inc.  
 Business-Studio Address . . . . . Biltmore Hotel  
 Phone Number . . . . . 2-3291  
 Transmitter Location . . . . . Moore, Okla.  
 Air Time . . . . . 5 a.m.-12:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . Capitol, Standard,  
 Cole  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB, BMB  
 President . . . . . John Griffin  
 General-Station Manager . . . . . J. J. Bernard  
 Commercial Manager . . . Webster L. Benham, Jr.  
 Sales Promotion Manager . . . Raymond Ruff  
 Program Director . . . . . Robert M. Eastman  
 Production Manager . . . . . Perry Ward  
 Publicity Director . . . . . Gerald Parrick  
 Musical Director . . . . . Clarence Reynolds  
 Chief Engineer . . . . . M. W. Thomas  
 Farm Editor . . . . . Clarence Achgill

**K T O K**

OKLAHOMA CITY—EST. 1927

ABC

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  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP, UP  
 Transcription Service . . . World, Lang-Worth  
 Representative . . . . . Taylor-Howe Snowden

Membership . . . . . NAB, BMB  
 President . . . . . O. L. Taylor  
 Gen.-Station Manager . . . . . Robert D. Enoch  
 Commercial Manager . . . . . Frank J. Lynch  
 Program Director . . . . . Harold M. Shreve  
 Promotion Manager . . . . . Phillip A. Kernan  
 Chief Engineer . . . . . Clifford Easum

**K T O W (CP)**

OKLAHOMA CITY

Frequency: 800 Kc. . . . . Power: 250 Watts d.

**W K Y**

OKLAHOMA CITY—EST. 1928

NBC

Frequency: 930 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Oklahoma Publ. Co.  
 Operated By . . . . . WKY Radiophone Co.  
 Business-Studio Address . . . Shirvin Tower Hotel  
 Phone Number . . . . . 3-4306  
 Transmitter Location . . . 1¼ mi. E. of Britton,  
 Okla.  
 Air Time . . . . . 19 hrs. daily  
 News Service . . . . . AP, UP  
 Transcription Service . . . Standard, Associated  
 Representative . . . . . Katz  
 Membership . . . . . NAB  
 President . . . . . E. K. Gaylord  
 Station-Commercial Manager . . . P. A. Sugg  
 Sales Promotion Manager . . . . . Gene White  
 Program Director . . . . . Hoyt T. Andres  
 Production Manager . . . . . Paul Brawner  
 Publicity Director . . . . . Gene White  
 Chief Announcer . . . . . Wakefield Holley  
 Musical Director . . . . . Allan Clark  
 Chief Engineer . . . . . H. J. Lovell  
 Farm Editor . . . . . Edd Lemons

**K H B G**

OKMULGEE—EST. 1937

MBS—KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Okmulgee Bcstg. Corp.  
 Business-Studio Address . . . . . Petroleum Bldg.  
 Phone Number . . . . . 3646-7  
 Transmitter Location . . . . . 20th & Seminole  
 Air Time . . . . . 5:54 a.m.-10:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . Lang-Worth, Keystone  
 Representative . . . . . Sears & Ayer  
 Membership . . . . . NAB, BMB  
 President-Owner, General Mgr. . . . Pat Buford  
 Commercial-Sales Promotion Manager,  
 Publicity Director . . . . . Lucille Buford  
 Program Director, Production Manager,  
 Musical Director . . . . . Miss Nova Clarke  
 Chief Announcer . . . . . John Lenox, Jr.  
 Chief Engineer . . . . . Chester Ludwick  
 Farm Editor . . . . . E. R. Francis

**KBLH**

**PAULS VALLEY—EST. 1948**

Frequency: 1470 Kc. Power: 250 Watts d.  
 Owned-Operated By James T. Jackson  
 Business Address 110 E. Paul Ave.  
 Phone Number 105  
 News Service UP  
 President James T. Jackson

**WBBZ**

**PONCA CITY—EST. 1927**

MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Adelaide Lillian Carrell  
 Business-Studio Address 615 W. Grand Ave.  
 Phone Number 3200-1  
 Transmitter Location 615 W. Grand Ave.  
 Air Time Unlimited  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Donald Cooke  
 Membership NAB  
 President-Owner, General-Commercial  
 Manager Adelaide Lillian Carrell  
 Sales Promotion Manager Charles D. Edwards  
 Program-Publicity Director, Production  
 Manager Bill Maugans  
 Chief Engineer Nicholas J. De Francesco  
 Farm Editor Bill Parker

**KSMI (CP)**

**SEMINOLE**

Frequency: 1260 Kc. Power: 500 Watts d.

**KGFF**

**SHAWNEE—EST. 1930**

ABC—OKLAHOMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By Stauffer Publ. Inc.  
 Operated By KGFF Bcstg. Co., Inc.  
 Business Address P. O. Box 2059  
 Phone Number 4390-1  
 Studio Address Ninth & Bell Sts.  
 Transmitter Location Shawnee Country Club,  
 cor. of Bryan & Highland Sts.  
 Air Time 6 a.m.-12 M.  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative Taylor-Howe-Snowden  
 Membership NAB, BMB  
 President Oscar S. Stauffer  
 General Manager Roy J. Bowman  
 Commercial Manager D. Frank McGee  
 Sales Promotion Manager Maxine E. Bowman  
 Program Director William A. Weaver  
 Chief Announcer Lowell Clark  
 Chief Engineer Joseph T. Gaskill

**KSPI**

**STILLWATER—EST. 1947**

MBS

Frequency: 780 Kc. Power: 250 Watts d.  
 Owned-Operated By Stillwater Publ. Co.  
 Business Address P. O. Box 231  
 Phone Number 1831 office; 1807 studio  
 Air Time Local sunrise-local sunset  
 News Service UP  
 Transcription Service World  
 Representative Burke, Kuipers & Mahoney  
 Membership NAB, BMB  
 President C. R. Bellatti  
 General-Station Manager L. F. Bellatti  
 Commercial Manager E. T. Condrey, Jr.  
 Program Director W. R. McKinsey

**KAKC**

**TULSA—EST. 1946**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Operated By Public Radio Corp.  
 Business-Studio Address Avey's Tulsa  
 Coliseum  
 Phone Number 4-2401  
 Air Time Local sunrise-local sunset  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative Walker  
 Membership NAB  
 President Sam E. Avey  
 General Manager Glenn Condon  
 Commercial Manager James L. Neal  
 Sales Promotion Manager James C. Crosbie  
 Program Director Joan Wells  
 Production Manager Allen Franklin  
 Chief Engineer M. M. Donley

**KFMJ**

**TULSA—EST. 1946**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Operated By Fred Jones Bcstg. Co.  
 Business-Studio Address Alvin Hotel, 7 E. 7th  
 Phone Number 5-5555  
 Transmitter Location 21st & Yale  
 Air Time Local sunrise-local sunset  
 News Service UP  
 Transcription Service World, Standard,  
 SESAC  
 Representative Forjoe  
 Membership NAB  
 President Fred Jones  
 General-Station Manager Lawson Taylor  
 Commercial Manager Jack Betz  
 Sales Promotion Manager Jack Fitzner  
 Program Director Jack Hoffman  
 Publicity Director Bill Bowers  
 Chief Announcer Bill Taylor  
 Musical Director Jack Hoffman  
 Chief Engineer Nathan Wilcox  
 Farm Editor Don Emmick

**K O M E**  
TULSA—EST. 1938

ABC—MBS—OKLAHOMA NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By..Oil Capitol Sales Corp.  
Business-Studio Address.....8th & Main  
Phone Number .....3-4121  
Air Time.....5:45 a.m.-11:30 p.m.  
News Service .....AP  
Transcription Service...Standard, Lang-Worth  
Representative .....Taylor-Howe-Snowden  
Membership .....NAB  
President .....Harry Schwartz  
General-Station Manager...Dick Campbell  
Commercial Manager.....J. Howard Engle  
Sales Promotion Manager...Gregg Chancellor  
Program Director.....Hal Hough  
Publicity Director.....Etta May Avery  
Musical Director.....Sally Ann Grimes  
Chief Engineer.....Roy Brown

**K T U L**  
TULSA—EST. 1934  
CBS

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Operated By.....Tulsa Bcstg. Co.

**KFMJ**

*Tulsa*

*Oklahoma*

*"Ob, What*

*a*

*Beautiful*

*Day"*

*1050 On the Dial*

Business-Studio Address...Boulder-on-the-Park  
Phone Number .....2-3191  
Air Time.....18 hrs. daily  
News Service .....UP  
Transcription Service...Capitol, Lang-Worth,  
Standard  
Representative .....Avery-Knodel  
Membership .....NAB, BMB  
President .....John Toole Griffin  
Vice President, General Manager..John Esau  
Commercial Manager.....L. A. Blust  
Sales Promotion Manager.....Geo. L. Ketchum  
Program Director.....Karl Janssen  
Production Manager.....Ed Neibling  
Publicity Director.....Sadie Adwon  
Chief Engineer.....Robert Snider

**K V O O**  
TULSA—EST. 1925  
NBC

Frequency: 1170 Kc. Power: 50,000 Watts  
Owned-Operated By.....Southwestern Sales  
Corp.  
Business-Studio Address.....Philtower Bldg.  
Phone Number .....2-2254  
Air Time.....5:30 a.m.-12:05 a.m.  
News Service .....INS, UP  
Transcription Service...Standard, Lang-Worth  
Representative .....Edward Petry  
Membership .....NAB, BMB  
President .....P. Q. Proctor  
Vice President, General  
Manager .....W. B. Way  
Commercial Manager...Gustav K. Brandborg  
Promotion Manager.....Robert Schonhoff  
Program Director.....F. M. Randolph  
Musical Director.....Joseph O'Neill  
Chief Engineer.....L. W. Stinson  
Farm Editor.....Sam Schneider

**K S I W**  
WOODWARD—EST. 1947  
MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned By.....Woodward Bcstg. Co.  
Operated By.....James L. Todd  
Business Address.....Box 508  
Phone Number .....1450  
Studio-Transmitter Location....22nd & Cedar  
Air Time.....Unlimited  
News Service .....AP  
Transcription Service.....Lang-Worth, Cole  
Membership .....NAB  
President .....David D. Price  
Station Manager.....James L. Todd  
Commercial-Sales Promotion  
Manager .....Herbert S. Swift  
Program Director.....Harry Van Slycke  
Chief Engineer.....Robert E. Davis

**26<sup>TH</sup> YEAR**

**1922-1948**

**ONE OF THE  
GREAT STATIONS  
OF THE NATION**

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

**KGW**

**PORTLAND, OREGON**

**AFFILIATED  
WITH**



# OREGON

Estimated Population 1,517,000—% Increase +39.2—Radio Homes 440,160  
Farms with Radios 56,254—Stations in State 33

## KWIL

ALBANY—EST. 1941

MBS—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Central Willamette  
Bcstg. Co.  
Business-Studio Address.....15th & Elm Sts.,  
Albany; Hotel Benton, Corvallis  
Phone Number.....Albany 1234; Corvallis 1870  
Transmitter Location.....15th & Elm Sts.  
Air Time.....6 a.m.-12 M.  
News Service.....UP  
Transcription Service.....Standard, World  
Representative.....Homer Griffith, John Keating  
Membership.....NAB, BMB  
President.....W. L. Jackson  
Secretary-Treasurer.....R. R. Cronise  
General-Station Manager.....Chet Wheeler  
Commercial Manager.....Hal Ryer  
Program Director.....LeRoy Jolley  
Publicity Director.....Carley Copenhaver  
Chief Engineer, Farm Editor...Herb Davidson  
Corvallis Manager.....Derwood Smith

## KWIN

ASHLAND—EST. 1946

KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...Rogue Valley Bcstg.  
Co., Inc.  
Business-Studio Address.....P. O. Box 305,  
1160 Helman Rd.  
Phone Number.....2-1351  
Transmitter Location.....1160 Helman Rd.  
Air Time.....6:30 a.m.-11 p.m.  
News Service.....AP  
Transcription Service.....World, Standard,  
Capitol  
Representative...Homer Griffith, John Keating  
Membership.....NAB, BMB  
President.....M. S. Hamaker  
General-Station Manager...R. B. Reinholdt  
Commercial Manager.....E. P. Ba nett  
Program Director, Production Manager, Chief  
Announcer, Musical Dir....Charles B. Field  
Publicity Director.....Bob Reinholdt  
Chief Engineer.....Ralph S. Click  
Farm Editor.....Doyle D. Seely

## KAST

ASTORIA—EST. 1935

MUTUAL—DON LEE—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Astoria Bcstg. Co.  
Address.....Astoria, Ore.  
General Manager.....L. E. Parsons

## KBKR

BAKER—EST. 1939

THE OREGON TRAIL NETWORK—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Inland Radio, Inc.  
Business-Studio Address...First & Court Sts.  
Phone Number.....140  
Transmitter Location.....East H St.  
Air Time.....16 hrs. daily  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....W. S. Grant, John Keating  
Membership.....NAB, BMB  
Chief Owners...Marshall E. Cornett, Lee W.  
Jacobs  
P. resident.....Marshall E. Cornett  
Managing Director.....Lee W. Jacobs  
Station-Commercial  
Manager.....Kenneth B. Lockwood  
Sales Promotion Manager, Publicity Director,  
Farm Editor.....Milton L. Levy  
Program-Musical Director..Kenneth F. Holden  
Production Manager, Chief  
Announcer.....Howard Simmons  
Chief Engineer.....Sidney S. Williams

## KBND

BEND—EST. 1938

MBS—DON LEE—

KBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By..Central Oregon Bcstg.  
Co.  
Business-Studio Address.....1101 Wall St.  
Phone Number.....848  
Transmitter Location.....1101 Wall St.  
Air Time.....6 a.m.-11 p.m.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Membership.....NAB, BMB  
President, General-Station Manager, Publicity  
Director.....Frank H. Loggan  
Program Director, Production Manager, Farm  
Editor.....Kessler Cannon  
Musical Director.....Roland McClure  
Chief Engineer.....Robert Dickinson

## KOOS

COOS BAY—EST. 1928

MBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....KOOS, Inc.  
Business-Studio Address.....505 Hall Bldg.  
Phone Number.....432-3  
Transmitter Location.....Hall Bldg.

Air Time . . . 6 a.m.-12 M.; 7 a.m.-11 p.m., Sun.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . John Keating  
 Membership . . . . . NAB  
 President-Owner . . . . . Sheldon F. Sackett  
 General Manager . . . . . Fred F. Chitty  
 Station Manager . . . . . Hal Shade  
 Commercial Manager . . . . . Leonard Epling  
 Program Director . . . . . Sara Spough  
 Chief Engineer . . . . . Roger Spough

## K W R O

**COQVILLE—EST. 1948**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KWRO Bcstrs.  
 Business Address . . . . . Box 359 Coos Bay, Ore.  
 Partners . . . . . William E. Walsh, Walter L. Read

## K R U L

**CORVALLIS—EST. 1947**

Frequency 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Pacific States Radio Co.  
 Business-Studio Address . . . 1225 S. Fifteenth St.  
 Phone Number . . . . . 1504-1178  
 Transmitter Location . . . . . 1225 S. Fifteenth St.  
 Air Time . . . . . 6:45 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Cole  
 Representative . . . . . W. S. Grant  
 Membership . . . . . NAB, BMB  
 President . . . . . J. C. Haley  
 Station-Commercial Manager . . . . . Phil Waters  
 Sales Promotion Manager . . . . . James Bailey  
 Program Director, Production Mgr. . . . C. W. Peck  
 Publicity Director . . . . . Florence Gratoski  
 Chief Announcer . . . . . Bill Karl  
 Musical Director . . . . . Jeff Evans  
 Chief Engineer . . . . . J. C. Haley, Jr.  
 Farm Editor . . . . . Gene Kilgore

## K O D L

**THE DALLES—EST. 1940**

KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts d.;  
 100 Watts n.  
 Owned-Operated By . . . Western Radio Corp.  
 Business-Studio Address . . . . . Scenic Drive  
 Phone Number . . . . . 2300  
 Transmitter Location . . . . . The Dalles  
 Air Time . . . . . 15 hrs. daily  
 News Service . . . . . UP  
 Transcription Service . . . . . McGregor, KBS  
 Membership . . . . . NAB  
 President, General Mgr. . . . V. Barney Kenworthy  
 Station-Commercial Mgr. . . . Paul E. Walden  
 Sales Promotion Manager . . . . Lee Phillips  
 Program Director . . . . . Arthur Elliott  
 Chief Engineer . . . . . Talmage McCartney

## K A S H

**EUGENE—EST. 1947**

Frequency: 1600 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . Radio Air Ways, Inc.  
 Business Address . . . . . P. O. Box 1600  
 Phone Number . . . . . 4595  
 Studio-Transmitter Location . . . Day Island Rd.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . Standard, Thesaurus  
 President, General-Station  
 Manager . . . . . Erven L. Kincaid  
 Commercial-Sales Promotion  
 Manager . . . . . D. C. Banta  
 Program Director, Production  
 Manager . . . . . Bruce Nidever  
 Publicity Director . . . . . Clare Mattingly  
 Chief Announcer . . . . . Harry Sackett  
 Musical Director . . . . . Curtis Chezem  
 Chief Engineer . . . . . William R. Riley  
 Farm Editor . . . . . William Schneeflock

## K O R E

**EUGENE—EST. 1927**

MBS—DON LEE

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Eugene Bcst. Station  
 Business Address . . . . . Box 1032  
 Phone Number . . . . . 3  
 Studio-Transmitter Location . . 27th & Willamette  
 Sts.  
 Air Time . . . 6 a.m.-1 a.m.; 7 a.m.-12 M., Sun.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World  
 Representative . . . John Keating, Homer Griffith  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . Violet G. Motter  
 General Manager . . . . . L. W. Trommlitz  
 Commercial-Promotion Mgr. . . . C. R. Hillyer  
 Program Director . . . . . Robert Eubanks  
 Chief Engineer . . . . . Harold Gander

## K U G N

**EUGENE—EST. 1946**

ABC

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Valley Bcstg. Co.  
 Business-Studio Address . . . . P. O. Box 1400  
 Phone Number . . . . . Eugene 2800  
 Transmitter Location . . . . . Coburg Rd.  
 Air Time . . . . . 6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service . . . . . AP  
 Transcription Service . . . Capitol, Lang-Worth  
 Station Representative . . . . . W. S. Grant  
 Membership . . . . . NAB  
 Co-Partners . . . . . C. H. Fisher & B. N. Phillips  
 General-Station Manager . . . . S. W. McCready  
 Commercial Manager . . . . . L. N. Young  
 Program Director . . . . . J. T. Hallock

Publicity Director.....Jim Prior  
Musical Director.....Robert Whitely  
Chief Engineer.....John Boren  
Farm Editor.....Earl Britton

## K U I N

**GRANTS PASS—EST. 1939**

DON LEE—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By..Southern Oregon Bcstg.  
Co.

Business-Studio Address.....P. O. Box 148  
Phone Number .....4477  
Transmitter Location.....Highway 199  
Air Time.....17 hrs. daily  
News Service .....AP  
Transcription Service.....World, MacGregor  
Representative .....W. S. Grant  
Membership .....NAB, BMB  
President .....A. E. Voorhies  
General Manager.....Wm. B. Smullin  
Station Manager.....E. A. Malone  
Commercial Manager.....Glenn E. Nickell  
Sales Promotion Manager.....Mae Dawson  
Program Director.....Bill Smith  
Production Manager.....Harry Carmichael  
Publicity Director.....Beverly Clark  
Chief Announcer.....M. J. Guardino  
Musical Director.....Paul White  
Chief Engineer.....N. L. Williams

## K F J I

**KLAMATH FALLS—EST. 1922**

MBS—DON LEE

Frequency: 1240 Kc.....Power: 100 Watts  
Owned-Operated By.....KFJI Bcstrs.

Business-Studio Address.....203 Main  
Phone Number .....5155  
Transmitter Location.....203 Main  
Air Time.....17½ hrs. daily  
News Service .....UP  
Transcription Service .....World  
Representative .....W. S. Grant  
Membership .....NAB  
President, General Manager.....W. D. Miller  
Commercial-Sales Promotion  
Manager .....Jack Keating  
Program Director, Production Manager, Chief  
Announcer .....Dick Maguire  
Publicity-Musical Director...Dick Wentworth  
Chief Engineer, Farm  
Editor .....William P. Grimes

## K F L W

**KLAMATH FALLS—EST. 1946**

ABC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Herald Publ. Co. of  
Klamath Falls

Business-Studio Address.....1301 Esplanade  
Phone Number .....8115  
Transmitter Location.....1301 Esplanade  
Air Time.....6 a.m.-12 M.  
News Service .....AP  
Transcription Service .....Thesaurus  
Representative .....Homer Griffith  
Membership .....NAB, BMB  
President .....Frank Jenkins  
General-Station Manager.....H. J. Chandler  
Commercial Manager.....Max J. Frye  
Program- Publicity Director...Marjorie Eagle  
Production Manager.....Chuck Cecil  
Musical Director.....Bill Williams  
Chief Engineer.....Gilbert Walters  
Farm Editor.....Paul Alexander

## K L B M

**LA GRANDE—EST. 1938**

KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Inland Radio, Inc.  
Business-Studio Address...Old Oregon Trail  
Phone Number .....220  
Transmitter Location.....Old Oregon Trail  
Air Time.....7 a.m.-10 p.m.  
News Service .....UP  
Transcription Service.....Standard, Keystone  
Membership .....NAB, BMB  
President .....Lee W. Jacobs  
Station Manager.....John G. Jones  
Commercial Manager.....Ken Lillard  
Program Director.....Marjorie Pierce  
Production Manager.....Jack Hatmaker  
Chief Engineer.....Walt Abbott  
Farm Editor.....Murray Durham

## K M E D

**MEDFORD—EST. 1922**

NBC

Owned-Operated By.....Medford Radio Corp.  
Frequency: 1440 Kc.....Power: 1000 Watts  
Address .....Ross Lane  
Phone Number .....4000  
Studio Address.....Ross Lane  
Transmitter Location.....Ross Lane  
Air Time.....7 a.m.-10 p.m.  
News Service .....UP  
Transcription Service .....Standard  
Chief Owner-Gen. Mgr.....Mrs. W. J. Virgin  
Commercial Manager.....James J. Dunlevy  
Program Director.....Gladys LaMarr  
Promotion Manager.....John S. Duffy  
Chief Engineer.....Victor M. Calif

## K Y J C

**MEDFORD—EST. 1947**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By....Medford Printing Co.

Business-Studio Address.....Barnett Rd.  
 Phone Number .....9200  
 Transmitter Location.....Barnett Rd.  
 Air Time...6 a.m.-12 M.; 8 a.m.-10 p.m., Sun.  
 News Service .....AP, UP  
 Transcription Service..Lang-Worth, Thesaurus,  
 Cole  
 Representative.....W. S. Grant  
 Membership .....NAB  
 President.....Robert W. Ruhl  
 General Manager.....Gerald Latham  
 Station Manager, Chief  
 Engineer.....Collin R. Matheny  
 Commercial Manager.....William Woodford  
 Program Manager.....Lee S. Bullis  
 Farm Editor.....Chester Stuart

**KNPT (CP)**  
**NEWPORT**

Frequency: 1230 Kc.....Power: 250 Watts

**KSRV**

**ONTARIO—EST. 1946**  
**OREGON TRAIL NETWORK**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Inland Radio, Inc.  
 Business-Studio Address.....Box 540  
 Phone Number .....212  
 Air Time.....6 am.-12 p.m.  
 News Service .....UP  
 Transcription Service...Capitol, World, NBC,  
 Cole  
 Representative.....W. S. Grant  
 Membership .....NAB, BMB  
 President.....Olive B. Cornett  
 General Manager.....Lee W. Jacobs  
 Station Manager.....Gordon L. Capps  
 Commercial Manager.....John W. Powell  
 Sales Promotion Manager...Elliot B. Behrens  
 Program Director.....Ray Kozak  
 Chief Engineer.....Charles E. Harland  
 Farm Editor.....Charles Moore

**KGON**

**OREGON CITY—EST. 1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Clackamas Bcstrs.  
 Business Address.....Box 391  
 Phone Number .....7111  
 Transcription Service...Capitol, Cole, Lang-  
 Worth, World  
 News Service .....AP  
 Partners.....T. V. Ehmsen, R. Jarman,  
 Dr. J. Fitzgibbon, F. C. Bain  
 General Manager.....Floyd C. Bain  
 Office Manager.....Lawrence A. Read  
 Program Director.....Robert R. Roberts, Jr.  
 Acct. Executive.....Howard I. Jackson  
 Chief Engineer.....Temple V. Ehmsen

**KWRC**

**PENDLETON—EST. 1941**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Western Radio Corp.  
 Business-Studio Address...S.W. 6th St., P. O.  
 Box 178  
 Phone Number .....1425  
 Transmitter Location.....S.W. 6th St.  
 Air Time...6 a.m.-10:15 p.m.; 10:30 a.m.-9:15  
 p.m., Sun.  
 News Service .....UP  
 Transcription Service..Lang-Worth, Thesaurus  
 Representative.....Keating, Griffith  
 Membership .....NAB  
 President, General Mgr.....V. B. Kenworthy  
 Station Manager.....Ted A. Smith  
 Commercial Manager.....A. L. Anderson  
 Program-Promotion Mgr...Edward J. Warmuth  
 Special Events Director...Clayton Carpenter  
 Chief Engineer.....James Leach

**KALE**

**PORTLAND—EST. 1932**  
**MBS—DON LEE**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned By.....Journal Publishing Co.  
 Operated By.....KALE, Inc.  
 Business-Studio Address...919 S.W. Taylor  
 St. Bldg.  
 Phone Number.....Broadway 3484  
 Transmitter Location.....Sylvan, Oregon  
 Air Time.....5:45-12 M.; Sat., all night  
 News Service .....AP, UP  
 Transcription Service...Associated, Standard  
 Representative.....John Blair  
 Membership .....NAB  
 President.....P. L. Jackson  
 General Manager.....C. S. Jackson  
 Commercial Manager.....Norman A. Davis  
 Publicity Director.....Kelmar K. LeMaster  
 Chief Announcer.....Lou Gillette  
 Musical Director.....Al Uhles  
 Chief Engineer.....A. E. Richmond  
 Farm Editor.....Burton Hutton

**KEX**

**PORTLAND—EST. 1926**  
**ABC**

Frequency: 1190 Kc.....Power: 5000 Watts  
 (CP 50,000 Watts)  
 Owned-Operated By.....Westinghouse Radio  
 Stations, Inc.  
 Business Address...WRS—1619 Walnut St.,  
 Phila. 3, Pa.  
 Phone Number.....Rittenhouse 6-6870  
 Studio Address...1230 S.W. Main St., Portland  
 Station Phone Number.....Atwater 6214  
 Transmitter Location...Clackamas, Oregon  
 Air Time...6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.  
 News Service.....INS, UP

OREGON

Transcription Service..... Associated, SESAC
Representative..... Free & Peters
Membership..... BMB
President..... Walter Evans
Vice President..... Walter E. Benoit
General Manager..... J. B. Conley
Station Manager..... C. S. Young
Sales Manager..... Eldon Campbell
Sales Promotion Manager..... C. L. Burrow
Program Manager..... Melvin Bailey
Chief Engineer..... T. T. Ely

Owned-Operated By..... John W. Davis
Business-Studio Address..... Oaks Park
Phone Number..... Vermont 6142
Air Time..... Local sunrise-local sunset
News Service..... AP
Transcription Service..... Capitol
Representative..... Wm. G. Rambeau
President-Owner, General-Station-Commercial
Manager..... John W. Davis
Program Director..... Donovan Zundel
Chief Announcer..... Curtis Faus
Chief Engineer..... Rodney Johnson

KGW

PORTLAND-EST. 1922

NBC

Frequency: 620 Kc..... Power: 5000 Watts
Owned-Operated By.. The Oregonian Publ. Co.
Business-Studio Address.. 1011 S.W. Sixth Av.
Phone Number..... BEacon 6364
Air Time.. 6 a.m.-12 M.; 7:30 a.m.-12 M., Sun.
News Service..... AP, INS
Transcription Service..... Thesaurus, SESAC,
Cole, Lang-Worth

Representative..... Edward Petry
Membership..... NAB, BMB
President..... Caroline P. Leadbetter
General Manager..... M. J. Frey
Station Manager..... H. Quentin Cox
Commercial Manager..... Jack N. Wassan
Sales Promotion Manager..... Bob Hancock
Program Director..... Homer Welch
Production Manager..... Thos. J. Swafford
Chief Engineer..... Harold C. Singleton

KOIN

PORTLAND-EST. 1925

CBS

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
Air Time..... 6 a.m.-12 M.
News Service..... AP, INS, UP
Transcription Service..... World, Capitol,
Associated

Representative..... Avery-Knodel
Membership..... NAB, BMB
President-Owner..... Marshall Field
General-Station Mgr.... Harry H. Buckendahl
Program Director..... Ted W. Cooke
Production Manager..... Willard Mears
Promotion Director..... Marc Bowman
Chief Engineer..... L. S. Bookwalter
Farm Editor..... Luke Roberts

KPDQ

PORTLAND-EST. 1947

Frequency: 800 Kc..... Power: 1000 Watts

KWJJ

PORTLAND-EST. 1927

U. P. NETWORK

Frequency: 1080 Kc..... Power: 10,000 Watts
Owned-Operated By..... KWJJ Bcst. Co., Inc.
Business-Studio Address.. 1011 S.W. 6th Ave.
Phone Number..... Atwater 4393-4-5
Air Time..... 6 a.m.-1 a.m.
News Service..... UP
Transcription Service..... Lang-Worth, Standard
Representative..... Burn-Smith, W. S. Grant
Membership..... NAB
President..... W. J. Jerman
General Manager..... John C. Egan
Station Manager..... W. J. Jerman
Commercial-Sales Promotion Manager,

Publicity Director..... L. D. Henderson
Program Director, Production
Manager..... Jerry Speerstra
Chief Announcer..... Art Morey
Musical Director..... Leah Holt
Chief Engineer..... Frank Hood

KXL

PORTLAND-EST. 1926

PACIFIC NORTHWEST BCSTRS.

Frequency: 750 Kc..... Power: 10,000 Watts d.
Owned-Operated By..... KXL Bcstrs.
Business-Studio Address..... Orpheum Bldg.
Phone Number..... BR. 6451
Transmitter Location..... Town of Harmony,
Clackamas County, Ore.
Air Time..... 6 a.m.-local sunset; 10:05 p.m.-2
a.m., Sun.

News Service..... UP
Transcription Service..... MacGregor, Lang-
Worth, Keystone, Standard
Representative..... Walker
Membership..... NAB
President, General-Station-Commercial
Manager..... H. S. Jacobson
Program Director..... Fred Eichorn
Production Manager..... Jackson Fleming
Publicity Director..... Paul Robinson
Chief Engineer..... Ralph Mifflin
Farm Editor..... Ben Buisman

**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.....134 N. Jackson St.  
Phone Number.....4  
News Service.....AP  
Transcription Service.....Standard, World,  
Cole, SESAC  
Representative.....John Keating, Griffith  
President.....Frank Jenkins  
General Manager.....Iris Rice Helliwell  
Commercial Manager.....Del McKay

**K T I L**

TILLAMOOK—EST. 1947  
KBS

Frequency: 1590 Kc.....Power: 250 Watts  
Owned-Operated By...Tillamook Bcstg. Co., Inc.  
Business Address.....Tillamook, Ore.  
Phone Number.....1122  
News Service.....AP  
Transcription Service.....Cole, World  
Representative.....Keating  
President.....Fred H. Guyton  
General-Comm. Mgr.....Robert W. Harris

**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  
News Service.....UP, AP  
Transcription Service.....World  
Representatives.....Grant  
Membership.....NAB, BMB  
President-Gen. Mgr.....Glenn McCormick  
Business Manager.....Lee Bishop

**K O C O**

SALEM—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts  
Owned By.....B. Loring Schmidt  
Business-Studio Address.....1426 Edgewater  
Phone Number.....3109, 3100  
News Service.....UP  
Transcription Service.....Thesaurus, Capitol  
Representative.....Wm. G. Rambeau  
Membership.....NAB  
President-Owner.....B. Loring Schmidt  
General-Commercial Manager.....Al Schuss  
Program-Publicity Director.....Dave Hoss

**PENNSYLVANIA**

*Estimated Population 10,281,000—% Increase +3.8—Radio Homes 2,497,186  
Farms with Radios 143,252—Stations in State 92*

**W H O L (CP)**

ALLENTOWN

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Allentown Bcstg. Corp.  
Business Address.....508 Hamilton St.

**W S A N**

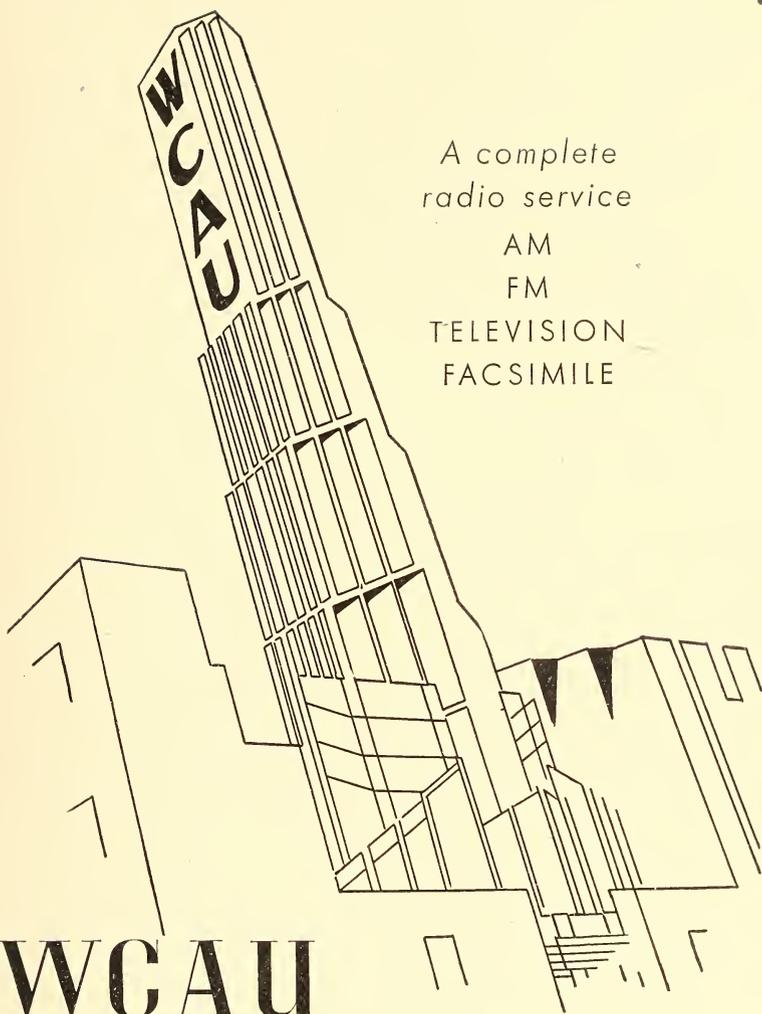
ALLENTOWN—EST. 1923  
NBC

Frequency: 1470 Kc.....Power: 5000 Watts  
Owned-Operated By...Lehigh Valley Bcstg. Co.  
Business-Studio Address...39-41 N. Tenth St.  
Phone Number.....Allentown 9511  
Transmitter Location...Route 1, Allentown, Pa.  
Air Time...7 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.  
News Service.....AP, UP  
Transcription Service...Thesaurus, Standard  
Representative.....Headley-Reed  
Membership.....NAB, BMB  
President.....J. Calvin Shumberger  
Vice-President, Managing Dir.,  
Station Mgr.....B. Bryan Musse'man  
Commercial Office Mgr...Olivia P. Musselman  
Program-Musical Director...George Y. Snyder  
Production Manager.....William S. Davies  
Chief Announcer.....John T. Van Sant  
Technical Supervisor...Reuel H. Musselman

**W K A P**

ALLENTOWN—EST. 1947  
KBS

Frequency: 1580 Kc.....Power: 1000 Watts  
Owned-Operated By...Allentown Bcstg. Co.  
Business-Studio Address...715 Hamilton St.  
Phone Number.....3-3166  
Air Time.....Local sunrise to local sunset  
News Service.....AP  
Transcription Service.....World, Lang-Worth  
Representative.....Forje  
Membership.....NAB  
President.....N. Joe Rahall  
Station Mgr.-Program Dir.....Ben W. Muros  
Com.-Promotion Mgr.-Pub. Dir...O. R. Davies  
Chief Engineer.....C. Frank Cordaro



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AM

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TELEVISION

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# WCAU

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**Philadelphia's Leading  
Radio Institution**

**The Philadelphia Bulletin Stations**

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**W F B G**

**ALTOONA—EST. 1924**

NBC—QUAKER

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Gable Bcstg. Co.  
 Business-Studio Address.....1320-32 11 Ave.  
 Phone Number .....6467  
 Air Time.....17 hrs. daily  
 News Service .....AP  
 Transcription Service.....World, Lang-Worth  
 Representative .....Headley-Reed Co.  
 Membership .....NAB  
 President.....George P. Gable  
 Managing Dir.-Comm. Mgr.....John M. Snyder  
 Program-Publicity Dir.....Wilbert Ketner  
 Chief Engineer.....George Burgoon

**W J S W**

**ALTOONA—EST. 1947**

MBS

Frequency: 1290 Kc.....Power: 1000 Watts d.  
 500 Watts n.  
 Owned-Operated By.....Altoona Bcstg. Co.  
 Business-Studio Address.....1413 Eleventh Ave.  
 Phone Number.....9301 Altoona, Pa.  
 Air Time.....6:30 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative .....Burn-Smith  
 Membership .....NAB  
 President.....Herbert T. Wolf  
 General Manager.....T. W. Metzger  
 Station Manager.....James E. Moren  
 Comm. Mgr.-Program Dir.....Jerry McDevitt  
 Sales Promotion Mgr.....David Burkhart  
 Publicity Director.....Robert Michel  
 Chief Engineer.....C. Irving Metzger  
 Farm Editor.....Harvey Miller

**W R T A**

**ALTOONA—EST. 1947**

ABC

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Thompson Bcstg Co.  
 Business-Studio Address.....1421 12th Ave.  
 Phone Number .....6646  
 Air Time.....6:30 a.m.-1 a.m.  
 News Service .....UP  
 Transcription Service.....SESAC, Thesaurus  
 Representative .....Radio Advertising  
 Membership .....NAB  
 President-Owner-General-  
 Station-Commercial Mgr.....Roy F. Thompson  
 Sales Promotion Mgr.-  
 Publicity Director.....J. Denny Stevens  
 Program Director.....Dorothy M. Jones  
 Production Manager.....Robert Klar  
 Chief Engineer.....George R. Burgoon  
 Farm Editor.....Robert Michael

**W V A M (CP)**

**ALTOONA**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Business Address.....423 Central Trust Bldg.

**W A V L**

**APOLLO—EST. 1947**

Frequency: 910 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Tri-Borough Bcstg. Co.  
 Business Address.....4th St. & Pa. Ave.  
 Phone Number .....410  
 News Service .....UP  
 Transcription Service.....SESAC  
 Owners.....C. F. Clifton, A. J. West  
 General Manager.....C. F. Clifton  
 Commercial Manager.....A. J. West  
 Promotion Manager.....Carmen Tubby  
 Program Director.....H. Warren Anderson  
 Chief Engineer.....H. Edward Smith

**W G P A**

**BETHLEHEM—EST. 1946**

Frequency: 1100 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Bethlehems'  
 Globe Publishing Co.  
 Business-Studio Address...426 Brodhead Ave.  
 Phone Number .....6-8074  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service.....World, Capitol  
 Membership .....NAB  
 Vice-President-Owner.....Rolland L. Adams  
 General-Station Mgr.....Arthur McCracken  
 Commercial Manager.....Dave Knipe  
 Sales Promotion Manager.....Betty Gordon  
 Chief Engineer.....L. Edwin Rybak

**W C N R**

**BLOOMSBURG—EST. 1946**

Frequency: 930 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Columbia-Montour  
 Broadcasting Corp.  
 Business Address.....38 W. Main St.  
 Phone Number .....1700  
 News Service .....AP  
 Transcription Service.....Thesaurus  
 President.....Robert R. Eyerly  
 Gen. Mgr.-Prog. Dir.....Ed. Darlington  
 Commercial Manager.....John B. Girton  
 Chief Engineer.....S. E. Davis

**W L T R**

**BLOOMSBURG—EST. 1947**

Frequency: 690 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Bloom Radio, Inc.  
 Business Address.....1 Washington Place

# W E S B

BRADFORD—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Bradford Publications  
 Business Address 43 Main St.  
 Phone Number 3173, 7174  
 Studio Address Citizen's Nat'l Bank Bldg.  
 Air Time 7 a.m.-12 M.; 8 a.m.-12 M. Sun.  
 News Service AP  
 Transcription Service World, Standard  
 Membership NAB  
 General-Station Mgr. Joseph M. Cleary  
 Commercial-Promotion Mgr. Arthur H. Hertlein  
 Program Director William Peters  
 Chief Engineer Benjamin Franklin  
 Technical Supervisor Earl F. Harlan

# W I S R

BUTLER—EST. 1941

KBS

Frequency: 680 Kc. Power: 250 Watts  
 Owned By David H. Rosenblum  
 Operated By Butler Bcstg. Co.  
 Business-Studio Address 357 N. Main St.  
 Phone Number 4701-4702  
 Air Time Local Sunrise-Local Sunset  
 News Service UP  
 Transcription Service Lang-Worth, World  
 Representative Forjoe  
 Membership NAB, BMB  
 President-Owner  
 General-Station Mgr. David H. Rosenblum  
 Commercial Manager Kent L. Jeffrey  
 Sales Promotion-Program Dir.  
 Production Manager Robert Kaufman  
 Publicity Director LaRue Hutter  
 Chief Engineer Paul Rex  
 Farm Editor Gladys Borne

# W C H A

CHAMBERSBURG—EST. 1946

Frequency: 800 Kc. Power: 1000 Watts  
 Owned-Operated By Chambersburg Bcstg. Co.  
 Business-Studio Address Craft Press Bldg.  
 Phone Number 1110-1111  
 Air Time Local Sunrise-Local Sunset  
 News Service UP  
 Transcription Service Capitol  
 Representative Forjoe  
 Membership NAB  
 Vice-Pres.-Gen.-Station Mgr. John S. Booth  
 Commercial Manager Thompson K. Cassel  
 Sales Promotion Mgr. M. Goodwin Clarke  
 Program Director Chas. M. Cassel  
 Production Manager Allen Saunders  
 Publicity Director David Gesler  
 Musical Dir.-Farm Editor Earl Strine  
 Chief Engineer Joseph Rose

# W E S A

CHARLEROI—EST. 1947

Frequency: 940 Kc. Power: 250 Watts d.  
 Owned-Operated By Mongahela Valley  
 Bcstg. Inc.  
 Business Address Charleroi, Pa.  
 Phone Number 30  
 News Service AP  
 Transcription Service Capitol, World  
 President Dr. A. S. Sickman  
 General Mgr. Pierre Paulin  
 Sales Mgr. C. F. Kreitzer  
 Chief Engineer Henry Niederkolfer

# W P W A

CHESTER—EST. 1947

Frequency: 1590 Kc. Power: 1000 Watts  
 Owned-Operated By Lou Poller  
 Business Address Chester, Pa.  
 Phone Number 3-1641  
 Air Time Local Sunrise-Local Sunset  
 News Service AP  
 Transcription Service World, Capital  
 Membership NAB  
 President-Owner Lou Poller  
 General-Station Manager M. A. Mandel  
 Sales Promotion Manager Burton Levin  
 Program Director Charles Ross Capps  
 Chief Engineer Joe J. Goodman

# W V C H (CP)

CHESTER

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Operated By James M. Tisdale  
 Business Address Wolf Building  
 Phone Number 2-8861  
 News Service UP  
 Owner-Gen.-Comm. Mgr.-Chief Engr.  
 James M. Tisdale  
 Program Director Edna Whittington

# W C V I

CONNELLSVILLE—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Connelville Bcstrs., Inc.  
 Business-Studio Address 124 W. Crawford Ave.  
 Phone Number Connelville 2700  
 Air Time 17 hrs. daily  
 News Service UP  
 Transmitter Service Lang-Worth, SESAC  
 President-Gen.-Station Mgr. J. Wylie Driscoll  
 Chief Engineer C. W. Ross

# W B U X (CP)

DOYLESTOWN

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By Charles M. Meredith

# W C E D

DU BOIS—EST. 1939

CBS—KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Tri-Country Bcstg.  
 Address... 80 North Park Place  
 Phone Number... 1700  
 Air Time... 6:30 a.m.-12:05 a.m.  
 News Service... UP  
 Transcription Service... Lang-Worth  
 Representative... Joseph Hershey McGilvra  
 Membership... NAB, BMB  
 President... H. T. Gray  
 Gen. Mgr.-Prog. Dir... Jason S. Gray  
 Commercial Manager... Les Ryder  
 Promotion Manager... Virginia Ryder  
 Chief Engineer... Vernon Stahl

# W E S T

EASTON—EST. 1936

NBC—MUTUAL

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Associated Bcstrs., Inc.  
 Business-Studio Address... 516 Northampton St.  
 Phone Number... 6131  
 Air Time... 6:30 a.m.-1 a.m.

News Service... UP  
 Transcription Service... Thesaurus  
 Representative... Robert Meeker  
 Membership... NAB  
 Station Executive... Clair R. McCollough  
 Station Manager... Elwood C. Anderson  
 National Sales Manager... J. Robert Gulick  
 Program Director... Eugene Bethman  
 Chief Engineer... J. E. Mathiot

# W E R C

ERIE

NBC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Presque Isle Bcstg. Co.  
 Business-Studio Address... 121 West 10th St.  
 Phone Number... 26-918  
 Air Time... 6 a.m.-12:05 a.m.  
 News Service... UP  
 Transcription Service... Associated  
 Representative... Weed  
 Membership... NAB  
 President... Jacob A. Young  
 General Manager... Charles E. Denny  
 Commercial Manager... Frank Proudfoot  
 Program Director... Virginia Donachy  
 Production Manager... Arthur Ingram  
 Chief Engineer... L. W. Cooke, Jr.

*5 Markets it pays you to Cover!*

**WKBO**

Harrisburg, Pa.

Established 1922

**WEST**

Easton, Pa.

Established 1936



**WRAW**

Reading, Pa.

Established 1922

**WORK**

York, Pa.

Established 1932

**W GAL**

Lancaster, Pa.

Established 1922

Represented by

**ROBERT MEEKER ASSOCIATES**

New York · Chicago · San Francisco · Los Angeles

# W L E U

ERIE—EST. 1935

ABC—MBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: WLEU Bcstg. Corp.  
 Business-Studio Address: Commerce Bldg.,  
 12th & State Sts.  
 Transmitter Location: Commerce Bldg.,  
 12th & State Sts.  
 Air Time: 6 a.m.—12 M.  
 News Service: AP  
 Transcription Service: World  
 President: Leo J. Omelian  
 Gen.-Station-Comm. Mgr.: V. Hamilton Weir  
 Secretary: Miss Clara A. Thene  
 Musical Director: Anthony Conti  
 Farm Editor: Paul Crossman

# W H J B

GREENBURG—EST. 1934

Frequency: 620 Kc. Power: 250 Watts d.  
 (CP—1000 Watts—unlimited)  
 Owned-Operated By: Pittsburgh Radio  
 Supply House  
 Business-Studio Address: 128 N. Penn Ave.  
 Phone Number: 3740

Transmitter Location: 128 N. Penn Ave.  
 Air Time: 7 a.m.—Local Sunset  
 News Service: UP  
 Transcription Service: Long-Worth  
 Station Representative: Rambeau  
 Membership: NAB  
 President: H. J. Brennen  
 General-Commercial Mgr.: George J. Podyyn  
 Program Director: John Howard  
 Chief Engineer: Lyle L. Allen

# W K B O

HARRISBURG—EST. 1921

NBC—MBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Keystone Bcstg. Corp.  
 Business-Studio Address: 31 N. Second St.  
 Transmitter Location: Third & Walnut Sts.  
 Air Time: 6:30 a.m.—1 a.m.  
 News Service: UP  
 Transcription Service: World  
 Representative: Robert Meeker  
 Membership: NAB  
 Station Executive: Clair R. McCollough  
 Station Manager: C. G. Moss  
 National Sales Manager: J. Robert Gulick  
 Program Director: David Bennett  
 Chief Engineer: J. E. Mathiot

*5 Markets it pays you to Cover!*

**WKBO**  
Harrisburg, Pa.  
Established 1922

**WEST**  
Easton, Pa.  
Established 1936

**WRBW**  
Reading, Pa.  
Established 1922

**WORK**  
York, Pa.  
Established 1932

**WJAL**  
Lancaster, Pa.  
Established 1922

**NBC AFFILIATES**

Represented by

**ROBERT MEEKER ASSOCIATES**

New York • Chicago • San Francisco • Los Angeles

# W H G B

HARRISBURG—EST. 1945

ABC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By.....Harrisburg Bcstg. Co.  
 Operated By.....Herbert Kendrick  
 Business-Studio Address.....112 Market St.  
 Phone Number.....23456  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Weed  
 Membership.....NAB, BMB  
 Partners.....Herbert Kendrick & G. L. Hash  
 General-Commercial Mgr.....Herbert Kendrick  
 Program Director.....Jack Hooper  
 Production Manager.....Betsy Heagy  
 Chief Announcer.....Stan Bowman  
 Chief Engineer.....H. Glenwood Schlegel

# W H P

HARRISBURG—EST. 1924

CBS

Frequency: 1460 Kc. Power: 5000 Watts d.  
 1000 Watts n.  
 Owned-Operated By.....WHP, Inc.  
 Business-Studio Address.....216 Locust St.

Phone Number.....4-3211  
 Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.  
 News Service.....AP, UP  
 Transcription Service....Associated, Standard  
 Representative.....Bolling  
 Membership.....NAB, BMB  
 Gen.-Station-Commercial Mgr...A. K. Redmond  
 Sales Promotion Mgr.....Beatrice M. Potteiger  
 Program-Publicity Dir.....Dick Redmond  
 Production Manager.....John Price  
 Musical Director.....David Shoop  
 Chief Engineer.....E. Daniel Leibensperger  
 Farm Editor.....George H. Wirt

# W A Z L

HAZLETON—EST. 1932

NBC—MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Hazleton Bcstg. Co.  
 Business-Studio Address...708 Haz. Nat. Bank  
 Bldg.  
 Transmitter Location...708 Haz. Nat. Bank Bldg.  
 Air Time.....6:30a.m.-1 a.m.  
 News Service.....UP  
 Transcription.....Thesaurus  
 Representative.....Radio Advertising  
 Membership.....NAB, BMB  
 President-Gen.-Station Mgr....Victor C. Diehm

# WAZL HAZLETON

MEMBER OF NAB AND BMB

NBC AFFILIATE

9 OUT OF 10 FAMILIES  
 LISTEN TO WAZL  
 (BMB SURVEY)

LOCATED IN PENNSYLVANIA'S THIRD  
 LARGEST POPULATED COUNTY—A RICH INDUSTRIAL REGION  
 ANNUAL PAYROLL OF \$55,000,000 IN OUR  
 COVERAGE AREA—PRACTICALLY ENTIRE AMOUNT SPENT HERE

FOR A BALANCED PARTICIPATION  
 IT COSTS AS LITTLE AS .0019c PER LISTENER



AFFILIATE

Commercial-Sales Pro. Mgr. . . . . George Martin  
 Program Dir.-Chief Announcer. . . . Don Murray  
 Production Manager . . . . . Dave Davies  
 Publicity Director . . . . . Kathryn Kahler  
 Musical Director . . . . . John Stanziola  
 Chief Engineer . . . . . Elwood Tito  
 Farm Editor . . . . . Paul Brown

**W H O D (CP)**  
**HOMESTEAD**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Steel City Bcstg. Corp.  
 Business Address. . 1209 Grant Bldg, Pittsburgh

**W H U N**  
**HUNTINGDON—EST. 1946**

MBS—KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . The Joseph F. Biddle Pub. Co.  
 Operated By . . . . . Radio Station WHUN  
 Business-Studio Address. . 400 Washington St.  
 Phone Number . . . . . 1291-1292  
 Transmitter Location . . . . 27th & Murray Ave.  
 Air Time . . . . . 17½ hrs. Daily; 16 hrs. Sun.  
 News Service . . . . . UP  
 Transcription Service. . Standard, Cole, SESAC  
 President-General Manager. . John H. Biddle  
 Station Manager . . . . . Samuel L. Stroh, Jr.  
 Commercial Manager. . . . . Irvin C. Mann  
 Program Director . . . . . Cary H. Simpson  
 Chief Announcer . . . . . Michael A. Croft, Jr.  
 Chief Engineer . . . . . James H. Hopewell

**W D A D**  
**INDIANA—EST. 1945**  
 CBS—KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Indiana Bcst., Inc.  
 Business-Studio Address. Indiana Theater Bldg.  
 Phone Number . . . . . 1780-1-3  
 Transcription Location . . . . East Pike  
 Air Time . . . . . 7 a.m.-12:05 a.m.  
 News Service . . . . . AP  
 Transcription Service. . . . Standard, SESAC  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . NAB  
 President-Owner-Gen. Mgr. . . . Paul J. Short  
 Station-Production Mgr.-  
 Program Director . . . . . Paul B. McCandless  
 Commercial-Sales Promotion  
 Manager . . . . . Frank J. Richards  
 Chief Announcer-Farm Editor . . . Paul Flinn  
 Chief Engineer . . . . . R. F. Mihalick

**W A R D**  
**JOHNSTOWN—EST. 1946**  
 CBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . Central Bcstg. Co., Inc.  
 Business-Studio Address. . . 235 Franklin St.  
 Phone Number . . . . . 81-216—81-217  
 Transmitter Location . . . . Prospect Hill  
 Air Time . . . . . 7 a.m.-1:30 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Weed  
 Membership . . . . . NAB  
 President . . . . . Paul B. Short  
 Vice-President-Gen. Mgr. . . George D. Gartland  
 Station-Sales Promotion Mgr. . . Chas. R. Petrie  
 Commercial Manager . . . Joseph E. Cavanaugh  
 Program Director . . . . . Robt. G. Walter  
 Production Manager . . . . . Robt. Nelson  
 Publicity Director . . . . . Manana Britton  
 Chief Announcer . . . . . Jerry Kreeger  
 Chief Engineer . . . . . Millard Coleman

**W C R O**  
**JOHNSTOWN—EST. 1946**  
 ABC

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Century Bcstg. Corp.  
 Business-Studio Address. . . 317 Main St.  
 Transmitter Location . . . . Prospect Hill  
 Air Time . . . . . 6:45 a.m.-12 M.; 8 a.m.-12 p.m. Sun.  
 News Service . . . . . INS  
 Transcription Service . . . . Associated  
 Representative . . . . . Adam J. Young, Jr.  
 Membership . . . . . NAB  
 President . . . . . John J. Keel  
 General Manager . . . . . John F. Hanssen  
 Commercial Manager . . . . . Dennis Gerken  
 Chief Engineer . . . . . Rexford Ackley

**W J A C**  
**JOHNSTOWN—EST. 1925**  
 NBC

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WJAC, Inc.  
 Business-Studio Address. . . WJAC Bldg.,  
 329 Main St.  
 Phone Number . . . . . 2-4361  
 Transmitter Location . . . . Tribune Annex  
 Air Time . . . . . 6:30 a.m.-12:05 a.m.;  
 8 a.m.-12:05 a.m. Sun.  
 News Service . . . . . AP  
 Transcription Service. . Lang-Worth, Standard,  
 Thesaurus  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NAB, BMB  
 President-General Mgr. . . . . J. C. Tully  
 Assistant General Station Mgr. . John P. Foster  
 Program Director . . . . . Campbell E. Patch  
 Chief Engineer . . . . . N. L. Straub

**W G A L**  
LANCASTER—EST. 1922

NBC—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....WGAL, Inc.  
Business-Studio Address.....8 W. King St.  
Phone Number.....5259  
Transmitter Location.....8 W. King St.  
Air Time.....6:30 a.m.-1 a.m.  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Robert Meeker  
Membership.....NAB  
President.....Clair R. McCullough  
Station Manager.....Walter O. Miller  
National Sales Manager.....J. Robert Gulick  
Program Director.....Ernest Stanziola  
Chief Engineer.....J. E. Mathiot

**W L A N**

LANCASTER—EST. 1946

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Operated By.....Peoples Bcstg. Co.  
Business-Studio Address...252 N. Queen St.  
Phone Number.....7261

Transmitter Location.....Gypsy Hill Rd.  
Air Time.....Local Sunrise-Local Sunset  
News Service.....AP  
Transcription Service.....Lang-Worth, World  
Representative.....Forjce  
Membership.....NAB  
President-General-Station-Commercial-  
Sales Promotion Manager..F. H. Altdoerffer  
Program-Publicity Director-  
Production Manager.....Mack Edwards  
Chief Announcer.....Herb Golombeck  
Musical Director.....Robert Q. Stetler  
Chief Engineer.....Robert Love  
Farm Editor.....Byron Phillips

**W L B R**

LEBANON—EST. 1946

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Operated By.....Lebanon Bcstg. Co.  
Business-Studio Address.....Central Bldg.,  
8th & Cumberland Sts.  
Phone Number.....3900  
Transmitter Location.....Hill Church  
Air Time.....Local Sunrise-Local Sunset  
News Service.....AP  
Transcription Service.....World

*5 Markets it pays you to Cover!*

**WKBO**  
Harrisburg, Pa.  
Established 1922

**WEST**  
Easton, Pa.  
Established 1936



**WRAW**  
Reading, Pa.  
Established 1922

**WORK**  
York, Pa.  
Established 1932

**WGAL**  
Lancaster, Pa.  
Established 1922

Represented by

**ROBERT MEEKER ASSOCIATES**

New York • Chicago • San Francisco • Los Angeles

Representative ..... Radio Advertising  
 Membership ..... NAB, BMB  
 Secretary-Treasurer ..... Lester P. Etter  
 Operations Manager ..... Julian F. Skinnell  
 Commercial Manager ..... Phillip J. Reilly  
 Production Manager ..... Alan Bautzer  
 Publicity Director ..... Jerry Weiss  
 Chief Announcer ..... William Halpern  
 Chief Engineer ..... M. Leonard Savage

**W C M B**

**LEMOYNE—EST. 1948**

Frequency: 960 Kc..... Power: 1000 Watts d.  
 Owned-Operated By ..... Rossmoyne Corp.  
 Business Address ..... Lemoyne Theatre Bldg.  
 Phone Number ..... 4-3005  
 News Service ..... AP  
 Transcription Service ..... Associated  
 President ..... Edgar T. Shepard  
 V.P.-General Mgr. .... Ed K. Smith  
 Commercial Manager ..... John Heikes  
 Chief Engineer ..... J. Howard Bair

**W M R F**

**LEWISTOWN—EST. 1941**

NBC

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By ..... Lewiston Bcstg. Co.  
 Business-Studio Address ..... 5 W. Market St.  
 Phone Number ..... Lewistown 6757  
 Transmitter Location ..... Derry Township  
 Air Time ..... 7 a.m.-11:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Burn-Smith  
 Membership ..... NAB, BMB  
 General-Station Manager. Thomas W. Metzger  
 Commercial-Sales Promotion Mgr.-  
 Program Director ..... Ralph S. Parker  
 Publicity Director ..... Robert Wagner  
 Chief Announcer ..... George Yack  
 Chief Engineer ..... Bernard Bopp  
 Farm Editor ..... Jim Cox

**W B P Z**

**LOCK HAVEN—EST. 1947**

MBS

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By ..... Lock Haven Bcstg. Corp.  
 Business-Studio Address ..... 132½ E. Main St.  
 Phone Number ..... 4038  
 Transmitter Location. Irvin St., Allison Twshp.  
 Air Time ..... 7 a.m.-11:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... Standard, SESAC  
 Representative ..... W. S. Grant  
 Membership ..... NAB  
 President ..... Donald C. Welch  
 General Mgr.-Program Dir. .... Paul M. Breining  
 Office Manager ..... Mrs. Mildred Weber  
 Commercial Manager ..... Norman S. Caldwell

Production Mgr.-Publicity Dir. .... Willard Poff  
 Chief Announcer ..... Dave King  
 Chief Engineer ..... Kenneth B. Caum  
 Farm Editor ..... John B. McCool

**W E D O**

**McKEESPORT—EST. 1946**

Frequency: 810 Kc..... Power: 1000 Watts  
 Owned By ..... Tri City Bcstg. Co.  
 Operated By ..... Edward J. Hirshberg  
 Business-Studio Address ..... 547 Fifth Ave.  
 Phone Number ..... 7167-8-9—HO 3113  
 Transmitter Location. . . N. Versailles Township  
 Air Time ..... Local Sunrise-Local Sunset  
 News Service ..... AP, INS  
 Transcription Service. Thesaurus, Lang-Worth,  
 Capitol, MacGregor, Associated  
 Station Representative ..... Burke,  
 Kuipers & Mahoney  
 Membership ..... NAB, BMB  
 President-General-  
 Station Manager ..... Edward J. Hirshberg  
 Commercial Manager ..... John E. Karabin  
 Sales Promotion Manager ..... P. McKim  
 Program Dir.-Production Mgr. Edward J. Patrick  
 Publicity Director ..... Jerome Ripp  
 Chief Announcer ..... Garry Goodwin  
 Musical Director ..... Jimmy Rice  
 Chief Engineer ..... Wilkes Hurley  
 Farm Editor ..... Bob Badger

**W M C K**

**McKEESPORT—EST. 1946**

KBS

Frequency: 1360 Kc..... Power: 1000 Watts  
 Owned-Operated By ..... Mon-Yough Bcstg. Co.  
 Business-Studio Address ..... 516 Market St.,  
 Elks Temple  
 Phone Number ..... 7194 McKeesport  
 Transmitter Location ..... Liberty Boro  
 Air Time ..... 7 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Standard, SESAC,  
 Keystone  
 Representative ..... The Walker Co.  
 President ..... George R. Raikes  
 General-Station Mgr. .... Jack Craddock  
 Commercial-Sales Promotion Mgr. .... Roy Ferree  
 Program Dir.-Production Mgr. .... Pat Haley  
 Chief Announcer ..... Tommy Stillwagon  
 Chief Engineer ..... Charles White

**W B U D**

**MORRISVILLE—EST. 1947**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned By ..... Morrisville Bcstg. Co.  
 Operated By ..... Verna Hardin & Francis E. Streit  
 Business-Studio Address ..... 12 S. Penna. Ave.  
 Phone Number ..... Morrisville 7434 & 5273  
 Transmitter Location ..... Morrisville, Penna.  
 Air Time ..... 7 a.m.-12 M.

News Service ..... AP  
 Transcription Service..... Capitol, World  
 Membership ..... NAB  
 General-Station Manager, Richard M. Hardin  
 Commercial Manager..... Jim Dollard  
 Sales Promotion Manager, Chief  
 Announcer ..... Robert Kent  
 Program Director..... William F. Hildenbrand  
 Production Manager..... Chris Harwood  
 Musical Director..... Rusty Austin  
 Chief Engineer..... William Brewer

**W H W L**

**NANTICOKE—EST. 1947**

Frequency: 730 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Radio Anthracite, Inc.  
 Business-Studio Address..... 38 E. Main St.  
 Phone Number..... 1332, 1333, 2241  
 Transmitter Location..... Avondale (Plymouth  
 Township)  
 Air Time..... Local sunrise-local sunset  
 News Service..... AP, UP  
 Transcription Service..... Capitol, Standard,  
 SESAC  
 Representative ..... For Joe  
 Membership ..... NAB, BMB  
 President-Owner ..... Henry W. Lark  
 General Manager..... Milton Laughlin  
 Commercial Manager..... Tom Durkin  
 Program Director..... Thomas A. Bigler  
 Chief Engineer..... Bernard Hyzinski

**W K S T**

**NEW CASTLE—EST. 1938**

MBS

Frequency: 1280 Kc..... Power: 1000 Watts  
 Owned-Operated By..... WKST, Inc.  
 Business-Studio Address..... Cathedral Bldg.,  
 E. Lincoln Ave.  
 Phone Number ..... 5050  
 Transmitter Location..... Savannah Center Rd.  
 Air Time..... 6:30 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative..... The Katz Agency  
 Membership ..... NAB, BMB  
 President, General Mgr..... S. W. Townsend  
 Station-Commercial Manager, Program  
 Director..... Arthur W. Graham  
 Sales Promotion Manager, Publicity  
 Director ..... Al Francis  
 Production Manager, Chief  
 Announcer ..... Charles Wilson  
 Musical Director..... Shirley Kerr  
 Chief Engineer..... Robert Emch

**W K P A**

**NEW KENSINGTON—EST. 1940**

Frequency: 1150 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Allegheny-Kiski Bcstg.  
 Business-Studio Address..... 810 Fifth Ave.

Phone Number ..... 3534  
 Transmitter Location..... E. Deer Township  
 Allegheny County  
 Air Time..... Local sunrise-local sunset  
 News Service ..... UP  
 Transcription Service..... Lang-Worth, MacGregor,  
 Cole, SESAC  
 Representative..... Cox & Tanz  
 General-Station Manager..... Edward J. Kroen  
 Chief Announcer..... Michael Felock  
 Chief Engineer..... W. W. Neely

**W M G W**

**MEADVILLE—EST. 1947**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Dr. H. C. Winslow  
 Business-Studio Address..... First Nat'l Bank  
 Bldg., Chestnut St.  
 Phone Number ..... 43-723  
 Air Time..... 6:30 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service..... Thesaurus  
 Membership ..... NAB  
 P.es.-Owner ..... Dr. H. C. Winslow  
 Gen.-Sta. Mgr..... Victor C. Diehm  
 Commercial Manager..... Mrs. Lorraine Yuhasz  
 Program Director..... Thomas Tito  
 Chief Engineer..... Hoyt Stout

**W N A R**

**NORRISTOWN—EST. 1946**

Frequency: 1110 Kc..... Power 500 Watts  
 Owned-Operated By..... Rahall Bcstg. Co., Inc.  
 Business-Studio Address..... 115 W. Main St.  
 Phone Number ..... 7600  
 Air Time..... Local sunrise-local sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, World  
 Representative ..... For Joe  
 Membership ..... NAB  
 President..... N. Joe Rahall  
 Executive Director..... Farris E. Rahall  
 Sta.-Comm. Mgr..... Tom Douds  
 Prog. Dir.-Chief Announcer..... Robert C. Ardrey  
 Chief Engineer..... Franklin H. Bisbing

**W K R Z**

**OIL CITY—EST. 1946**

MIS—NORTHWESTERN PENN. NET—KBS  
 Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Kenneth E. Rennekamp  
 Business Studio Address..... Veach Bldg.  
 Phone Number..... Oil City 4-1269  
 Air Time..... 6:30 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative..... Joseph Hershey McGillvra  
 President-Owner..... Kenneth E. Rennekamp  
 General Manager..... C. Gene Gosch  
 Program Director..... Frank Jacoby  
 Chief Engineer..... Robert Shenberger

**K Y W**

**PHILADELPHIA—EST. 1921**  
**NATIONAL BROADCASTING CO.**

Frequency: 1060 Kc.....Power: 50,000 aWtts  
 Owned-Operated By.....Westinghouse Radio  
 Stations, Inc.  
 Business Address.....WRS—1619 Walnut St.  
 Phone Number.....RIttenhouse 6-6870  
 Station Address.....1619 Walnut St.  
 Station Phone Number.....LOcust 7-3760  
 Transmitter Location.....Whitemarsh, Pa.  
 Air Time....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.  
 News Service.....AP, UP  
 Transcription Service.....Associated  
 Representative.....Free & Peters  
 Membership.....BMB  
**WESTINGHOUSE RADIO STATIONS, INC.**  
 Chairman.....Gwilym A. Price  
 President.....Walter Evans  
 Vice President.....Walter E. Benoit  
 General Manager.....J. B. Conley  
 Sales Manager.....B. A. McDonald  
 Advertising-Sales Promotion  
 Manager.....W. B. McGill  
 Program-Educational Dir.....Gordon Hawkins  
 Engineering Manager.....George E. Hagerty  
 Technical Field Director.....D. A. Myer

Director of Public Relations....C. M. Meehan  
 Manager, Industrial Relations....L. R. Rawlins  
 Auditor.....I. C. Ruby  
 Washington Representative.....F. P. Nelson  
**KY W PERSONNEL**

President.....Walter Evans  
 Vice President.....Walter E. Benoit  
 General Manager.....J. B. Conley  
 Station Manager.....Robert E. White  
 Sales Manager.....Harvey McCall, Jr.  
 Advertising-Sales Promotion  
 Manager.....Arthur C. Schofie'd  
 Program Manager.....James P. Begley, Jr.  
 Publicity Representative.....John P. Meagher  
 Musical Director.....Clarence Fuhrman  
 Chief Engineer.....Irvin N. Eney  
 Agricultural Director.....Ted Steele

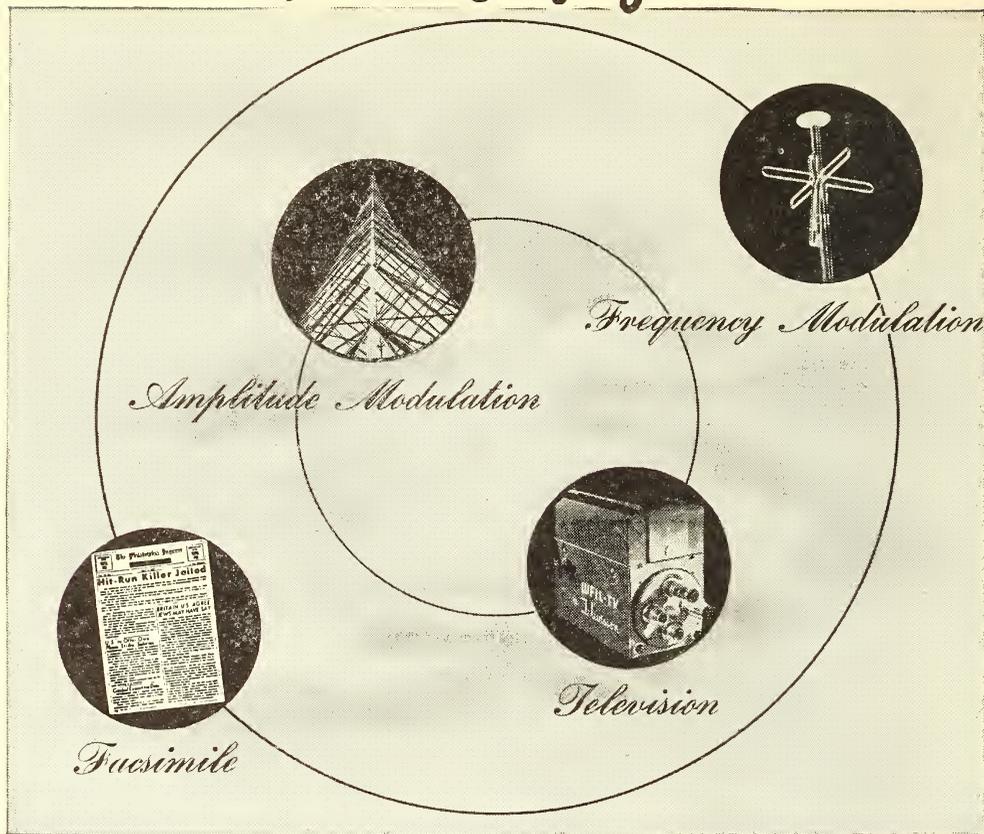
**W D A S**

**PHILADELPHIA—EST. 1922**

Frequency: 1400 Kc.....Power 250 Watts  
 Owned-Operated By....WDAS Bcstg. Sta., Inc.  
 Address.....1211 Chestnut Street  
 Phone Number.....Locust 7-7400  
 Transmitter Location.....Woodside Park  
 Air Time.....7 a.m.-12 M.  
 News Service.....AP

The  
 Best Dollar Buy  
 in Philadelphia  
**WDAS**

*pattern for progress..*



For twenty-five years, progressive planning has kept WFIL in the forefront of the broadcasting industry. Now, new developments have placed fresh emphasis on radio stations as instruments of public expression. Frequency Modulation, Television, and Facsimile offer new and wider opportunities for public service. And—once again—WFIL has taken the lead. WFIL-FM, Philadelphia's First Commercial FM Station, has been in operation since 1941. September, 1947, saw the

inauguration of service by WFIL's television station, WFIL-TV. First demonstrations of WFIL facsimile were held in May of that same year.

The station's wholehearted entrance into these new phases of broadcasting is typical of the spirit which has highlighted WFIL's twenty-five years as a local institution. It is this same spirit which goes into the building of every WFIL program and plan of promotion ... the spirit which assures the success of your WFIL program.

**The Philadelphia Inquirer  
Station**

**WFIL Philadelphia**

**AN ABC AFFILIATE**

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Transcription Service.....Lang-Worth, World.  
 SESAC  
 Representative.....Forjoe  
 Membership.....NAB, BMB  
 President.....William Goldman  
 General Manager.....Leslie W. Joy  
 Program Director.....Michael Deegan  
 Production Manager.....Gilbert Morris  
 Chief Engineer.....Frank W. Unterberger

**W C A U**  
 PHILADELPHIA—EST. 1922  
 CBS

Frequency: 1210 Kc.....Power: 50,000 Watts  
 Owned-Operated By..Philadelphia Record Co.  
 Business-Studio Address...1622 Chestnut St.  
 Phone Number.....LOCust 7-7700  
 Transmitter Location.....Moorestown, N. J.  
 Air Time..5:25 a.m.-1:05 a.m.; 8 a.m.-1:05 a.m.,  
 Sun.  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative..Bertha Bannan, Paul Raymer  
 Co.  
 Membership.....BMB, FMA  
 General Manager.....Leon Levy  
 Asst. Gen. Manager.....Joseph L. Tinney  
 Sales Manager.....Alex Rosenman  
 Sales Promotion Manager...Robert N. Pryor  
 Program Director.....Joseph T. Connolly  
 Publicity Director.....John J. Kelly  
 Chief Announcer.....Hugh Walton  
 Musical Director.....Joey Kearns  
 Chief Engineer.....George Lewis  
 Farm Editor.....Amos Kirby

(See Page 591)

**W F I L**  
 PHILADELPHIA—EST. 1922  
 ABC

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By..The Phila. Inquirer Div.  
 of Triangle Publications, Inc.  
 Business-Studio Address.....Widener Bldg.  
 Phone Number.....Rittenhouse 6-6900  
 Transmitter Location...Whitemarsh Township,  
 Whitemarsh, Pa.  
 Air Time..5:45 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.  
 News Service.....AP, UP  
 Transcription Service.....Associated  
 Representative.....The Katz Agency  
 Membership.....NAB, BMB  
 General Manager.....Roger W. Clipp  
 Sales Director.....John E. Surrick  
 Promotion Director.....James T. Quirk  
 Program Director.....Jack Steck  
 Production Director.....Paul M. Frailey  
 Musical Director.....Norman Black  
 Chief Engineer.....Louis E. Littlejohn

**W H A T**  
 PHILADELPHIA—EST. 1927

Frequency: 1340 Kc.....Power: 100 Watts  
 (CP 250 Watts)  
 Owned-Operated By..Independence Bcstg. Co.  
 Business-Studio Address...1505 Walnut St.  
 Phone Number.....Rittenhouse 6-2058  
 Transmitter Location...Penn Sheaton Hotel,  
 39th & Chestnut St.  
 Air Time.....Shares time  
 News Service.....AP  
 Station Representative...Helen Wood Colton  
 Membership.....NAB  
 President, General-Commercial  
 Manager.....William A. Banks  
 Station Manager,Program-Publicity  
 Director.....Dolly Banks  
 Musical Director.....Annette Oromaner

**W I B G**  
 PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10,000 Watts  
 Owned-Operated By..Seaboard Radio Bcstg.  
 Corp.  
 Business-Studio Address.....1425 Walnut St.  
 Phone Number.....Rittenhouse 6-2300  
 Transmitter Location.....Conshohocken RFD  
 Air Time.....5:30 a.m.-2 a.m.

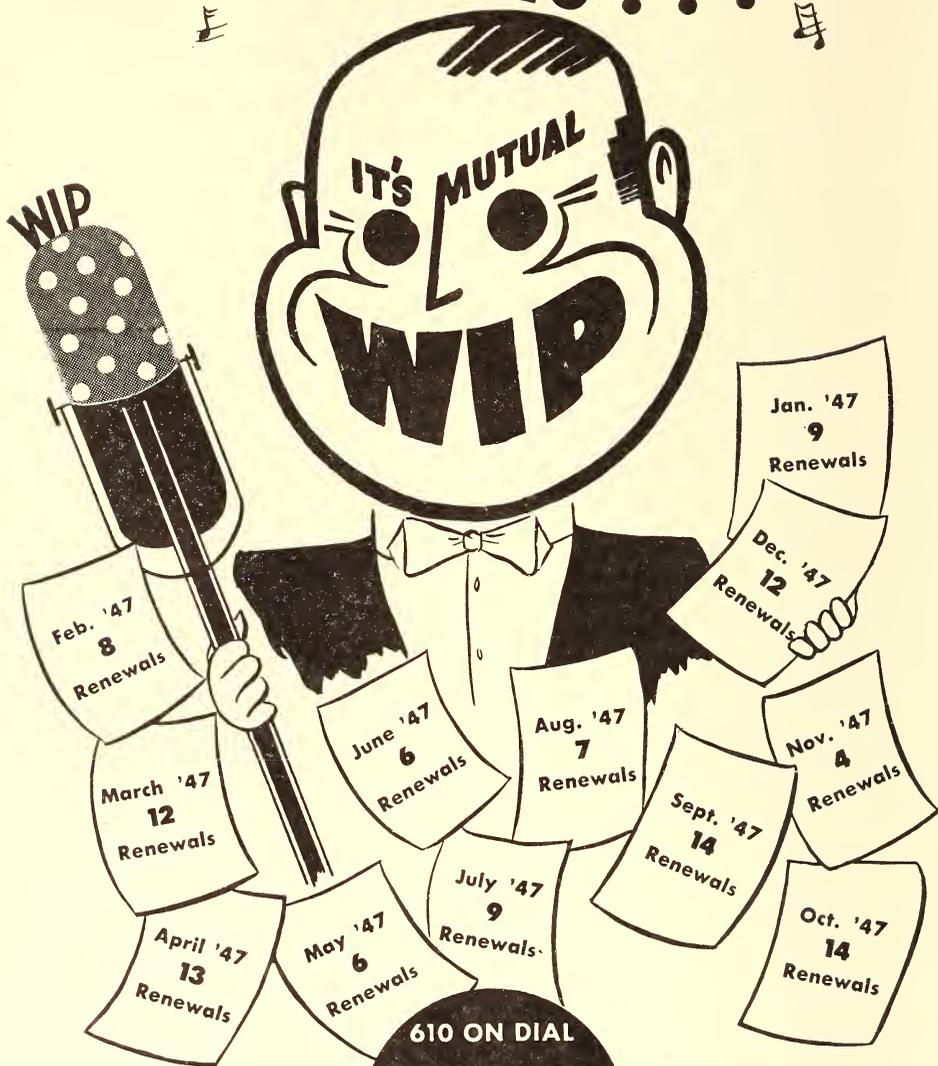
**WIBG**

**WIBG-FM**

**SPORTS  
 NEWS  
 MUSIC**

**IN PHILADELPHIA**

**THEY KEEP COMING BACK  
LIKE A SONG . . .**



**PHILADELPHIA'S**



**PIONEER VOICE**

**BASIC MUTUAL**

**REPRESENTED NATIONALLY BY EDWARD PETRY & CO.**

• • • PENNSYLVANIA • • •

News Service.....AP, UP  
Transcription Service .....Thesaurus  
Representative.....Adam Young, Joe Lang  
Membership .....BMB  
President.....Paul F. Harron  
General-Station-Commercial  
Manager.....Edward D. Clery  
Sales Promotion-Production Manager,  
Publicity Director.....Rupe Werling  
Program Director.....Doug Arthur  
Musical Director.....Eric Wilkinson  
Chief Engineer.....John H. Henninger  
Farm Editor.....Elwood Stutz

**W I P**

PHILADELPHIA—EST. 1922

MBS

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Operated By.....Penn. Bcstg. Co.  
Business-Studio Address.....35 S. 9th St.  
Phone Number.....WAlnut 2-6800  
Transmitter Location.....Bellmawr, N. J.  
Air Time .....Unlimited  
News Service.....AP, UP  
Transcription Service .....World  
Representative.....Edward Petry  
Membership .....NAB, BMB  
President-General Mgr....Benedict Gimbel, Jr.  
V.-P., Asst. Gen. Mgr., Dir. of Sales...Gordon  
R. Gray  
Sales Promotion Mgr.....Ralph H. Minton  
Program Director.....Murray Arnold  
Production Manager.....Varner Paulsen  
Publicity Director.....Samuel S. Elber  
Musical Director.....Milton Starr  
Chief Engineer.....Clifford C. Harris

**W J M J**

PHILADELPHIA—EST. 1947

Frequency: 1530 Kc...Power: 10,000 Watts d.  
Owned-Operated By.....Patrick J. Stanton  
Business-Studio Address.....St. James Hotel,  
13th & Walnut Sts.  
Phone Number.....Ki. 5-7000  
Transmitter Location.....Pennaucken, N. J.  
Air Time.....Local sunrise-local sunset  
News Service .....AP  
Transcription Service .....SESAC

**W T E L**

PHILADELPHIA—EST. 1926

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By..Foulkrod Radio Engineer-  
ing Co.  
Business-Studio Address..4312-14 N. Broad St.  
Phone Number..GLadstone 5-1310; DAvenport  
4-4310  
Transmitter Location...“H” St. & Wyo. Ave.,  
Rowlandville  
Air Time.....Shares time

*For Prestige..*

Be able to tell  
listeners that your  
station is a member  
of

**AP**

Radio members of The AP  
don't buy news! They  
share the news of the largest  
news-gathering organization  
in the world on a *cost* basis.

# **WPEN** *does more than* *"speak your piece" for you*

Advertising does not end with the fade of a commercial's final word—not at WPEN!

Program and product promotion is a vital WPEN activity, pursued in cooperation with sponsors.

In addition to its own promotion and merchandising activities, WPEN, owned by the Sun Ray Drug Co., is able to use the parent company's merchandising facilities for display of promotional posters, distribution of program pamphlets and special window and counter displays throughout the Sun Ray Drug Co.'s 140 stores. These not only build larger audiences, but build SALES for WPEN sponsors.

**950**  
**WPEN AND WPEN-FM**  
**THE SUN RAY DRUG STATIONS**

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Representative ..... Forjoe  
 President, Program  
 Director..... E. Douglass Hibbs  
 General Manager..... Henry N. Cocker  
 Chief Announcer..... Alan Stewart  
 Chief Engineer..... John Field

**W P E N**  
 PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned By.....Sun Ray Drug Co  
 Operated By.....Wm. Penn Bcstg. Co.  
 Business-Studio Address.....1528 Walnut St.  
 Phone Number.....Pennypacker 5-9490  
 Transmitter Location.....72nd & Race Sts.  
 Air Time..5:58 a.m.-1 a.m.; 6:58 a.m.-1 a.m.,  
 Sun.

News Service.....AP, UP  
 Transcription Service...Thesaurus, Associated  
 Representative .....Headley-Reed Co.  
 Membership .....NAB, BMB  
 President.....Albert J. Sylk  
 General Manager.....Edward C. Obrist  
 Comm. Mgr...Alexander W. Dannenbaum, Jr.  
 Sales Promotion Mgr.....Wm. B. Caskey  
 Program Director.....John L. McClay  
 Production Managers..Allen Grey, Gill Babbitt  
 Publicity Director.....Hank Enders  
 Musical Director.....Billy Marshall  
 Chief Engineer.....Charles W. Burtis

**K D K A**  
 PITTSBURGH—EST. 1920  
 NBC

Frequency: 1020 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....Westinghouse Radio  
 Stations Inc.  
 Business-Studio Address.....Grant Bldg.  
 Phone Number.....Grant 4200  
 Transmitter Location.....Allison Park  
 Air Time..5:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.

News Service.....AP, INS, UP  
 Transcription Service...Associated, Thesaurus  
 Representative.....Free & Peters  
 Membership .....BMB  
 President .....Walter Evans  
 Vice President.....Walter E. Benoit  
 General Manager.....J. B. Conley  
 Station Manager.....Joseph E. Baudino  
 Sales Manager.....George D. Tons  
 Advertising & Sales Promotion  
 Manager.....David N. Lewis  
 Program Manager.....Franklin A. Tooke  
 Production Manager.....Edward P. Young  
 Publicity Representative.....Lee Curran  
 Musical Director.....Bernie Armstrong  
 Chief Engineer.....T. C. Kenney  
 Agricultural Director.....Homer H. Martz

**K Q V**  
 PITTSBURGH—EST. 1919  
 MBS

Frequency: 1410 Kc.....Power: 5000 Watts  
 Owned-Operated By..Allegheny Bcstg. Corp.  
 Business-Studio Address.....800 Chamber of  
 Commerce Bldg.

Phone Number.....Atlantic 6802  
 Transmitter Location...Babcock Blvd., Ross  
 Township  
 Air Time..7 a.m.-12:30 p.m.; 9 a.m.-12 M., Sun.  
 News Service .....UP  
 Transcription Service..Standard, Lang-Worth,  
 SESAC

Representative .....Weed  
 Membership .....NAB  
 President.....Charles T. Campbell  
 Station-Commercial Mgr....James F. Murray  
 Program Director.....W. M. Burns, Jr.  
 Publicity Director.....Virginia B. Reed  
 Chief Announcer.....James F. Thompson  
 Musical Director.....John P. Murphy  
 Chief Engineer.....Robert F. Hunt

**W C A E**  
 PITTSBURGH—EST. 1922  
 ABC

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WCAE, Inc.  
 Business-Studio Address..William Penn Hotel,  
 Pittsburgh, Penna.  
 Phone Number.....Atlantic 6900  
 Transmitter Location.....Baldwin Township,  
 Allegheny County, Penna.

Air Time..5:45 a.m.-1 a.m.; 8:30 a.m.-12 M.,  
 Sun.  
 News Service.....AP, INS  
 Transcription Service....Thesaurus, Capitol  
 Representative .....Katz  
 Membership .....NAB, BMB  
 President .....Leonard Kapner  
 Station Manager.....R. Clifton Daniel  
 Commercial Manager.....Carl Dozer  
 Merchandising Manager.....William Kelley  
 Production Manager.....John Leban  
 Publicity Director.....John Wilkoff  
 Chief Announcer.....Ralph Fallert  
 Musical Director.....Baron Elliott  
 Chief Engineer.....James Schultz

**W J A S**  
 PITTSBURGH—EST. 1921  
 CBS

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Operated By..Pittsburgh Radio Supply  
 House  
 Business-Studio Address...411 Seventh Ave.,  
 Chamber of Commerce Bldg.  
 Phone Number.....Grant 4860-1-2-3-4-5  
 Transmitter Location.....1459 Crane Rd.,  
 Greentree

Air Time.....7 a.m.-12:30 a.m.; 8:30 a.m.-  
 12:30 a.m., Sun.  
 News Service.....Transradio, UP  
 Transcription Service .....Lang-Worth

Representative.....Wm. G. Rambeau  
 Membership.....BMB  
 President, General-Station Mgr.....H. K. Brennen  
 Commercial-Sales Promotion  
 Manager.....J. H. Buchheit  
 Program Director.....James M. Hughes  
 Production Manager.....Charles M. Kerns  
 Publicity Director.....Marian Caughey  
 Chief Announcer.....Hilary Bogden  
 Musical Director.....Lee Kelton  
 Chief Engineer.....Walter W. McCoy

**W P G H**

**PITTSBURGH—EST. 1947**  
 WESTERN PENNA. NETWORK

Frequency: 1080 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Pittsburgh Bcstg. Co.  
 Business-Studio Address...220 N. Highland Ave.  
 Phone Number.....EMerson 5000  
 Transmitter Location.....2500 E. Lane  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service.....World, Capitol  
 Representative.....Adam J. Young, Jr.  
 Membership.....NAB  
 President.....Henry A. Bergstrom  
 General Manager.....George L. Young  
 Program Director.....Dwight J. Merriam  
 Chief Engineer.....James A. McFarland

**W P I T**

**PITTSBURGH—EST. 1947**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WPIT, Inc.  
 Business-Studio Address...211 Smithfield St.  
 Phone Number.....Grant 0794-5-6-7  
 Transmitter Location.....Reserve Township,  
 Allegheny County, Pa.  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service...Standard, Lang-Worth  
 Representative...Joseph Hershey McGillvra  
 Membership.....NAB  
 President.....John J. Laux  
 General-Station Manager...John L. Merdian  
 Sales Manager.....Charles C. Swaringen  
 Sales Promotion Manager...Lee T. Sellars  
 Program Director, Production  
 Manager.....George Gailey  
 Publicity Director.....Walter Lafferty  
 Chief Announcer.....William Ewing  
 Musical Director.....Stella Grace  
 Chief Engineer.....John Berninger

**W W S W**

**PITTSBURGH—EST. 1932**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....WWSW, Inc.  
 Business-Studio Address...Hotel Keystone  
 Phone Number.....Grant 5200  
 Transmitter Location.....331 Rising Main St.

Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service...Standard, Associated,  
 Lang-Worth, Cole  
 Representative.....Forjoe  
 Membership.....NAB  
 President, General Manager...Pete Schloss  
 Commercial Manager.....Thos. B. Price  
 Program Director, Production  
 Manager.....Fred Joyner  
 Publicity Director.....Miss Jimmie Spanos  
 Chief Announcer.....Ray Schneider  
 Chief Engineer.....Henry R. Kaiser

**W M A C (CP)**

**POTTSTOWN**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Radio Anthracite, Inc.

**W P A M**

**POTTSVILLE—EST. 1947**

MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Miners Bcstg. Service  
 Business-Studio Address...106 South Centre St.  
 Phone Number.....Pottsville 5050  
 Transmitter Location.....Lawton's Hill  
 Air Time.....7 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Homer Griffith  
 Membership.....NAB  
 Executive Partners.....Joseph L. Maguire &  
 James J. Curran  
 General-Station-Commercial  
 Manager.....Louis H. Murray  
 Sales Promotion Mgr.....Mrs. Jere H. Holden  
 Program Director.....William Dimmerling  
 Chief Announcer.....Joe Yorke  
 Musical Director.....Horace Richards  
 Chief Engineer.....George I. Hatfield

**W P P A**

**POTTSVILLE—EST. 1946**

Frequency: 1360 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Pottsville Bcstg. Co.  
 Business-Studio Address...8 S. Second St.  
 Phone Number.....Pottsville 4744  
 Transmitter Location..Bull's Head, Old Miners-  
 ville Rd.  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service.....World  
 President-Owner, General-Station  
 Manager.....A. V. Tidmore  
 Commercial-Sales Promotion Mgr., Program  
 Director, Production Mgr....John M. Naylor  
 Chief Announcer.....Jerry Gaines  
 Musical Director.....Llew Edwards  
 Chief Engineer.....Julius G. Thiel

# W E E U

READING—EST. 1931

ABC—QUAKER NETWORK

Frequency: 850 Kc. Power: 1000 Watts d.  
(CP 1000 Watts n.)

Owned-Operated By.....Berks Bcstg. Co.  
Business-Studio Address.....533 Penn St.  
Phone Number.....7-335  
Transmitter Location.....Spring Township  
Air Time.....Local sunrise-local sunset  
News Service.....UP  
Transcription Service.....Lang-Worth, SESAC,  
Associated

Representative.....George P. Hollingbery  
Membership.....NAB  
President-Owner.....Hawley Quier  
General Manager.....Clifford M. Chafey  
Sales Manager.....K. Richard Creitz  
Program Director.....E. Lester Hoffmaster  
Chief Engineer.....Harold Schearer

# W R A W

READING—EST. 1922

NBC

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By.....Reading Bcstg. Co.  
Business-Studio Address.....19 N. Fifth St.  
Phone Number.....7173  
Transmitter Location.....Sixth & Penn Sts.  
Air Time.....6:30 a.m.-1 a.m.  
News Service.....UP  
Transcription Service.....Thesaurus, World  
Representative.....Robert Meeker  
Membership.....NAB  
Station Executive.....Clair R. McCollough  
Station Manager.....Raymond A. Gaul  
National Sales Manager.....J. Robert Gulick  
Program Director.....Calvin Jackson  
Chief Engineer.....J. E. Mathiot

# W H U M

READING—EST. 1946

MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By.....Eastern Radio Corp.  
Business-Studio Address.....Berkshire Hotel  
Phone Number.....Reading 44805  
Transmitter Location.....Old Wyomissing Rd.  
Air Time.....7 a.m.-12 M.  
News Service.....AP  
Transcription Service.....Standard

*5 Markets it pays you to Cover!*

**WKBO**  
Harrisburg, Pa.  
Established 1922

**WEST**  
Easton, Pa.  
Established 1936

**WRAW**  
Reading, Pa.  
Established 1922

**WORK**  
York, Pa.  
Established 1932

**W GAL**  
Lancaster, Pa.  
Established 1922

**CBS AFFILIATES**

Represented by

**ROBERT MEEKER ASSOCIATES**

New York · Chicago · San Francisco · Los Angeles

Representative .....Weed  
 Membership .....NAB  
 Vice-Pres., General Station  
 Manager.....Robert G. Magee  
 Commercial-Sales Promotion  
 Manager.....Richard G. Fichthorn  
 Public Service Dir.....Miss Eva Sandeffer  
 Chief Announcer.....Alan Lane  
 Musical Director.....A. Raymond Moore  
 Chief Engineer.....Joseph E. McCormack

**W A R M**  
 SCRANTON—EST. 1938  
 ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Union Bcstg. Co.  
 Business-Studio Address.....Bowman Bldg.  
 Phone Number .....4-1148  
 Transmitter Location...701 O'Neill Highway,  
 Dunmore, Pa.  
 Air Time.....17¼ hrs. daily  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative.....George P. Hollingbery  
 Membership .....NAB  
 President-General Manager..Martin F. Memolo  
 Commercial-Sales Promotion  
 Manager.....William M. Dawson

Program Director, Production  
 Manager .....Joe Salsburg  
 Publicity Director.....Mary E. Lynott  
 Chief Announcer.....Art Bolin  
 Musical Director.....George Perry  
 Chief Engineer.....A. W. Oschmann  
 Farm Editor.....Jessie Landenberger

**W G B I**  
 SCRANTON—EST. 1925  
 CBS

Frequency: 910 Kc.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By...Scranton Bcstrs., Inc.  
 Business-Studio Address.....1000 Wyo. Ave.  
 Phone Number.....Scranton 6296  
 Transmitter Location.....Drinker Turnpike  
 Air Time.....19 hrs., 5 min. daily  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....John Blair  
 Membership .....NAB, BMB  
 President.....Frank Megargee  
 General-Commercial-Sales Promotion Manager,  
 Publicity Director.....George D. Coleman  
 Station Manager.....R. E. McDowell  
 Program-Musical Director...Frank Monaghan  
 Chief Engineer.....K. R. Cooke

**W Q A N**  
 SCRANTON—EST. 1923

Frequency: 910 Kc.....Power: 1000 Watts d.,  
 500 Watts n.

Owned-Operated By.....The Scranton Times  
 Air Time .....Limited

**W S C R**  
 SCRANTON—EST. 1947

Frequency: 1000 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Lackawanna Valley  
 Bcstg. Co.  
 Business-Studio Address.....116 Adams Ave.  
 Phone Number .....5242  
 Transmitter Location.....1520 N. Keyser Ave.  
 Air Time.....Local sunrise-local sunset  
 News Service .....AP  
 Transcription Service..Lang-Worth, Associated  
 Representative .....Walker  
 Membership .....NAB, BMB  
 Station Manager.....Frank S. Blair  
 Sales Manager.....Joseph W. Dobbs  
 Program Director.....Frank P. Mansuy  
 Publicity Director, Chief  
 Announcer.....Charles L. Muller  
 Musical Directors.....Margaret Petherick,  
 Robert Brooks  
 Chief Engineer.....Malcolm MacMillan  
 Farm Editor.....Charles L. Muller

**W I S L**  
 SHAMOKIN

Frequency: 1480 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Radio Anthracite, Inc.  
 Business Address.....Nat'l Dime Bank Bldg.

**W P I C**  
 SHARON—EST. 1938

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By..Sharon Herald Bcstg. Co.  
 Business Address.....P. O. Box 541  
 Phone Number .....4113  
 Transmitter-Studio Location..Pine Hollow Blvd.  
 Air Time.....Local sunrise-local sunset  
 News Service .....UP  
 Transcription Service...Capitol, Associated,  
 World, Lang-Worth  
 Representative.....Adam J. Young, Jr.  
 President, General-Station  
 Manager.....John Fahline, Jr.  
 Sales Manager.....J. T. Van Sweringen  
 Program Director.....W. Paul Gamble  
 Production Manager.....Marc McCulloch  
 Publicity Director.....Evelyn L. Keller  
 Chief Announcer.....Harold Smith  
 Chief Engineer.....A. C. Heck

**W M A J**  
 STATE COLLEGE—EST. 1945  
 MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Centre Bcstr, Inc.  
 Address .....Glennland Bldg.

Phone Number .....4959  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Owners.....R. J. Kennard, W. K. Ule ich  
 General Manager.....Robert L. Wilson  
 Commercial Manager.....Sidney Friedman  
 Chief Engineer.....Douglas I. Beman

## W H A B

### STROUDSBURG—EST. 1947

Frequency: 840 Kc.....Power: 250 Watts  
 Owned-Operated By.....Pocono Bcstg. Co.  
 Business-Studio Address.....578 Main St.  
 Phone Number.....1102  
 Transmitter Location...1 mi. S. of Stroudsburg  
 on Route 90  
 Air Time.....Local sunrise-local sunset  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative.....W. S. Grant  
 General-Station-Commercial  
 Manager.....Harold B. Newman  
 Program Director, Chief  
 Announcer .....Joseph Webster  
 Chief Engineer.....George Reinhart

## W V P O (CP)

### STROUDSBURG

Frequency: 1350 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Pocono Record, Inc.  
 Business Address.....18 N. 7th St.

## W K O K

### SUNBURY—EST. 1933

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Sunbury Bcstg. Corp.  
 Business-Studio Address.....1150 N. Front St.  
 Phone Number.....Sunbury 1325-6-7  
 Transmitter Location.....1150 N. Front St.  
 Air Time.....6 a.m.-12 M.  
 News Service .....AP  
 Transcription Service.....World, Lang-Worth  
 Representative.....Cox & Tanz  
 Membership .....NAB  
 President.....Harry H. Haddon  
 Secretary & Treasurer.....Basse A. Beck  
 General Manager.....Homer R. Smith  
 Commercial Manager.....Michael J. Kane  
 Program Director.....Paul L. Miller  
 Chief Engineer.....John W. Keller

## W M B S

### UNIONTOWN—EST. 1937

#### CBS—ATLANTIC NETWORK

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Operated By...Fayette Bcstg. Corp.  
 Business-Studio Address.....Fayette Title &  
 Trust Bldg.

Phone Number .....800  
 Transmitter Location....Burgess Field, Fair-  
 chance  
 Air Time.....6:45 a.m.-1:05 a.m.  
 News Service .....UP  
 Transcription Service...Thesaurus, Standard  
 Representative .....Radio Advertising  
 Membership .....NAB  
 P-esident, General-Station  
 Manager.....Joseph C. Burwell  
 Commercial-Sales Promotion  
 Manager.....Harry C. Burwell  
 Program-Musical Director.....Sullivan Sages  
 Production Manager, Chief  
 Announcer .....Charles Underwood  
 Publicity Director.....Marian L. Johnston  
 Chief Engineer.....William J. Henzly  
 Farm Editor.....Rex Carter

## W N A E

### WARREN—EST. 1946

#### MBS

Frequency: 1310 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Northern Allegheny  
 Bcstg. Co.  
 Business-Studio Address.....310 Second Ave.  
 Phone Number .....3032-3  
 Transmitter Location....Kinzua Rd., Warren  
 Air Time.....6:30 a.m.-local sunset  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Membership .....NAB  
 President, General-Station  
 Manager.....A. David Potter, Jr.  
 Commercial Manager.....Frank Foster  
 Sales Promotion Manager..James W. Potter  
 Program-Publicity-Musical Director, Production  
 Mgr., Chief Announcer...LeRoy Schneck  
 Chief Engineer.....Homer Haines  
 Farm Editor.....Wiles Hallock

## W J P A

### WASHINGTON—EST. 1942

#### MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Washington Bcstg. Co.  
 Business-Studio Address..George Washington  
 Hotel  
 Phone Number .....4870  
 Transmitter Location...N. Strabane Township  
 Air Time..7 a.m.-12:30 a.m.; 8 a.m.-12:30 a.m.,  
 Sun.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative...Joseph Hershey McGillvra  
 General-Station Manager.....C. B. Heller  
 Commercial Manager.....Charles R. DuVall  
 Program Manager.....Elizabeth Leon  
 Publicity Director.....Stan Progar  
 Chief Engineer.....Horace E. Cooper

# W B A X

WILKES-BARRE—EST. 1922  
MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....John H. Stenger, Jr.  
Business-Studio Address.....85 W. Union St.  
Phone Number .....3-0196  
Transmitter Location....Edwardsville Borough,  
U. S. Route 11  
Air Time.....7 a.m.-12 M.  
News Service .....UP  
Transcription Service .....Associated  
Representative .....Burn-Smith  
President-Owner.....John H. Stenger, Jr.  
Program Director.....John H. A. Stenger, 3rd  
Chief Engineer.....John H. Stenger, Jr.  
Farm Editor.....Jim Hutchison

# W B R E

WILKES-BARRE—EST. 1924  
NBC

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Louis G. Baltimore  
Business-Studio Address.....62 S. Franklin St.  
Phone Number .....3-3101  
Transmitter Location.....Kingston, Pa.  
Air Time.....7 a.m.-1 a.m.

News Service .....AP  
Transcription Service .....World  
Membership .....NAB, BMB  
President-Owner, General  
Manager .....Louis G. Baltimore  
Station-Sales Promotion  
Manager .....David M. Baltimore  
Sales Manager.....A. C. Baltimore  
Program Director, Chief  
Announcer.....Franklin D. Coslett  
Musical Director.....Louis Savitt  
Chief Engineer.....Charles Sakoski

# W I L K

WILKES-BARRE—EST. 1946  
ABC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By..Wyo. Valley Bcstg. Co.  
Business-Studio Address....88 N. Franklin St.  
Phone Number .....3-7165  
Transmitter Location....Bawes Ave., Kingston,  
Penn.  
Air Time.....16 hrs., 30 min. daily  
News Service .....UP  
Transcription Service..Lang-Worth, Thesaurus  
Representative.....Adam J. Young, Jr.  
Membership .....NAB, BMB  
President.....Dr. I. C. Morgan

# W B A X

26 YEARS OF SERVICE

TO

NORTHEASTERN PENNSYLVANIA

FIRST IN

PUBLIC SERVICE

SPORTS and

MUSIC

# W B A X

WILKES-BARRE, PA.

JOHN H. STENGER, JR., *Licensee-Owner*

MUTUAL BROADCASTING SYSTEM

General Manager.....Roy E. Morgan  
 Station Manager.....Thomas P. Shelburne  
 Commercial Manager.....Jerry Butler  
 Program Director.....Hal Berg  
 Chief Engineer.....Ted French

# W R A K

WILLIAMSPORT—EST. 1930

NBC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WRAK, Inc.  
 Business-Studio Address.....244 W. 4th St.  
 Phone Number.....2-6116  
 Transmitter Location.....1561 W. 4th St.  
 Air Time...6:45 a.m.-12 M.; 8:30 a.m.-11:30  
 P.M., Sun.  
 News Service.....UP  
 T:anscription Service.....Standard  
 Representative.....J. P. McKinney  
 Membership.....NAB, BMB  
 President.....E. M. Case  
 General Manager.....George E. Joy  
 Office Manager.....Jean Farstad  
 Commercial Manager.....J. Wright Mackey  
 Program Director.....Nancy Jane Person  
 Production Manager.....Irving A. Bendt, Jr.  
 Chief Announcer.....Leon Kelly  
 Chief Engineer.....Glen Sherman

# W N O W (CP)

YORK

Frequency: 1250 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..Bcst. Div. Helm Coal Co.  
 Business Address.....Sumner St. & WMRR  
 Phone Number.....2168  
 News Service.....AP  
 Partners.....H. J. Williams, M. E. Cousler,  
 Lowell W. Williams, Edward C. Hale  
 General Manager.....Lowell W. Williams  
 Chief Engineer.....Willis M. Weaver

*For Prestige ...*

# AP

Membership!

# WRAK - WRAK - FM

250 Watts—1400 KC

3.2 KW—100.3 MG

It's the right combination for a REAL selling campaign in the Williamsport market.



AFFILIATE

National Representative:  
 J. P. MCKINNEY and SON  
 New York—Chicago

# WILLIAMSPORT, PENNSYLVANIA

**W O R K**

YORK—EST. 1932

NBC—MBS

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owned-Operated By.....York Bcstg. Co.  
 Business-Studio Address...13 South Beaver St.  
 Phone Number.....6629  
 Transmitter Location.....W. Manchester  
 Township, Pa.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Robert Meeker  
 Membership.....NAB  
 Station Executive.....Clair R. McCollough  
 Station Manager.....Harold E. Miller  
 National Sales Manager.....J. Robert Gulick  
 Program Director.....Arthur Weeks  
 Chief Engineer.....J. E. Mathiot

**W S B A**

YORK—EST. 1942

ABC

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..The Susquehanna Bcstg.  
 Co.  
 Business Address.....P. O. Box 1112  
 Phone Number.....York 2676; York 64413  
 Transmitter-Studio Location.....R.F.D. No. 5  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service.....World, Capitol  
 Membership.....NAB, BMB  
 President.....Louis J. Appell  
 Executive Vice Preident..Walter J. Rothensies  
 Station Manager.....Walter J. Rothensies  
 Commercial Manager.....Sydney Robbins  
 Program Director.....Otis Morse  
 Chief Announcer.....Ad Wienert  
 Musical Director.....Larry Miller  
 Director of Engineering..Woodrow G. Eberhart  
 Farm Editor.....Herman Stebbins

*5 Markets it pays you to Cover!*



Represented by  
**ROBERT MEEKER ASSOCIATES**  
 New York • Chicago • San Francisco • Los Angeles

# RHODE ISLAND

Estimated Population 761,000—% Increase +6.7—Radio Homes 195,400  
Farms with Radios 3,268—Stations in State 8

## W F C I

PAWTUCKET—EST. 1941

ABC

Frequency: 1420 Kc.....Power: 5000 Watts  
Owned-Operated By.....Pawtucket Bcstg. Co.  
Business-Studio Addresses: 450 Main St., Pawtucket; Sheaton-Biltmore Hotel, Providence  
Phone Number.....Perry 9540  
Transmitter Location.....Lonsdale, R. I.  
Air Time..5:55 a.m.-1 a.m.; 7:55-12:05 M., Sun.  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Katz  
Membership.....NAB, BMB  
President-Owner.....Howard W. Thornley  
General-Commercial Mgr.: Wallace A. Walker  
Program Director.....David Brooks  
Musical Director.....Arthur Paquette  
Chief Engineer.....Gilbert Johnson

## W E A N

PROVIDENCE—EST. 1922

MBS—THE YANKEE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts  
Owned By.....General Tire & Rubber Co.  
Operated By.....The Yankee Network, Inc.  
Business-Studio Address.....Crown Hotel  
Phone Number.....Dexter 1500  
Transmitter Location...East Providence, R. I.  
Air Time: 6:00 a.m.-1 a.m.; 8:00 a.m.-1:00 a.m. Sun.  
News Service.....AP, INS, Reuters  
Transcription Service: Associated, SESAC, Standard.  
Representative.....Edward Pety  
Membership.....NAB, BMB  
Chairman of the Board....John Shepard, 3rd  
President-Owner.....William O'Neil  
Station Manager.....Joseph Lopez  
Commercial Manager.....Malcolm S. Parker  
Production Manager.....Donald W. Morton  
Chief Engineer.....Harry Tilley

## W H I M

PROVIDENCE—EST. 1947

Frequency: 1110 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Intercity Bcstg. Co.  
Business-Studio Address...32 Custom House  
Phone Number.....Union 4211-23  
Transmitter Location: Eastern Ave., E. Providence, R. I.  
Air Time.....Local sunrise-local sunset  
News Service.....AP  
Transcription Service.....Capitol, Standard  
Representative: Adam J. Young; Kettell-Carter  
Membership.....NAB

President, General-Station-Sales  
Promotion Manager.....Robert T. Engles  
Commercial Manager.....Brenton G. Meader  
Program Director, Production  
Manager.....C. George Taylor  
Chief Announcer.....William Whalen  
Musical Director.....Barbara Barry  
Chief Engineer.....Carroll Philbrook

## W J A R

PROVIDENCE—EST. 1922

NBC—NEW ENGLAND REGIONAL

Frequency: 920 Kc.....Power: 5000 Watts  
Owned-Operated By.....The Outlet Co.  
Business-Studio Address...176 Weybosset St.  
Phone Number.....Gaspee 1071  
Transmitter Location: Wampanoag Trail, East Providence, R. I.  
Air Time.....Unlimited  
Transcription Service.....World  
Representative.....Weed  
Membership.....BMB  
President.....Mortimer L. Burbank  
General Manager.....John J. Boyle  
Program Director.....M. Sothorn Abbott  
Chief Engineer.....Thomas C. J. Prior

## W N A F

PROVIDENCE—EST. 1947

Frequency: 1290 Kc.....Power: 500 Watts d.  
Owned-Operated By.....Community Bcstg. Service Co.

## W R I B

PROVIDENCE—EST. 1947

Frequency: 1220 Kc.....Power: 250 Watts d.  
Owned-Operated By: Rhode Island Bcstg. Co.  
Business-Studio Address...Narragansett Hotel  
Phone Number.....Union 4512  
Transmitter Location: Water St., E. Providence, R. I.  
Air Time.....Local sunrise-local sunset  
News Service.....UP  
Transcription Service.....Associated, SESAC  
Representative.....Forjoe & Co.  
Membership.....NAB  
President.....Frank Rao  
General Manager.....Nicholas Ruggieri  
Sales, Commercial Mgr.: Anthony Petronella  
Sales Promotion Manager.....Noel C. Breault  
Production Manager, Publicity  
Director.....Fabian Hume  
Chief Announcer, Musical Director: Don Rogers  
Chief Engineer.....James Drake

... and in New England, too, it's CBS

**WPRO**

**PROVIDENCE**

*covering the No. 2 Market  
in this rich area*

5000 WATTS ★ BASIC CBS ★ 630KC → **630**

# W P R O

PROVIDENCE

CBS

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated By.: Cherry & Webb Bcstg. Co  
 Business-Studio Address.....15 Chestnut St.  
 Phone Number.....Plantations 9776  
 Transmitter Location.....East Providence, R. I.  
 Air Time: 6 a.m.-1:05 a.m.; 8 a.m.-12:05 a.m.,  
 Sun.  
 News Service.....AP, UP  
 Transcription Service...Thesaurus, Lang-Worth  
 Representative.....Paul H. Raymer Co.  
 Membership.....NAB, BMB  
 President.....William S. Cherry, Jr.  
 General-Commercial  
 Manager.....Arnold F. Schoen, Jr.  
 Program Director.....John A. Owen  
 Chief Engineer.....John V. Ferri

# W W O N

WOONSOCKET—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By: Associated Electronics  
 Enterprises, Inc.  
 Business-Studio Address.....99 Main St.  
 Phone Number.....3900  
 Transmitter Location.....Getchell Ave.  
 Air Time: 6 a.m.-12:05 a.m.; 8 a.m.-11:15 p.m.,  
 Sun.  
 News Service.....AP  
 Transcription Service: World, Capitol, Standard  
 Representative.....William G. Rambeau  
 President, General Manager...Garó W. Ray  
 Station, Sales Promotion  
 Manager.....Mitchell F. Stanley  
 Commercial Manager.....Jean Bergeron  
 Program Director, Chief  
 Announcer.....Bill Metcall  
 Chief Engineer.....George W. Travis

# SOUTH CAROLINA

*Estimated Population 1,918,000—% Increase +1.0—Radio Homes 312,498  
 Farms with Radios 67,853—Stations in State 33*

# W A I M

ANDERSON—EST. 1935

CBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Wilton E. Hall  
 Business-Studio Address...Anderson College  
 Phone Numbers.....800, 2239 and 1444  
 Transmitter Location.....Anderson College  
 Air Time.....4:55 a.m.-12:15 a.m.  
 News Service.....AP, INS  
 Transcription Service: NBC, Lang-Worth, World,  
 Associated.  
 Representative.....Burn Smith Co.  
 Membership.....NAB, BMB  
 President-Owner, Chief  
 Executive.....Wilton E. Hall  
 General-Station Manager...Glenn P. Warnock  
 Sales or Commercial Manager...C. B. Goodyear  
 Program Director.....James Coggins  
 Publicity Director.....John Davenport  
 Musical Director.....John Townsend  
 Chief Engineer.....S. A. Azar

# W B S C

BENNETTSVILLE—EST. 1947

MBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By....Loys Marsden Hawley

# W F A K

CHARLESTON—EST. 1947

MUTUAL BROADCASTING SYSTEM

Frequency: 730 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Charleston Bcstrs.  
 Business-Studio Address....149 Wentworth St.  
 Phone Numbers.....3-6428-9  
 Transmitter Location.....Windermere, S. C.  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Forjoe  
 President-Owner.....J. B. Fuqua  
 General, Commercial Mgr.....Tom Means  
 Sales Promotion Manager, Publicity  
 Director.....Fred Bernstein  
 Program Director, Production  
 Manager.....James A. Klosky  
 Chief Announcer.....Tom Hennesy  
 Chief Engineer.....Carlton Modlin  
 Farm Editor.....Wilbur Crutchley

# W V S C (CP)

BARNWELL

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Edisto Bcstg. Co.  
 Business Address.....Bank of Barnwell Bldg.

**W H A N**

**CHARLESTON—EST. 1946**

Frequency: 1340 Kc. Power: 250 Watts  
ABC

Owned-Operated By.....Charleston Bcstg. Co.  
Business-Studio Address.....152 Market St.  
Phone Number.....3-1643  
Transmitter Location... Saint Andrew's Parish  
Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Avery-Knodel  
Membership.....NAB, BMB  
President.....Harry J. O'Neil  
General-Station-Commercial

Manager.....C. Wylie Calder  
Sales Promotion Manager..M. Anthony Young  
Program Director, Production

Manager.....Vernon M. Bushong  
Publicity Director.....Traynor Ferillo  
Chief Announcer.....Bill Mims  
Musical Director.....Hubert Peale  
Chief Engineer.....William Birchfield  
Farm Editor.....Harry Giana is

**W C S C**

**CHARLESTON—EST. 1930**

COLUMBIA Bcstg. SYSTEM, INC.

Frequency: 1390 Kc. Power: 5000 Watts  
Owned-Operated By.....John M. Rivers

Business-Studio Address..Francis Marion Hotel  
Phone Number.....7611  
Transmitter Location: Eagles' Nest, St. Andrews Parish.

Air Time.....18 hrs, 5 min. daily  
Transcription Service.....World, M. M. Cole  
Representative.....Free and Peters  
Membership.....NAB, BMB

President-Owner, General-Station  
Manager.....John M. Rivers

Commercial-Sales Promotion  
Manager.....Roland Weeks

Program Director, Production  
Manager.....Russell D. Long

Publicity Director.....Annie L. Quarterman  
Musical Director.....Mrs. Pearl Baum

Chief Engineer.....Wilbur R. Albee  
Farm Editor.....Chuck Simpson

**W T M A**

**CHARLESTON—EST. 1939**

NBC

Frequency.....1250 Kc.  
Power.....5000 Watts d.; 1000 Watts n.

Owned-Operated By: Atlantic Coast Bcstg. Co.  
Business Address.....P. O. Box 297

Phone Number.....2-2961  
Studio Address.....133 Church Street

Transmitter Location.....St. Andrews Parish  
Air Time.....Unlimited

News Service.....AP  
Transcription Service.....Associated



**W C S C**

The CBS station for the Coastal Carolinas

1390 Since 1930

Charleston, S. C.'s Oldest and Best Station\*

\*Hooper Survey

Represented Nationally by Free & Peters, Inc.

. . . SOUTH CAROLINA . . .

Representative.....George P. Hollingbery  
 Membership.....NAB, BMB  
 President.....Edward Manigault  
 General-Station Manager.....Robert E. Bradham  
 Sales Promotion Manager: A. Franz Witte, Jr.  
 Program, Musical Director, Production  
 Manager.....William N. Abbott  
 Publicity Director.....Robert E. Bradham  
 Chief Engineer.....Douglass M. Bradham

## W U S N (CP)

CHARLESTON

Frequency: 1450 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Southern Bcstg. Co.  
 Chief Owner.....C. Norwood Hastie  
 Part-Owner-Mgr.....B. M. Middleton  
 Part-Owner-Comm. Mgr.....J. D. Hastie

## W C O S

COLUMBIA—EST. 1939

ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Columbia  
 Business-Studio Address.....1202 Main St.  
 Phone Number.....25601  
 Transmitter Location.....200 Senate St.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Taylor-Howe-Snowden  
 Membership.....NAB  
 President.....E. D. Black  
 General-Station Manager.....W. C. Bochman  
 Commercial Manager.....Dixon Harp  
 Program Director.....H. M. McElveen Jr.  
 Production Manager.....Richard Goode  
 Chief Announcer.....Bernard Moses  
 Chief Engineer.....R. D. Lambert Jr.  
 Farm Editor.....Byron Parker

## W I S

COLUMBIA—EST. 1930

NBC

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By: The Surety Life Insurance  
 Co.  
 Business-Studio Address.....1811 Main St.  
 Phone Number.....2-2135  
 Transmitter Location.....Bluff Rd.  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Free & Peters  
 Membership.....NAB, BMB  
 President.....Herman N. Hipp  
 General Manager.....G. Richard Shafto  
 Managing Director, Commercial  
 Manager.....J. Dudley Saumenig

Promotion Manager.....Steve Libby  
 Program Director.....Frank Harden  
 Chief Announcer.....Mackie Quave  
 Publicity Director.....Steve Libby  
 Musical Director.....Jane Pate  
 Chief Engineer.....Herbert Eidson, Jr.  
 Farm Editor.....Clair Shadwell

## W K I X

COLUMBIA—EST. 1945

CBS

Frequency.....1490 (1320 CP) Kc.  
 Power...250 W. (CP—1000 W. d.; 500 W. n.)  
 Owned-Operated By.: Inter-City Advertising Co  
 Business-Studio Address.....1127 Lady St.  
 Phone Number.....28659  
 Transmitter Location.....Two Notch Rd.  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Standard  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 General Manager.....C. Durham Moore  
 Commercial Manager.....Charles W. Burdsal  
 Sales Promotion Manager: Thomas C. Chandler  
 Program Director.....Michael C. Turner  
 Chief Announcer.....Wally Smith  
 Chief Engineer.....E. E. Hampton

## W N O K

COLUMBIA—EST. 1947

MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Palmetto Radio Corp.  
 Business Address.....921 Huger St.  
 News Service.....AP  
 Transcription Service.....Cole  
 President.....Samuel Litman

## W L A T

CONWAY—EST. 1945

MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Coastal Bcstg. Co.  
 Operated By.....L. M. Hawley & H. M. Hanks  
 Business Address.....Box 497  
 Phone Number.....340  
 Studio-Transmitter Location.....12th Ave.  
 Air Time.....6:30 a.m.-11:15 p.m.  
 News Service.....AP  
 Transcription Service.....Standard & M. M. Cole  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NAB  
 President.....L. M. Hawley  
 Vice-President.....H. L. Hanks  
 General-Station Manager,  
 Program Director.....Edward Browning, Jr.  
 Chief Engineer.....H. L. Hanks  
 Farm Editor.....V. M. Johnson

*Ride the*  
**WFBC**

*Buy*

*ways*



It's the **STELLAR SELLER** in  
*Greater*

**GREENVILLE**

South Carolina's **TOP MARKET**

\*Primary Coverage of 13 Counties  
648,661 PEOPLE . . . 92,588 RADIO HOMES

**NBC** for the Greenville, Spartanburg, Anderson Market

Represented by  
AVERY-KNODEL, INC.

## W D S C

**DILLON—EST. 1946**  
MUTUAL BROADCASTING  
SYSTEM, INC.

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By: The Border Bcstg. Co., Inc.  
Business-Studio Address . . . . . Dillon, S. C.  
Phone Numbers . . . . . 470-1  
Transmitter Location . . . . . U. S. Highway 301  
Air Time . . . . . 13½ hrs. daily  
News Service . . . . . UP  
Transcription Service: Standard, Capitol, M. M. Cole.

Representative: Joseph Hershey McGillvra, Inc.  
Membership . . . . . NAB, BMB  
President . . . . . E. H. Brown  
General Manager . . . . . Henry E. Sullivan  
Commercial Manager . . . . . Joseph Martin  
Farm Editor . . . . . W. J. Bunn

## W J M X

**FLORENCE—EST. 1947**

Frequency: 970 Kc. . . . . Power: 5000 Watts d.  
Owned-Operated By . . . . . Atlantic Bcstg. Co.  
Business Address . . . . . P. O. Box 406  
Phone Number . . . . . 2494-5  
Transmitter-Studio Location . . Highway 52, 3 mi. N. of Florence

Air Time . . . . . 6 a.m.-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . Capitol, World, Associated

Membership . . . . . NAB, BMB  
President, General Mgr. . . . . Eugene E. Stone  
Station-Commercial Manager . . Paul H. Benson  
Sales Promotion-Production Manager,  
Program Director . . . . . Jack Gainey  
Publicity Director . . . . . Richard D. Ward  
Chief Announcer . . . . . Jim Player  
Musical Director . . . . . Lillian Brunson  
Chief Engineer . . . . . Frank A. Jenne  
Farm Editor . . . . . Bob Forbes

## W O L S

**FLORENCE—EST. 1937**

ABC—KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Florence Bcstg. Co.  
Business-Studio Address . . . . . 129 S. Dargan St., P. O. Box 789  
Phone Number . . . . . Offices: 354-5; Transmitter: 1913

Transmitter Location . . . . . Charleston Hi-way  
Air Time . . . . . 6:30 a.m.-12 M.  
News Service . . . . . UP  
Transcription Service . . . . . Standard, Lang-Worth  
Membership . . . . . NAB, BMB  
President, General-Station

Manager . . . . . Melvin Purvis  
Commercial Manager . . . . . A. P. Skinner

Program Director . . . . . Bruce Buchanan  
Chief Engineer . . . . . W. A. Pritchett

## W F G N (CP)

GAFFNEY

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Cherokee Radio Co.  
Business Address . . . . . P. O. Box 66 (Temp.)  
News Service . . . . . UP  
President . . . . . A. Ray Godshall  
General Manager . . . . . Bob Liverance  
Chief Engineer . . . . . Bob Liverance

## W E S C

**GREENVILLE—EST. 1947**

Frequency: 660 Kc. . . . . Power: 5000 Watts d.  
Owned-Operated By . . . . . Greenville Bcstg. Co.  
Business-Studio Address . . . . . 1 College St.  
Phone Number . . . . . 8200  
Transmitter Location 5 mi. N.W. of Greenville  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . Associated, Standard, Lang-Worth

Representative . . . . . McGillvra  
Membership . . . . . NAB, BMB  
President, General-Station  
Manager . . . . . Scott Russell  
Commercial-Sales Promotion  
Manager . . . . . Cliff W. Bowers  
Program Director . . . . . Ken Keese  
Chief Announcer . . . . . Art Roberts  
Chief Engineer . . . . . L. W. Elias

## W F B C

**GREENVILLE—EST. 1933**

NBC

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Greenville News-Piedmont Co.

Business Address . . . . . 305 S. Main St.  
Phone Number . . . . . 362-3  
Studio Address . . . . . Poinsett Hotel  
Transmitter Location . . . . . Gantt Station  
Air Time . . . . . 5 a.m.-12:05 a.m.; 7:30 a.m.-12:05 a.m., Sun.

News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Avery-Knodel  
Membership . . . . . NAB, BMB  
President . . . . . Roger C. Peace  
General Manager . . . . . Bevo Whitmire  
Commercial Manager . . . . . Robert Q. Glass, Jr.  
Sales Promotion Manager, Publicity  
Director . . . . . N. P. Mitchell  
Program Director, Production

Manager . . . . . L. Byron Jenkins  
Chief Announcer . . . . . Norvin C. Duncan  
Musical Director . . . . . Alice Wyman  
Chief Engineer . . . . . William E. Garrison  
Farm Editor . . . . . R. H. Martin

## W M R C

**GREENVILLE—EST. 1940**

ABC

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Textile Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Prevost Bldg.  
 Phone Number . . . . . 5730  
 Transmitter Location . . . . . 400 Mayberry St.  
 Air Time . . . . . 6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, SESAC  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB, BMB  
 President . . . . . Robert A. Jolley  
 General-Station Mgr. . . . . W. Ennis Bray  
 Commercial-Sales Promotion Manager,  
 Publicity Director . . . . . C. B. Denison  
 Program Director, Production  
 Manager . . . . . Bill Arrington  
 Musical Director . . . . . Jimmy Simpson  
 Chief Engineer . . . . . George D. Tate  
 Farm Editor . . . . . Paul L. Fisher

## W C R S

**GREENWOOD—EST. 1941**

NBC

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Grenco, Inc.  
 Business Address . . . . . 216 Textile Bldg.  
 Phone Number . . . . . 4300  
 Transmitter-Studio Location . . . . . Wilson St.  
 Air Time . . . . . 17½ hrs. daily  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . NAB, BMB  
 President . . . . . Douglas Featherstone  
 General-Station Mgr. . . . . Dan Crosland  
 Commercial-Sales Promotion  
 Manager . . . . . Ralph Norman  
 Musical-Program Director, Production  
 Manager . . . . . Randy Davidson  
 Publicity Director . . . . . Miss Martha Wofford  
 Chief Engineer . . . . . Charles M. Sparks

## W H S C

**HARTSVILLE—EST. 1946**

MBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Hartsville Bcstg. Co., Inc.  
 Operated By . . . . . Radio Station WHSC  
 Business-Studio Address . . . . . College Ave.  
 Phone Number . . . . . 654  
 Transmitter Location 1 mi. S. of Hartsville on  
 Highway 15-A  
 Air Time . . . . . 6:5 a.m.-11:15 p.m.; 8:30 a.m.-  
 11:15 p.m., Sun.  
 News Service . . . . . AP

Transcription Service . . . . . Thesaurus  
 President . . . . . C. H. Campbell  
 General-Station-Sales Promotion Manager,  
 Musical Director . . . . . Raymond Caddell  
 Sales Manager . . . . . Jack Frierson  
 Program Director, Chief  
 Announcer . . . . . Jimmy Brazzell  
 Publicity Director . . . . . Eleanor Flowers  
 Chief Engineer . . . . . Donald A. Brien

## W L B G (CP)

**LAWRENS**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . WLBG, Inc.

## W K D K

**NEWBERRY—EST. 1946**

MBS—KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Newberry Bcstg. Co.  
 Business-Studio Address . . . . . 11 Radio Dr.  
 Phone Number . . . . . 143  
 Transmitter Location . . . . . 11 Radio Dr.  
 Air Time . . . . . 7 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB  
 President, Treasurer, General  
 Manager . . . . . C. A. Kaufmann  
 Secretary . . . . . John F. Clarkson  
 Station-Commercial-Sales Promotion Manager,  
 Publicity Director, Farm Editor . . . . . Charles Bowers  
 Program Director . . . . . Ann Fleniken  
 Production Manager, Chief  
 Announcer . . . . . Jack Gifford  
 Musical Director . . . . . Hank Jacobsen  
 Chief Engineer . . . . . Geo. N. Martin

## W F R N (CP)

**ORANGEBURG**

Frequency: 910 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Orangeburg Radio Co.  
 Business Address . . . . . 63 Ellis Ave.  
 Partners . . . . . Frank B. Best, Frank B. Best Jr.

## W R N O

**ORANGEBURG—1946**

MBS—DIXIE BCSTG. SYSTEM

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WRNO, Inc.  
 Business Address . . . . . Box 662  
 Phone Number . . . . . 1420  
 Studio-Transmitter Location . . . . . Extension Whit-  
 man St.  
 Air Time . . . . . 6:30 a.m.-12 M.  
 News Service . . . . . AP

Transcription Service ..... Cole  
 Membership ..... NAB  
 Secretary ..... R. L. Easley  
 Vice President ..... G. Paul Browne  
 Commercial Manager ..... Willard R. Hasbrook  
 Program Director, Chief

Announcer ..... Harry Carroll  
 Publicity Director ..... Bernado Hildebrand  
 Musical Director ..... Barbara Nichols  
 Chief Engineer ..... Billy Gunter

## W V R A (CP) ORANGEBURG

Frequency: 1270 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Sims Publishing Co.

## CALL LETTERS TO BE ASSIGNED (CP) ROCK HILL

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Tri-County Bcstg. Co.

## W R H I

### ROCK HILL—EST. 1944 MBS—KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... York County Bcstg. Co.  
 Partners ..... Ernest H. Carroll, Virginia B.  
 Carroll, James S. Beaty, Jr., Wm. C. Beaty.

## W O R D

### SPARTANBURG—EST. 1940 NBC

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... The Spartan Radiocast-  
 ing Co.

Business-Studio Address ..... 291 E. Main St.  
 Phone Number ..... 6000  
 Transmitter Location ..... 3½ mi. N.E. of  
 Spartanburg

Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... World, Lang-Worth  
 Representative ..... Taylor-Howe-Snowden  
 Membership ..... NAB, BMB  
 President, General Manager ..... Walter J. Brown  
 Station Manager ..... J. W. Kirkpatrick  
 Commercial Manager ..... John C. Carrington  
 Sales Promotion-Production Manager, Publicity-  
 Program Director ..... Sterling W. Wright  
 Musical Director ..... Charles Spears  
 Chief Engineer ..... Clyde J. Burdette  
 Farm Editor ..... Cecil D. Ross

## W S P A

### SPARTANBURG—EST. 1929 CBS

Frequency: 950 Kc. .... Power: 5000 Watts

Owned By ..... Surety Bcstg. Co.  
 Operated By ..... Spartanburg Advertising Co.  
 Business-Studio Address ..... Box 1717, 224 East  
 Main St.

Phone Number ..... 2900  
 Transmitter Location ..... 3½ mi. N.W. of City  
 Air Time ..... 5 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... George P. Hollingbery  
 Membership ..... NAB, BMB  
 Vice President & General

Manager ..... G. Richard Shafto  
 Managing Director ..... Roger A. Shaffer  
 Commercial Manager ..... Guy Vaughan, Jr.  
 Program Director ..... Ed McGrath  
 Chief Announcer ..... Grover Golightly, Jr.  
 Musical Director ..... Hal Moore  
 Chief Engineer ..... Harold R. Beckholt  
 Farm Editor ..... Cliff D. Gray

## W A L D

### WALTERBORO—EST. 1947 MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Waterboro Bcstg. Co.  
 Phone Number ..... 3861  
 News Service ..... AP  
 Transcription Service ..... Associated  
 President ..... R. M. Jefferies  
 General Manager ..... Charles A. Thoman  
 Commercial Manager ..... Beulah Glouer  
 Promotion Manager ..... Roger A. Clark  
 Program Director ..... Peter Edman  
 Chief Engineer ..... Louis Neale

## W F I G

### SUMTER—EST. 1940 MBS—SOUTHERN

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Radio Station WFIG, Inc.  
 Business-Studio Address ..... Radio Center Bldg.  
 Phone Number ..... 1340  
 Transmitter Location ..... 1 mi. E. of Sumter on  
 Highway 76

Air Time ..... 18 hrs. daily  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Joseph Hershey McGillvra  
 President ..... Hubert D. Osteen  
 General-Station Mgr ..... T. Doug Youngblood  
 Commercial-Sales Promotion

Manager ..... Charles H. Pointel, Jr.  
 Program Director ..... Robert R. Hannah  
 Production Manager ..... Paul Reidy  
 Publicity Director ..... M. E. Pointel  
 Chief Announcer ..... Bob Hannah  
 Musical Director ..... William Moore  
 Chief Engineer ..... James L. Williams  
 Farm Editor ..... T. O. Bowen

# SOUTH DAKOTA

Estimated Population 564,000—% Increase —12.3—Radio Homes 132,515  
Farms with Radios 57,691—Stations in State 13

## K A B R

ABERDEEN—EST. 1934

MBS

GREAT NORTHERN BROADCASTING SYSTEM  
Frequency: 1420 Kc. . . . . Power: 5000 Watts  
Owned-Operated By: Aberdeen Bcstg. Co., Inc.  
Business-Studio Address . . . . . 117½ S. Main St.  
Phone Number . . . . . 4626  
Transmitter Location . . . . . Wylie Park, Northwest  
of Aberdeen, S. Dak.  
Air Time . . . . . 7 a.m.-12 M.  
News Service . . . . . AP  
Transcription Service . . . . . Standard Radio  
Representative . . . . . Walker  
Membership . . . . . NAB-BMB  
President . . . . . H. C. Jewett, Jr.  
General-Station Manager, Pub. Dir. . . . . R. A. Fahy  
Sales-Promotion Mgr. . . . . Fred C. Stellner  
Program Director . . . . . E. C. Pieplow  
Chief Announcer . . . . . Edward L. Weeks  
Chief Engineer . . . . . Delbert T. Hunt  
Farm Editor . . . . . Russell V. Kaber

## KSDN

ABERDEEN

Frequency: 930 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Aberdeen News Co.  
News Service . . . . . AP  
Transcription Service . . . . . Capitol  
President . . . . . Henry J. Schmitt  
General Manager . . . . . Byron McElligott  
Comm.-Prom. Mgr. . . . . Byron McElligott

## KDSJ

DEADWOOD—EST. 1947

KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Heart of The Black Hills  
Broadcasting Co.  
Business-Studio Address . . . . . Franklin Hotel  
Phone Number . . . . . 186  
Transmitter Location . . . . . Boulder Canyon Rd.  
Aire Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus, Keystone  
Representative . . . . . Thomas Clark  
Supervisor of Operation . . . . . John Daniels  
Station-Commercial-Sales Promotion Mgr.,  
Publicity Dir-Chief Announcer. Truman H.  
Walrod  
Production Mgr.-Musical Director-  
Farm Editor . . . . . Melvin Rochester  
Chief Engineer . . . . . Eli Daniels

## KIJV

HURON—EST. 1947

MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . James Valley Bcstg. Co.  
Business-Studio Address . . . . . 34 - 2nd St., S. E.  
Phone Number . . . . . 765  
Transmitter Location . . . . . Lot 6, Prospect Addition  
Air Time . . . . . 6 a.m.-12 M.; 7 a.m.-11 a.m. Sun.  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Universal  
Membership . . . . . NAB  
President, Gen. Sta. Mgr. . . . . G. W. Chitty  
Commercial Manager . . . . . Bob Brandt  
Program Director . . . . . Dale Larson  
Production Manager . . . . . Margery King  
Chief Announcer . . . . . Leo Borin  
Chief Engineer . . . . . Donald Volkman

## KMHK

MITCHELL—EST. 1947

MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Mitchell Bcstg. Assn.  
Business-Studio Address . . . . . 117-119 N. Main St.  
Phone Number . . . . . 621  
Transmitter Location . . . . . ½ mile E. of city on  
highway U. S. 16  
Air Time . . . . . 18 hrs. daily  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Membership . . . . . NAB  
President, General-Station-Program-Production  
Mgr., Musical Director . . . . . Raymond V. Eppel  
Commercial Director . . . . . B. Harland Ohde  
Chief Announcer . . . . . Ken Bryant  
Chief Engineer . . . . . Donald Dahl

## KGFX

PIERRE—EST. 1916

KBS

Frequency: 630 Kc. . . . . Power: 200 Watts  
Owned By . . . . . Estate of Dana McNeil  
Operated By . . . . . Ida A. McNeil  
Business-Studio Address . . . . . Box 16, 203 Summit  
Ave., W.  
Phone Number . . . . . 351  
Air Time . . . . . 9:30 a.m.-local sunset  
News Service . . . . . UP  
Transcription Service . . . . . KBS  
Membership . . . . . BMB  
Director . . . . . Ida A. McNeil  
Chief Engineer . . . . . Charles Hobbs

# KOTA

**RAPID CITY—EST. 1936**

CBS

Frequency: 1380 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . Black Hills Bcstg. Co.  
 of Rapid City  
 Business Address . . . Alex Johnson Hotel, 6th &  
 St. Joseph St.  
 Phone Number . . . . . 2000  
 Studio Address . . . 10th floor, Alex Johnson  
 Hotel  
 Transmitter Location . . . 5 miles S. of Rapid  
 City on State Highway No. 79  
 Air Time . . . . 6 a.m.-12 M.; 7 a.m. to 12 M. Sun.  
 News Service . . . . . UP  
 Transcription Service . . . . Standard, Capitol,  
 Lang-Worth  
 Representative . . . . . Hal Holman  
 Membership . . . . . NAB, BMB  
 President-Owner, General-Station  
 Manager . . . . . Robert J. Dean  
 Commercial-Sales Promotion  
 Manager . . . . . Stanley Lieberman  
 Program Director . . . . . Abner H. George  
 Production Manager . . . . . Ellen Crilly  
 Publicity Director . . . . . Don Therkelsen  
 Chief Announcer . . . . . Harry S. Petersen  
 Musical Director . . . . . John Simpson  
 Chief Engineer . . . . . A. E. Griffiths

# WCAT

**RAPID CITY—EST. 1922**

Frequency: 1230 Kc. . . . . Power: 100 Watts d.  
 Owned-Operated By . . . South Dakota School  
 of Mines & Technology

# KELO

**SIoux FALLS—EST. 1937**

NBC

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . Midcontinent Bcstg. Co.  
 Business-Studio Address . . . Phillips Ave. at  
 Eighth St.  
 Phone Number . . . . . 6363  
 Transmitter Location . . . . 8 mi. S.E. of city  
 Air Time . . . . . 19 hrs. daily  
 News Service . . . . . UP  
 Transcription Service . . . . Standard, Capitol  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 Pres., General-Station Mgr. . . . Sam Fattle, Jr.  
 Commercial Manager . . . . . Ted Matthews  
 Sales Promotion-Production Manager, Publicity  
 Director . . . . . Tony Moe  
 Program Director, Chief  
 Announcer . . . . . Evans Nord  
 Musical Director . . . . . Jack Douglas  
 Chief Engineer . . . . . Lester C. Froke  
 Farm Editor . . . . . Don Morse

# KISD

**SIoux FALLS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KDAK, Inc.  
 Business Address . . . . . 355 Boyce Bldg.

# KSOO

**SIoux FALLS—EST. 1927**

Frequency: 1140 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Sioux Falls Bcstg.  
 Association, Inc.  
 Business-Studio Address . . . 317 South Phillips  
 Phone Number . . . . . 757  
 News Service . . . . . AP  
 Transcription Service . . . . Thesaurus, Standard  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB, BMB  
 President . . . . . Morton H. Henkin  
 General Manager . . . . . George R. Hahn  
 Sales Promotion Manager . . . . George Rohn  
 Chief Engineer . . . . . Maxwell F. Staley  
 Farm Editor . . . . . Ralph D. Wennblom

# KWAT

**WATERTOWN—EST. 1940**

KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Midland Nat'l Life  
 Address . . . . . Kemp & Broadway  
 News Service . . . . . UP  
 Transcription Service . . . . . Cole  
 President . . . . . F. L. Bramble  
 Comm.-Prom. Mgr. . . . . M. W. Plowman  
 Program Director . . . . . Bernice Dowling  
 Chief Engineer . . . . . Francis Alwin

# WNAX

**YANKTON—EST. 1927**

ABC

Frequency: 570 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Cowles Bcstg. Co.  
 Business-Studio Address . . . 2nd & Capital Sts.  
 Phone Number . . . . . 442-3  
 Transmitter Location . . . Yankton, South Dakota  
 (5 mi. E. of city)  
 Air Time . . . . 5:30 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . Standard, Cole  
 Representative . . . . . Katz  
 Membership . . . . . NAB, BMB  
 President . . . . . Gardner Cowles  
 General Manager . . . . . Robert R. Tinker  
 Commercial Manager . . . . . Don E. Inman  
 Program Director . . . . . Herb Howard  
 Production Manager . . . . . Fred D. Greenlee  
 Publicity Director . . . . . Muriel Titus  
 Musical Director . . . . . Rex D. Hayes  
 Chief Engineer . . . . . Clifton M. Todd  
 Farm Service Director . . . . . Chris Mack

# TENNESSEE

Estimated Population 3,079,000—% Increase +5.6—Radio Homes 597,686  
Farms with Radios 157,983—Stations in State 53

## WLAR

ATHENS—EST. 1946

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Athens Bcstg Co.  
Business Studio Address.....Hitch Bldg.  
Phone Number.....891 (or 893 transmitter)  
Transmitter Location.....Decatur Rd.  
Time on the Air.....5:45 A. M.-12 M.  
Pres.-Owner-Gen.Mgr.....Lowell F. Arterburn  
Commercial Manager.....Virgil Lindnere, Jr.  
Program Director.....Otis Parker  
Chief Engineer.....R. R. Magill

## WCYB

BRISTOL

(See Listing Bristol, Va.)

## WOPI

BRISTOL—EST. 1929

NBC—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Radiophone Bcstg.  
Station WOPI, Inc.  
Business-Studio Address.....310 State St.  
Phone Number.....WOPI-AM or 3730  
Transmitter Location.....Old Abingdon Pike,  
Northeast of Bristol.  
Air Time.....6 a.m.-12:05 a.m.  
Transcription Service..L'gworth, World-Capitol  
Representative.....Burn-Smith  
Membership.....NAB, BMB  
President-General-Station-Sales Promotion  
Manager.....W. A. Wilson  
Commercial Manager.....Ray L. Russell  
Chief Announcer.....Stuart O'dell  
Chief Engineer.....R. V. Robinson

## WAGC

CHATTANOOGA—EST. 1946

MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Tennessee Valley  
Brcstg. Co.  
Business-Studio Address.....Hotel Patten  
Phone Number.....7-1128  
Transmitter Location.....Rossville Blvd.  
Air Time.....5:55 a.m.-11:30 p.m.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....William G. Rambeau  
General Manager.....A. B. Campbell  
Program Director.....June Thurman

Musical Director.....Robert Morrison  
Chief Engineer.....Charles Stokely

## WAPO

CHATTANOOGA—EST. 1936

NBC

Frequency: 1150 Kc.....Power: 5000 Watts d.,  
1000 Watts n.  
Owned-Operated By....WAPO Bcstg. Service  
Business-Studio Address.....Read House  
Phone Number.....6-6141  
Transmitter Location.....Pineville Rd.  
Air Time.....5:30 a.m.-12 m.  
News Service.....AP  
Transcription Service.....NBC Associated  
Representative.....Headley-Reed  
Membership.....NAB, BMB  
Chief Executives.....Ramon G. Patterson,  
Louise P. Pursley  
General Station Manager...R. G. Patterson  
Sales Promotion.....Helen Patterson  
Program Director.....Frances Harley  
Chief Engineer.....B. B. Barnes

## WDEF

CHATTANOOGA—EST. 1941

NBC

Frequency: 1370 Kc.....Power: 5000 Watts d.,  
1000 Watts n.  
Owned-Operated By.....WDEF Bcstg. Co.  
Business-Studio Address.....Volunteer Bldg.  
Transmitter Location.....Moccasin Bend  
Air Time.....5:30 a.m.-12 m.  
News Service.....UP  
Transcription Service.....Capitol & Cole  
Station Representative.....Weed  
President-Owner or Chief Exec...Joe W. Engel  
General-Commercial Manager...Ken Flenniken  
Program Director.....Charles Gullickson  
Publicity Director.....Walter H. Stamper, Jr.  
Chief Engineer.....B. C. Baker

## WDOD

CHATTANOOGA—EST. 1925

CBS

Frequency: 1310 Kc.....Power: 5,000 Watts  
Owned-Operated By.....WDOD Bcstg Corp.  
Business Studio..Hamilton National Bank Bldg.  
Transmitter Location.....Baylor School Rd.  
Air Time.....5:30 a.m.-12:05 p.m.  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Paul H. Raymer  
Membership.....NAB  
President.....Norman A. Thomas

Vice-President.....Earl W. Winger  
 General-Commercial Mgr.....Ralph H. Patt, Jr.  
 Sales Promotion Mgr.....Elmer D. Kammer  
 Program Dir.-Prod. Mgr....Gaylord McPherson  
 Publicity Director.....Sue Johnson  
 Chief Engineer.....Roy Owens

**W J V W**  
**CHATTANOOGA\***

Frequency 1490 Kc.....Power: 250 Watts  
 Applicant.....Joe V. Williams, Jr.  
 Address.....1011 Hamilton Natl. Bank Bldg.

**W J Z M**  
**CLARKESVILLE—EST. 1941**  
 MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By .....Campbell & Sheftall  
 Operated By.....E. T. Campbell  
 Business-Studio Address.....411 Madison St.  
 Phone Number .....2295-2296  
 Transmitter Location .....Martin St.  
 Air Time.....6 a.m.-12 m., 8 a.m.-10 p.m. Sun.  
 News Service.....AP  
 Transcription Service .....World  
 Membership .....NAB, BMB  
 General Sta. Mgr.-part Owner. E. T. Campbell  
 Commercial Manager.....Clay Cline, Jr.  
 Sports Editor.....Bill Snyder  
 Chief Engineer.....John H. Bailey  
 Farm Program Director.....Roy Smith

**W B A C**  
**CLEVELAND—EST. 1945**  
 MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Robert W. Rounsaville  
 Business-Studio Address.....Radio Center,  
 P. O. Box 677  
 Phone Number.....62-3  
 Transmitter Location...Chattanooga Highway  
 Air Time .....18 hrs. daily  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Membership .....NAB  
 Pres.-Owner-Gen. Mgr. Robert W. Rounsaville  
 Station-Commercial Mgr.....A. D. Smith Jr.  
 Sales Promotion Mgr.-Pub. Dir....Sam Davis  
 Program Dir.-Production Mgr.....Art Selley  
 Chief Announcer-Farm Editor...Dan McNew  
 Musical Director .....Larry Carrothers  
 Chief Engineer .....Jim Byerly

**W K R M**  
**COLUMBIA—EST. 1946**  
 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...The Middle Tennessee  
 Bcstg Co., Inc.

Business-Studio Address.....P. O. Box 71  
 Phone Number .....1340  
 Transmitter Location.....One mile from  
 Columbia on U. S. Highway 43  
 Air Time.....5:55 a.m.-12:05 a.m.  
 News Service .....UP  
 Transcription Service .....NBC  
 Membership .....NAB, BMB  
 Pres.-Gen.-Sta.-Comm. Mgr...R. M. McKay, Jr.  
 Sales Promotion Mgr.-Program Dir...Chesley J.  
 Smith  
 Chief Announcer.....Charles W. Brewer  
 Musical Director.....Clydene Barnett  
 Chief Engineer.....Revis V. Hobbs  
 Farm Editor .....Melvin Dugger

**W H U B**  
**COOKEVILLE—EST. 1940**  
 CBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WHUB, Inc.  
 Business Address.....Cookeville, Tenn.  
 Phone Number.....200  
 Studio Address.....523 Spring St.  
 Transmitter Location .....Hickory St.  
 Air Time.....6 a.m.-11:05 p.m.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Membership .....NAB  
 Pres.-Gen.-Commercial Mgr...M. L. Medley  
 Station Director.....Joe Mabry

**W D S G**  
**DYERSBURG—EST. 1946**  
 MBS-LION NET-UNIVERSAL NET-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By..State Gazette Bcstg. Co.  
 Business-Studio Address .....Box 58  
 Phone Number .....77  
 Transmitter Location.....Highway 51 North  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Membership .....NAB  
 General Manager .....Frank Armstrong  
 Comm.-Sales Promotion Mgr...Chas. R. Bowen  
 Program Dir.-Production Mgr....Norb Beckers  
 Publicity Director.....Ray Brown  
 Chief Engineer.....C. W. Morrow  
 Farm Editor .....Frank Armstrong

**W B E J**  
**ELIZABETHTON-JOHNSON CITY—**  
**EST. 1946**  
 MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Elizabethton Bcstg. Co.  
 Operated By.....Robert W. Rounsaville  
 Business-Studio Address.....Elk Ave., P. O.  
 Box 829

Phone Number.....Call WBEJ  
 Transmitter Location.....State Line Rd.  
 Air Time .....18 hrs. daily  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 President-Partner-General Mgr.....Robert W. Rounsaville  
 Station-Commercial Mgr.....Thad Fitch  
 Sales Promotion Mgr.-Pub. Dir.....Bill Wagner  
 Program Dir.-Production Mgr.....Bill Edgcr  
 Chief Announcer.....Les Lamb  
 Chief Engineer.....Condon Bowers  
 Farm Editor.....Bill Hale

**W E K R (CP)**  
**FAYETTEVILLE**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Elk River Bcstrs.  
 Partners.....R. M. McKay, Sr.,  
 R. M. McKay, Jr., James M. McGrew, Revis V.  
 Hobbs, R. A. Largen

**W H I N (CP)**  
**GALLATIN**

Frequency: 1010 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Summer County Bcstg. Co.

**W G R V**  
**GREENEVILLE—EST. 1946**  
 MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By .....Radio Greenville Inc.  
 Operated By.....Robert W. Rounsaville  
 Business-Studio Address.....Radio Bldg.,  
 P. O. Box 234  
 Phone Number.....Call WGRV  
 Transmitter Location.....Arnold Rd.  
 Air Time .....18 hrs. daily  
 News Service.....UP  
 Transcription Service.....Capitol  
 Pres.-Gen. Mgr.....Robert W. Rounsaville  
 Station-Commercial Mgr.....Paul Metcalfe  
 Sales Promotion Mgr.-Pub.-Dir.....Hugh Pickle  
 Program Director.....Ed Daniels  
 Production Mgr.-Farm Editor.....Bill Lowery  
 Chief Announcer.....Bob Corley  
 Chief Engineer.....Laile Hampton

**W H B T**  
**HARRIMAN—ES. 1946**  
 MBS-KBS

Frequency: 1230 Kc.....Power 250 Watts  
 Owned-Operated By.....The Harriman  
 Bcstg. Co., Inc.  
 Business-Studio Address.....Crescent and Devonia  
 Phone Number.....870 & 850  
 Transmitter Location.....Margrave  
 Air Time .....6 a.m.-12 m.

News Service.....UP  
 Transcription Service.....Standard, Thesaurus  
 Station Representative.....Cox & Tanz  
 Membership .....NAB  
 President.....Jere B. Brewer  
 Sec.-Treas.....Neil L. Shields  
 Vice Pres-Gen. Mgr.....F. L. Crowder  
 Sta.-Operations Mgr.....W. Lawrence Hedgpeth  
 Promotion-Traffic Mgr.....Montarie P. Hedgpeth  
 Publicity Director.....W. Lawrence Hedgpeth  
 Sports Director.....John Fielder  
 Chief Engineer.....Kenneth Hargis  
 Farm Editor.....Bill Law.eace

**W T J S**  
**JACKSON—EST. 1931**

AMERICAN BROADCASTING CO.

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Sun Publishing  
 Company  
 Address.....104 Baltimore St.  
 Phone Number.....7-3316  
 Air Time .....7 a.m. to 12 midnight  
 News Service.....UP, AP  
 Transcription Service.....World  
 Representative.....The Branham Company  
 President and Gen. Mgr.....A. A. Stone  
 Manager.....Frank S. Proctor  
 Asst. Manager.....Leslie R. Brooks  
 Studio Director.....Sam D. Lollar  
 Promotion Manager.....Glenn E. Johnson  
 Chief Engineer.....Robert M. Gordon

**W E T B**  
**JOHNSON CITY—EST. 1947**

Frequency: 790 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....East Tenn. Bcstg. Co.  
 Business Address. (Temp.) Press-Chronicle Bldg.  
 Phone Number.....2281  
 Trans-Studio Address.....1½ miles from  
 downtown Johnson City on Highways US  
 19 and 23 to Erwin, Tenn. and Ashville, N. C.  
 Air Time .....Local Sunrise-Local Sunset  
 News Service.....AP  
 Transcription Service.....World, Capitol  
 Representative .....Helen Wood & Colton  
 Membership .....NAB, BMB  
 Pres-General Mgr.....Carl A. Jones, Jr.  
 Commercial Manager.....Chas. W. Powe.s  
 Program Director.....Arthur Borgesen  
 Chief Engineer.....E. B. Jones

**W J H L**  
**JOHNSON CITY—EST. 1938**  
 ABC

Frequency: 910 Kc.....Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By.....WJHL, Inc.  
 Business-Studio Address.....143 W. Main St.  
 Phone Number.....2780

Transmitter Location... Johnson City-Kingsport Highway  
 Air Time ..... 6 a.m.-12 m.  
 News Service..... AP, UP  
 Transcription Service..... Lang-Worth  
 Representative..... John E. Pearson  
 Membership ..... NAB, BMB  
 President..... W. Hanes Lancaster  
 Gen.-Comm. Mgr..... Ken Marsh  
 Sales Promotion Mgr..... Harry Hudson  
 Program-Publicity Dir..... Berney Burleson  
 Chief Announcer..... Ed Cowell  
 Chief Engineer..... O. K. Garland

## W T V N (CP) JOHNSON CITY

Frequency: 1050 Kc.... Power: 1000 Watts d.  
 Owned-Operated By..... Washington County Bcstg. Corp.  
 Business Address..... John Sevier Hotel

## W K P T

**KINGSFORT—EST. 1940**  
 NATIONAL BROADCASTING CO.  
 TENNESSEE VALLEY

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By.... Kingsport Broadcasting Co., Inc.  
 Address ..... Box 870  
 Phone Number ..... 2870  
 Studio Address..... 107 W. Market  
 Transmitter Location..... Johnson City H'way  
 Air Time..... Unlimited  
 News Service ..... AP  
 Transcription Service..... Lang-Worth;  
 Standard, Thesaurus.  
 Representative ..... Burn-Smith Co.;  
 Harry Cummings  
 Membership ..... NAB, BMB  
 President..... C. P. Edwards, Jr.  
 General Manager..... A. F. Martin  
 Commercial Manager..... Phil J. Weaver  
 Program Director..... Paul L. Overbay  
 Chief Engineer..... Thomas Phillips, Jr.

## W B I R

**KNOXVILLE—EST. 1941**  
 ABC

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned By..... Radio Station WBIR, Inc.  
 Operated By..... The Nunn Stations  
 Business-Studio Address..... 406 W. Church  
 Phone Number ..... 4-3321  
 Transmitter Location.... Concord & Painter Sts.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... Associated. Capitol  
 Representative..... John E. Pearson  
 Membership ..... NAB, BMB

President ..... Gillmore N. Nunn  
 Gen.- Sta.-Comm. Sales Promotion Mgr.  
 John P. Hart  
 Program-Pub. Dir.-Prod. Mgr.... Tys Terwey  
 Musical Director..... James T. Pitts, Jr.  
 Chief Engineer ..... J. Rex Horton

## W I B K

**KNOXVILLE—EST. 1947**

Frequency: 800 Kc..... Power: 1000 Watts d.  
 Owned-Operated By.... Independent Bcstg. Co.  
 Business-Studio Address..... 908 S. Gay St.  
 Phone Number ..... 4-9866  
 Transmitter Location ..... W. Knoxville  
 Air Time ..... Local Sunrise-Local Sunset  
 News Service..... AP, INS  
 Transcription Service..... C. P. MacGregor  
 Representative..... Donald Cooke  
 Membership ..... NAB  
 Pres.-Gen.-Sta. Mgr..... Marvin I. Thompson  
 Commercial Manager.... Kenneth N. McClure

## W K G N

**KNOXVILLE—EST. 1947**  
 MBS

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned By..... WKGN Bcstg. Co.  
 Operated By..... Clarence Beaman, Jr.  
 Business-Studio Address. Park Natl. Bank Bldg.  
 Phone Number..... 40766  
 Transmitter Location..... Ailor Ave.  
 Air Time..... 5 a.m.-1 a.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NAB, BMB  
 President..... Clarence Beaman, Jr.  
 Station Director..... Charles T. DeVois  
 Chief Engineer..... Claude Bass

## W N O X

**KNOXVILLE—EST. 1921**  
 CBS

Frequency: 990 Kc..... Power: 10,000 Watts  
 Owned-Operated By ..... Scripps-Howard  
 Radio, Inc.  
 Business-Studio Address... 110-112 S. Gay St.  
 Phone Number ..... 3-3171  
 Transmitter Location... Anderson Rd., near  
 Beverly  
 Air Time..... 5 a.m.-1:05 a.m., 5 a.m.-2 a.m. Sat.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative..... The Branham Co.  
 President ..... Jack R. Howard  
 Gen.-Sta. Mgr..... R. B. Westergaard  
 Commercial Manager..... O. L. Smith  
 Program Dir.-Farm Editor. Charles McMahon  
 Publicity Director..... Sarah Booth  
 Chief Announcer..... Lowell Blanchard  
 Musical Director..... Jerry Collins  
 Chief Engineer..... Ray Evans

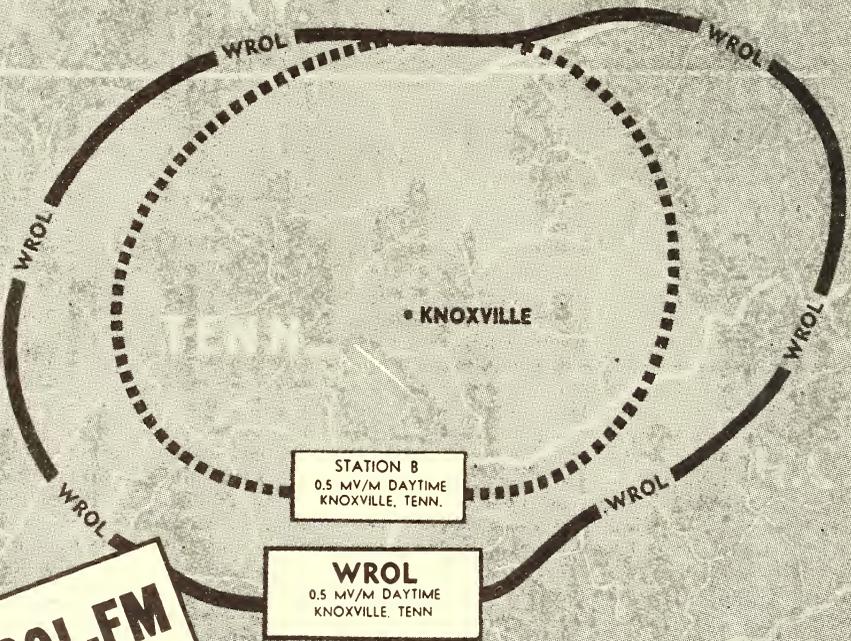
# WROL

EAST TENNESSEE'S GREATEST COVERAGE

**5000 WATTS**  
DAY AND NIGHT

**620 KCS**

**KNOXVILLE, NBC FOR EAST TENNESSEE**



**WROL-FM**  
97.3 MG.  
CHANNEL  
247

JOHN BLAIR & COMPANY  
National Advertising Rep.

HARRY CUMMINGS, Jacksonville, Fla.  
Southeastern Advertising Rep.

# W R O L

**KNOXVILLE—EST. 1927**  
NBC

Frequency: 620 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . S. E. Adcock  
 Business-Studio Address . . . . . 531 S. Gay St.  
 Phone Number . . . . . 2-7111  
 Transmitter Location . . . . . Holston Hills  
 Air Time . . . . . 5 a.m.-12 m.  
 News Service . . . . . AP  
 Transcription Service . . . . . NBC, World  
 Representative . . . . . John Blair  
 Membership . . . . . NAB, BMB  
 Pres.-Gen.-Sta. Mgr. . . . . S. E. Adcock  
 Comm.-Sales Promotion Mgr. . . . . C. H. Frazier  
 Program Dir.-Production Mgr. . . . . John Reese  
 Chief Announcer . . . . . Allen Stout  
 Musical Director . . . . . Harry Nides  
 Chief Engineer . . . . . Fred M. Andrews

# W J J M

**LEWISBURG—EST. 1946**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Estate of James J. Murray  
 Operated By . . . . . Louis D. Lingner  
 Business Address . . . . . Box 20  
 Phone Number . . . . . 780  
 Studio-Transmitter Location . . . . . East Hill  
 Air Time . . . . . 5 a.m.-10 p.m., 7 a.m.-10 p.m. Sun.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB, BMB  
 General Manager . . . . . Louis D. Lingner  
 Program Director . . . . . Daryl L. Laub  
 Publicity Director . . . . . Nikki Beach  
 Chief Announcer-Mus. Dir. . . . . Allen D. Walker  
 Chief Engineer . . . . . J. E. Sowell

# W M M T

**McMINNVILLE—EST. 1947**  
MBS—KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . McMinnville Bcstg.  
 Co., Inc.  
 Business Address . . . . . P. O. Box 241  
 Phone Number . . . . . 401  
 Studio Address . . . . . Cumberland Amusement  
 Co. Bldg.  
 Transmitter Location . . . . . N. Chancery St.  
 Air Time . . . . . 6 a.m.-12 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB  
 Gen.-Sta. Mgr. . . . . Royce Richards  
 Comm.-Sales Promotion Mgr. . . . . Roy Wood Jr.  
 Program-Musical Dir. . . . . Ernie Richards  
 Publicity Director . . . . . Sue Downs  
 Chief Announcer . . . . . Roy Crocker  
 Chief Engineer . . . . . Claude Haston  
 Farm Editor . . . . . E. V. Massey

# W G A P

**MARYVILLE—EST. 1947**  
MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Gateway Bcstg. Co.  
 Business-Studio Address . . . . . 503 Blount  
 Phone Number . . . . . 2490  
 Transmitter Location . . . . . Louisville Pike  
 Air Time . . . . . 5 a.m.-12 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Lang Worth  
 Membership . . . . . NAB  
 Partners . . . . . George R. Dempster, V. H. McLean  
 Gen.-Sta.-Production Mgr.-Program Pub. Dir.  
     Robert M. Clafflin  
 Comm.-Sales Promotion Mgr. . . . . John F. Main  
 Chief Engineer . . . . . Curtis S. Lamarr

# W D I A

**MEMPHIS—EST. 1947**  
CARDINAL FOOTBALL NET

Frequency: 730 Kc. . . . . Power: 250 Watts d.  
 Owned By . . . . . Bluff City Bcstg. Co.  
 Operated By . . . . . Bert Ferguson, John R. Pepper  
 Business-Studio Address . . . . . 2074 Union Ave.  
 Phone Number . . . . . 36-2703  
 Transmitter Location . . . . . 1125 University  
 Air Time . . . . . Local Sunrise-Local Sunset  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 Chief Execs. . . . . John R. Pepper, Bert Ferguson  
 General Manager . . . . . Bert Ferguson  
 Sales or Commercial Mgr. . . . . Lou Zlotky  
 Program Dir.-Production Mgr. . . . . Gene Allan Carr  
 Publicity Director . . . . . Christine Cooper  
 Chief Announcer-Musical Dir. . . . . Al Beck  
 Chief Engineer . . . . . Frank T. Edwards

# W H B Q

**MEMPHIS—EST. 1925**  
MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Harding College,  
     Searcy, Arkansas  
 Business-Studio Address . . . . . Hotel Gayoso  
 Phone Number . . . . . 8-6868  
 Transmitter Location . . . . . 46 Neely St.  
 Air Time . . . . . 6 a.m.-12 m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . The Walker Co.  
 Membership . . . . . NAB, BMB  
 Gen.-Sta.-Sales Promotion Mgr. . . . . E. A. Alburty  
 Commercial Manager . . . . . E. Pournelle  
 Program Dir.-Production Mgr. . . . . Lade T. Conlee

**— MORE LISTENERS  
PER DOLLAR . . .  
IN MEMPHIS**

*(If we used a full page of solid type—  
We Couldn't Say More!)*

**W H H M**

**INDEPENDENT—BUT NOT ALOOF  
MEMPHIS, TENNESSEE**

**PATT McDONALD, GENERAL MANAGER ★ FORJAE & CO., REPRESENTATIVES**

• • • **T E N N E S S E E** • • •

Publicity Director.....Emily Wilson  
Musical Director.....Anita Grilli  
Chief Engineer.....W. M. Roy

**W H H M**

**MEMPHIS—EST. 1946**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By...Mid-South Bcstg. Corp.  
Business-Studio Address.....Sterick Bldg.  
Phone Number:.....37-4422  
Transmitter Location.....Somerville St.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service..Standard, Lang Worth  
Representative.....Forjoe  
Membership.....NAB  
President.....P. E. Furlow  
Gen.-Sta.-Commercial Mgr.....Patt McDonald  
Sales Promotion Mgr.-Program Dir.-Farm Editor,  
Alan Avery  
Production Manager.....Elmore Richmond  
Publicity Director.....J. Wilson  
Chief Announcer.....Al Martin  
Musical Director.....Bill Gordon  
Chief Engineer.....Wm. Marsh

**W M C**

**MEMPHIS—EST. 1922**

NBC

Frequency: 790 Kc.....Power 5000 Watts  
Owned-Operated By..Memphis Publishing Co.  
Business-Studio Address..Goodwyn Inst. Bldg.  
Phone Number.....8-7464  
Transmitter Location.....Five Points  
Air Time.....18½ hrs. daily, 17 hrs. Sun.  
News Service.....UP  
Transcription Service.....Thesaurus, SESAC,  
Lang-Worth  
Representative.....The Branham Co.  
Membership.....NAB, BMB  
President.....John H. Sorrells  
General Manager.....H. W. Slavick  
Commercial Manager.....J. C. Eggleston  
Local Sales Manager.....Earl Moreland  
Program Manager.....Wilson Mount  
Production Manager.....W. R. Brazzil  
Publicity Director.....Walter E. Frase  
Chief Announcer.....Charles B. Sullivan  
Musical Director.....Noel Gilbert  
Chief Engineer.....E. C. Frase, Jr.  
Farm Editor.....Walter Durham

**W M P S**

**MEMPHIS—EST. 1925**

ABC

Frequency: 680 Kc.....Power: 10,000 Watts d.,  
5,000 Watts n.  
Owned-Operated By.....WMPS, Inc.  
Business-Studio Address.....62 N. Main St.

Phone Number.....5-2721  
Transmitter Location.....N. Benjestown Rd.  
Air Time...5 a.m.-1 a.m., 6 a.m.-12 m. Sun.  
News Service.....AP, UP  
Transcription Service.....Standard  
Representative.....Taylor-Howe-Snowden  
Membership.....NAB  
Gen. Mgr.-Vice Pres.....H. R. Krelstein  
Merchandising Dir.....W. B. Rudner  
Program Director.....Robert Neal Hobgood  
Publicity Director.....Matty Brescia  
Chief Announcer.....Fred G. Christensen  
Musical Director.....Berl Olswanger  
Chief Engineer.....J. G. Deaderick

**W R E C**

**MEMPHIS—EST. 1922**

CBS

Frequency: 600 Kc.....Power: 5,000 Watts  
Owned-Operated By...WREC Bcstg. Service  
Business-Studio Address..Hotel Peabody Bldg.  
Phone Number.....5-1313  
Transmitter Location.....Radio Center  
Air Time.....5 a.m.-12:05 p.m.  
News Service.....UP  
Transcription Service.....World, Lang-Worth,  
McGregor  
Representative.....Katz  
Membership.....NAB, BMB  
Pres-Owner-Gen. Mgr.....Hoyt B. Wooten  
Commercial Manager.....Hollis R. Wooten  
Program Dir.-Production Mgr.....Roy Wooten  
Publicity Director.....Mildred Hughes Allen  
Chief Engineer.....S. D. Wooten, Jr.

**W C R K**

**MORRISTOWN—EST. 1947**

MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Cherokee Bcstg. Corp.  
Phone Number.....1450  
News Service.....AP  
Transcription Service.....World  
President.....H. S. Walters  
General Manager.....Hal Falter  
Commercial Manager.....Howell Ashford  
Promotion Manager.....Bill Cooper  
Program Director.....Bob Tamblin  
Chief Engineer.....Larry Martin

**W G N S**

**MURFREESBORO—EST. 1947**

MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Murfreesboro Bcstg.  
Business-Studio Address...118 N. Church St.  
Phone Number.....1450  
Air Time.....6 a.m.-11 p.m.

News Service.....UP  
 Transcription Service.....World, Capitol  
 Representative.....Hal Holman  
 Membership.....NAB  
 Pres.-Gen.-Sta. Mgr.....Cecil H. Elrod  
 Commercial Sales Promotion Mgr.....Harold  
 Huffines  
 Program Dir.-Chief Announcer..Howard Byrum  
 Prod. Mgr.-Farm Editor.....Heyward Moore  
 Publicity Director.....Mary Nell Morris  
 Chief Engineer.....Glenn Snoddy

**W K D A**  
**NASHVILLE**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Capitol Broadcasting  
 Company  
 Business-Studio Address...American National  
 Bank Bldg.  
 Phone Number.....4-0511  
 Transmitter Location.....2nd Ave. S. &  
 Peabody St.  
 Air Time...5 a.m.-1 a.m.; 7 a.m.-1 a.m. Sun.  
 News Service.....AP  
 Transcription Service...Capitol, Lang-Worth  
 Membership.....NAB  
 Partners...T. B. Baker, Jr. & A. G. Beaman  
 General Manager.....T. B. Baker, Jr.  
 Musical Director.....Roland Felts  
 Chief Engineer.....O. C. Griffin, Jr.

**W L A C**  
**NASHVILLE—EST. 1926**  
 CBS

Frequency: 1510 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....J. T. Ward  
 Business-Studio Address..Third National Bank  
 Bldg.  
 Phone Number.....6-0161  
 Transmitter Location.....Dickerson Rd.  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....UP  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 President-Owner.....J. T. Ward  
 General-Station-Commercial  
 Manager.....F. C. Sowell  
 Promotion Manager, Publicity  
 Director.....W. H. Shaw  
 Program Director.....Paul Oliphant  
 Musical Director.....Fred Murff  
 Chief Engineer.....F. D. Binns

**W M A K**  
**NASHVILLE—EST. 1948**  
 MBS

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Operated By..Volunteer State Bcstg.  
 Co., Inc.

Business Address.....Maxwell House  
 News Service.....UP  
 President.....Frank W. Maybourn  
 General Manager.....Edward M. Kirby  
 Chief Engineer.....Shelton Weaver

**W S I X**  
**NASHVILLE—EST. 1927**  
 ABC

Frequency: 980 Kc.....Power: 5,000 Watts  
 Owned-Operated By...Jack M. Draughon &  
 Louis R. Draughon  
 Business-Studio Address.....Nashville Trust  
 Bldg.  
 Phone Number.....5-5431  
 Transmitter Location...McGavoc Pike, RFD,  
 Air Time...6 a.m.-12 p.m.; 7 a.m.-12 p.m. Sun.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Katz  
 Membership.....NAB, BMB  
 Partners.....Jack M. Draughon & Louis R.  
 Draughon  
 General Manager.....Jack M. Draughon  
 Sales Manager.....Eugene S. Tanner  
 Program Director.....Ottis Roush  
 Production Manager.....R. L. Chaudoin  
 Chief Engineer.....Dr. Fred Schumann

**W S M**  
**NASHVILLE—EST. 1925**  
 NBC

Frequency: 650 Kc.....Power: 50000 Watts  
 Owned-Operated By.....WSM, Inc.  
 Business Address.....National Life Bldg.  
 Phone Number.....6-7181  
 Transmitter Location.....Franklin, Tenn.  
 Air Time.....Unlimited  
 News Service.....AP; INS  
 Representative.....Edward Petry & Co., Inc.  
 Membership.....NAB, BMB  
 President.....John H. DeWitt, Jr.  
 General Manager.....Harry Stone  
 Program Director.....Jack Stapp  
 Promotion Director.....Bill Graham  
 Chief Engineer.....George Reynolds

**W A T O**  
**OAK RIDGE—EST. 1948**  
 MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Pellegrin & French  
 Business-Studio Address...Municipal Market  
 Bldg.  
 Phone Number.....Oak Ridge 5-3535  
 Transmitter Location...Municipal Market Bldg.  
 Air Time...6 a.m.-12 M.; Sun. 8 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Lorenzen & Thompson

Membership ..... NAB  
 General Manager..... Marshall H. Pengra  
 Sales-Commercial Mgr..... Harry C. Weaver  
 Program Dir.-Chief Announcer. Arthur J. Metzler  
 Musical Director..... James Scott  
 Chief Engineer..... John Fleet

## W O N D (CP)

OAK RIDGE

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By....Highlands Bcstrs., Inc.

## W P T N (CP)

PARIS

Frequency: 910 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..Broadcasters Associates  
 Partners...James H. McKee, Odes E. Robinson

## W T P R

PARIS—EST. 1946

KBS

Frequency: 710 Kc.....Power: 250 Watts  
 Owned-Operated By....Kentucky Lake Bcstg.  
 System, Inc.

Business Address .....Box 240  
 Phone Number .....1700-1701  
 Studio Address.....100½ Market St.  
 Transmitter Location...Clifty Rd., off High-  
 way 69

Air Time.....Local sunrise-local sunset  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative.....Thomas F. Clark  
 President, General-Station

Manager.....E. Weeks Smith  
 Commercial-Sales Promotion Manager,  
 Publicity Director.....Parkman R. Feezor  
 Program Director.....Bettye Baggett  
 Production Manager,

Chief Announcer.....Joseph A. Brandt  
 Musical Director.....James A. Brice  
 Chief Engineer.....Carlos Steele  
 Farm Editor.....Ernest Greer

## W K S R

PULASKI—EST. 1947

MBS

Frequency: 730 Kc.....Power: 250 Watts  
 Owned By.....Pulaski Broadcasting Co.  
 Operated By..Robert W. Rounsaville, Partner  
 Business-Studio Address..Radio Bldg., P. O.  
 Box 1050

Phone Number.....661 & 634  
 Transmitter Location..Lawrenceburg Highway  
 Air Time.....Local Sunrise-Local Sunset  
 News Service .....UP  
 President-Partner, General

Manager.....Robert W. Rounsaville

Station-Commercial Mgr.....Virgil Trimm  
 Sales Promotion Manager, Publicity  
 Director .....Hugh Brewer  
 Program Director, Production  
 Manager .....Bill Schoocraft  
 Chief Announcer, Farm Editor.....Joe Price  
 Chief Engineer.....Elton Chick

## W H A L

SHELBYVILLE—EST. 1946

MBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By....Shelbyville Bcstg. Co.  
 Business Address.....112½ East Side Square  
 Partners.....J. O. Fly, Sr.,  
 Geo. F. Fly, Harvard P. Smith

## W J I G (CP)

TULLAHOMA

Frequency: 740 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Tri-Cities Bcstg. Co.  
 Business Address.....Box 411  
 Partners.....Raymond L. Prescott, Jr. and  
 Henry L. Wilson

## W E N K

UNION CITY—EST. 1946

MBS—DIXIE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By....Union City Bcstg. Co.  
 Business-Studio Address..First & Washington  
 St.

Phone Number .....1240  
 Transmitter Location....U. S. Highway No.  
 45, 1½ miles N. E. of City

Air Time.....6 a.m.-12 M.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Burn-Smith  
 Membership .....NAB  
 President, Station Mgr.....B. Cary Brummel  
 General Manager.....A. B. Robinson  
 Commercial Manager.....David Capps  
 Program Director.....James Blaine  
 Production Manager.....Lou Wrather  
 Publicity Director.....Charles Black  
 Chief Announcer.....Jack Dill  
 Musical Director.....John Roach  
 Chief Engineer.....James Thomas  
 Farm Editor.....Hank Huggins

## W C D T (CP)

WINCHESTER

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Arthur D. Smith, Jr.  
 Owner.....Arthur D. Smith

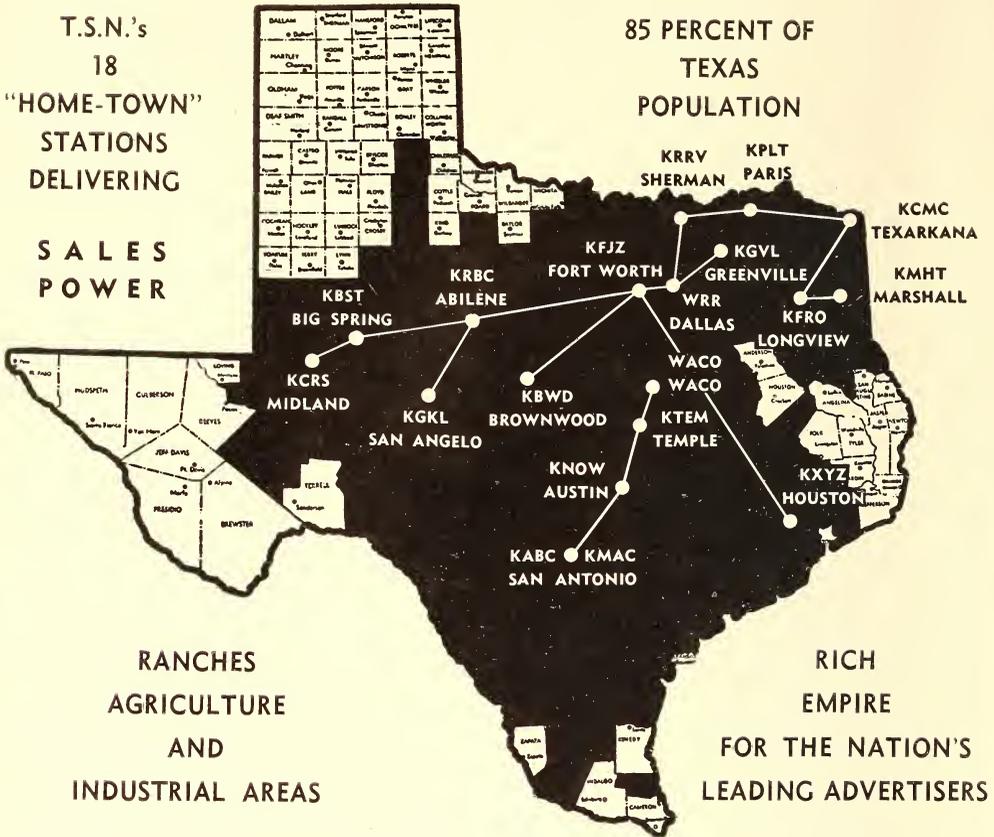
# TEXAS' 4 MAJOR MARKETS . . .

## COVERED BY T.S.N.

T.S.N.'s  
18  
"HOME-TOWN"  
STATIONS  
DELIVERING

SALES  
POWER

85 PERCENT OF  
TEXAS  
POPULATION



RANCHES  
AGRICULTURE  
AND  
INDUSTRIAL AREAS

RICH  
EMPIRE  
FOR THE NATION'S  
LEADING ADVERTISERS

WITH T.S.N.'s ONE PACKAGE, YOU CAN COVER THE G-R-E-A-T  
MARKETS OF TEXAS  
HERE IS THE MARKET DATA!

Population .....	5,814,500
Families .....	1,608,500
Retail Sales .....	\$3,559,325,000
Food Store Sales.....	839,761,000
Gen. Mdse. Store Sales.....	562,729,000
Drug Store Sales.....	159,322,000
Effective Buying Income.....	5,284,363,000
Gross Farm Dollars.....	932,995,000

Source: Sales Management's Survey of Buying Power,  
May 10, 1947.

## TEXAS STATE NETWORK

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVE

WEED AND COMPANY

NEW YORK • BOSTON • DETROIT • CHICAGO • ATLANTA • SAN FRANCISCO • HOLLYWOOD

# TEXAS

Estimated Population 7,118,000—% Increase +11.0—Radio Homes 1,481,168  
Farms with Radios 267,440—Stations in State 131

## K R B C

ABILENE—EST. 1936

ABC—TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Reporter Bcstg. Co.  
Business Address... Abilene, Texas  
Phone Number... 6255  
Studio Address... Windsor Hotel  
Transmitter Location... 341 Ambler Ave.  
Air Time... 6 a.m.-12 M.  
News Service... AP  
Transcription Service... Thesaurus, Lang-Worth  
Representative... John E. Pearson  
Membership... NAB, BMB  
President... M. B. Hanks  
Vice President, Station Mgr... Howard Barrett  
Commercial Manager... Forest Lane  
Program Director... Bro Mingus  
Production Manager... Dorothy Estep  
Publicity Director... Charles Manes  
Chief Engineer... J. B. Casey

## K B K I

ALICE—EST. 1947

Frequency: 1070 Kc. Power: 1000 Watts d.  
Owned-Operated By... Alice Bcstg. Co.  
Business Address... P. O. Box 731  
Phone Number... 1360-8  
Studio Address... Alice Hotel  
Air Time... Local sunrise-local sunset  
News Service... AP  
Transcription Service... Lang-Worth, Capitol  
Representative... Donald Cooke, Gene Grant  
Membership... NAB  
President... E. G. Lloyd, Jr.  
General-Station Manager... Leon Lloyd  
Program Director... Jaye Allyn Frye  
Chief Engineer... John H. Mayberry

## K V L F

ALPINE—EST. 1947

MBS—SOUTHWEST NETWORK

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Big Bend Bcstrs.  
Business Address... P. O. Box 779  
Phone Number... 37  
Studio Address... Holland Hotel  
Air Time... 15 hrs. daily  
News Service... AP  
Transcription Service... Lang-Worth  
Representative... Katz Agency  
Membership... NAB  
President... Barney H. Hubbs  
General Manager... Jack Hawkins  
Station Manager... George H. Peters, Jr.  
Commercial Manager... George Peters  
Chief Engineer... Jack Cecil

## K A M Q

AMARILLO—EST. 1947

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Operated By... Top of Texas Bcstg. Co.  
Business Address... 1301 Polk St.  
Phone Number... 2-6543  
News Service... AP  
Transcription Service... Thesaurus  
Representative... Griffith  
President... Walter G. Russell  
General Manager... W. J. Dickerson  
Commercial Manager... Jack Petrie  
Promotion Manager... W. J. Dickerson  
Program Director... Ray Whitworth  
Chief Engineer... Stewart Parsons

## K F D A

AMARILLO—EST. 1939

ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned By... Amarillo Bcstg. Corp.  
Operated By... Gilmore Nunn, J. Lindsay Nunn  
Business-Studio Address... 109 E. 5th St.  
Phone Number... 5343  
Transmitter Location... 109 E. 5th St.  
Air Time... 6 a.m.-12 p.m.; 7 a.m.-12 p.m., Sun.  
News Service... UP  
Transcription Service... World, Capitol  
Representative... John E. Pearson  
Membership... NAB, BMB  
President... Gilmore Nunn  
General-Commercial Mgr... H. P. Roberson  
Program Director... Bill Fairley  
Publicity Director... Bill Kelley  
Chief Announcer... Noel Luddy

## K G N C

AMARILLO—EST. 1922

NBC—LONE STAR CHAIN

Frequency: 710 Kc. Power: 10000 Watts d.,  
1000 n.  
Owned-Operated By... Plains Radio  
Broadcasting Co.  
Address... Radio Building, 8th & Harrison  
Phone Number... 4242  
Transmitter Location... Bellaire Park  
Air Time... 18 hours per day  
News Service... AP & UP  
Transcription Service... Lang-Worth, Standard.  
M. M. Cole  
Representative... Taylor Howe Snowden, Radio  
Sales  
Membership... NAB, BMB  
President... Gene A. Howe  
Exec. General Mgr... O. L. Taylor  
General Manager... Aubrey Jackson  
Program Director... Bob Watson  
Chief Engineer... William H. Torrey

**KVAI**

AMARILLO—EST. 1947

MBS

Frequency: 940 Kc. Power: 1000 Watts  
 Owned-Operated By.. Plains Empire Bcstg. Co.  
 Business Address.....1014 W. 7th St.  
 Phone Number.....2-6773  
 News Service.....UP  
 President-General Mgr.....Lonnie J. Preston  
 Commercial Manager.....Jim Rennie  
 Chief Engineer.....George McBride

**KBUD (CP)**

ATHENS

Frequency: 1410 Kc. Power: 250 Watts d.  
 Owned-Operated By..The Henderson County  
 Bcstg. Co.  
 Business Address.....3524 S. Henderson St.,  
 Fort Worth  
 Partners.....J. B. McNutt, Jr., Merl Saxon

**KNOW**

AUSTIN—EST. 1926

TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.. Frontier Bcstg. Co., Inc.  
 Business-Studio Address.. 520 Capital National  
 Bank Bldg.  
 Phone Number .....2-6213  
 Transmitter Location.....First & Tillery Sts.  
 Air Time.....6 a.m.-12 M.  
 News Service .....AP  
 Transcription Service.....Capitol  
 Representative .....Weed  
 Membership .....NAB, BMB  
 President.....Gene L. Cagle  
 Station Manager.....Louis R. Cook  
 Commercial Manager.....M. H. Coleman  
 Program-Publicity Director...Conrad Vernon  
 Musical Director.....Marjorie Doggett  
 Chief Engineer.....James E. Lewis

**KTBC**

AUSTIN—EST. 1939

CBS

Frequency: 590 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....Texas Bcstg. Corp.  
 Business-Studio Address.....Brown Bldg,  
 P. O. Box 717  
 Phone Number .....2-2424  
 Transmitter Location.....Manchaca Rd.  
 Air Time.....18½ hrs. daily; 18 hrs. Sun.  
 News Service .....UP  
 Transcription Service .....World  
 Membership .....Taylor-Howe-Snowden  
 Membership .....NAB  
 President.....Claudia T. Johnson

Vice President, General-Station

Manager.....J. C. Kellam  
 Sales Manager.....Willard Deason  
 Publicity Director.....Harvey O. Payne  
 Chief Announcer.....Jack Gwyn  
 Musical Director.....Christine Tinsley  
 Chief Engineer.....Frank W. Yeagley  
 Farm Editor.....K. D. Willingham

**KTXN (CP)**

AUSTIN

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Thomas G. Harris  
 General Manager.....Thomas G. Harris

**KVET**

AUSTIN—EST. 1946

MBS

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Austin Bcstg. Co., Inc.  
 Business-Studio Address...113 West 8th St.,  
 Box 116  
 Phone Number .....88521  
 Transmitter Location.....Old Burnet Rd.  
 Air Time.....18 hrs. daily  
 News Service .....UP  
 Transcription Service.....Lang-Worth  
 Representative .....Forjoe  
 Membership .....NAB  
 President, General-Station  
 Manager.....John B. Connally  
 Commercial-Sales Promotion Mgr...J. J. Pickle  
 Program-Publicity Director, Production  
 Manager.....Fred M. Caldwell  
 Musical Director.....Carl F. Mann  
 Chief Engineer.....Frank Yeagley

**KRUN**

BALLINGER—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By..Runnels County Bcstg.  
 Co.  
 News Service.....AP  
 Transcription Service.....Standard  
 President-General Manager.....R. E. Bruce  
 Program Director.....J. M. Isaacs  
 Chief Engineer.....J. O. Braden

**KIOX**

BAY CITY—EST. 1947

MBS

Frequency: 1270 Kc. Power: 1000 Watts  
 Owned By.....Bay City Bcstg. Co.  
 Operated By.....J. G. Long  
 Business Address.....Box 1391  
 Phone Number .....642-3  
 Studio-Transmitter Location.. State Highway 35,  
 2 mi. from Bay City city limits, E.  
 Air Time..6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.

News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Homer Griffith  
 Membership ..... NAB, BMB  
 President, Managing Director ..... J. G. Long  
 General Manager ..... Verne V. Trembley  
 Station Manager ..... Royce A. Collier  
 Commercial Manager ..... George S. Lanham  
 Program Director ..... Mrs. Olgie Premont  
 Production Manager ..... Joseph Zimmerman  
 Publicity Directors ..... Verne Trembley,  
 Royce Collier  
 Chief Announcer ..... Bob Premont  
 Musical Director ..... Roy Nichols  
 Chief Engineer ..... Frank Woods

**K F D M**  
 BEAUMONT—EST. 1924

ABC

Frequency: 560 Kc.....Power: 1000 Watts  
 (CP 5000 Watts)  
 Owned-Operated By... Beaumont Bcstg. Corp.  
 Business Address ..... P. O. Box 2950  
 Phone Number ..... 2-7758  
 Studio Address...Edson Hotel, Cor. Liberty &  
 Pearl Sts.  
 Transmitter Location.....Cor. Doucette &  
 Grove Sts.  
 Air Time.....6 a.m.-M.  
 News Service ..... UP  
 Transcription Service... Lang-Worth, Standard  
 Representative.....Free & Peters  
 Membership.....NAB, BMB  
 President.....D. A. Cannan  
 General-Station Manager.....C. B. Locke  
 Commercial Manager.....Ed. E. Carroll  
 Sales Promotion Manager...Helen Caldwell  
 Program Director.....Dave Russell  
 Production Manager.....Conrad Bering  
 Publicity Director.....Ralph Ramos  
 Chief Announcer.....Jim Griffith  
 Chief Engineer.....Lawrence Sanders

**K P B X**  
 BEAUMONT—EST. 1947

Frequency: 1380 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....KPBX Bcstg. Co.  
 Business-Studio Address...New Crosby Hotel  
 Phone Number..Studios: 2-0201; Transmitter:  
 715  
 Transmitter Location.....4945 Fannett Rd.  
 Air Time.....Local sunrise-local sunset  
 News Service ..... AP  
 Transcription Service...Standard, MacGregor,  
 SESAC  
 Representative ..... Forjoe  
 Membership ..... NAB  
 President, General-Station-Commercial  
 Manager.....Wm. Paul Beville  
 Program-Musical Director.....James Simmons  
 Chief Engineer.....R. H. Murdock

**K R I C**

BEAUMONT—EST. 1938

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....KRIC, Inc.  
 Address.....130 Wall Street  
 Phone Number.....4200  
 News Service.....AP  
 Transcription Service.....Thesaurus,  
 Capitol, Associated  
 Membership ..... NAB, BMB  
 President-Owner.....E. C. Davis  
 General Manager.....Phillip E. Dusenbury  
 Chief Engineer.....M. J. Easterwood, Jr.

**K T R M**

BEAUMONT—EST. 1947

KBS

Frequency: 990 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....KTRM, Inc.  
 Business Address.....230 Orleans St.  
 Phone Number.....2-8478  
 News Service.....AP, INS  
 Transcription Service.....World  
 President-General Manager.....Jack Neil  
 Commercial Manager.....G. L. Kirk  
 Chief Engineer.....Ben F. Hughes

**A STRATEGIC SPOT**

Play your radio shots so you won't miss. In this very important **THREE KEY CITY MARKET** . . . Beaumont, Port Arthur, and Orange . . . your sure shot is **KFDM!**

BEAUMONT TEXAS  
**KFDM**  
 560 KC. 1000 WATTS

REPRESENTED BY  
**FREE & PETERS, INC.**  
 AFFILIATED WITH  
 AMERICAN BROADCASTING CO. INC.

## K B S T

**BIG SPRING—EST. 1936**

ABC—TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Big Spring Herald  
 Bcstg. Co., Inc.  
 Business-Studio Address.....702 Johnson St.  
 Phone Number .....1500  
 Transmitter Location..1 mi. N.E. of Big Spring  
 Air Time.....6 a.m.-12 M.  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Representative.....John E. Pearson  
 Membership .....NAB, BMB  
 General-Station Manager.....Jack Wallace  
 Commercial-Sales Promotion Mgr....Bill Cox  
 Program-Publicity Director....Lloyd Hawkins  
 Chief Engineer.....Andrew Jones

## K F Y N (CP)

BONHAM

Frequency: 1420 Kc.....Power: 250 Watts  
 Owned-Operated By.....Frank Svoboda

## K H U Z

**BORGER—EST. 1947**

MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....R. G. Hughes  
 Business Address.....Highway 117  
 Phone Number .....1600  
 Studio-Transmitter Location..Off Highway 117,  
 Clayton St.  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service .....AP  
 Transcription Service.....Lang-Worth, World  
 SESAC  
 Membership .....NAB  
 President-Owner.....R. G. Hughes  
 General Manager.....Wayne Phelps  
 Sales Manager.....Les Helmes  
 Program Director.....Hal Moon  
 Chief Engineer.....Herman Kreiger

## K N E L

**BRADY—EST. 1935**

KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....G. L. Burns  
 Business Address.....Brady, Texas  
 Phone Number .....77  
 Studio Address.....Brady, Texas  
 Transmitter Location.....1 mi. E. of Brady  
 Air Time .....Unlimited  
 News Service .....AP  
 General Station Manager.....G. L. Burns  
 Commercial-Sales Promotion Mgr...C. D. Reed  
 Program Director.....Gene Burns  
 Chief Engineer.....Cecil Nelin

## K S T B

**BRECKENRIDGE—EST. 1947**

Frequency: 1430 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Stephens County Bcstg.  
 Co.  
 Business Address.....Miller Bldg.  
 Partners.....Robert W. Chapman,  
 Manning L. Trammell

## K W H I

**BRENHAM—EST. 1947**

Frequency: 1280 Kc....Power: 1000 Watts d.  
 Owned-Operated By....Thomas S. Whitehead  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 President-General Mgr.....Tom S. Whitehead  
 Chief Engineer.....H. B. Balch

## K V A L

**BROWNSVILLE—EST. 1946**

ABC

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  
 Air Time.....6 a.m. to Midnight  
 News Service.....AP  
 Representative.....Free & Peters  
 Membership .....NAB, BMB  
 President.....T. Frank Smith  
 General Manager.....Byron Winstead  
 Commercial Manager.....Dick Smith  
 Promotion Manager.....Duane McCoy  
 Program Director.....Fred McCall  
 Chief Engineer.....Leonard Dutton

## K B W D

**BROWNWOOD—EST. 1941**

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1380 Kc....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned By.....Brown County Bcstg. Co.  
 Operated By.....Wendell Mayes  
 Business-Studio Address.....800 Hawkins St.  
 Phone Number .....2401-2  
 Transmitter Location.....Williams Ranch Rd.  
 Air Time.....18 hrs. daily; 17 hrs. Sun.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Walker  
 Membership .....NAB  
 President, General-Station  
 Manager.....Wendell Mayes  
 Commercial Manager.....F. T. Wilson  
 Program Director.....Howard Edwards  
 Chief Announcer.....William T. Field  
 Chief Engineer.....A. W. Stewart

## K O R A

**BRYAN—EST. 1947**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Bryan Bcstg. Co.  
 Business Address: 305 W. 26th St.  
 Phone Number: 2-1451  
 News Service: AP  
 Transcription Service: Thesaurus  
 Owner-General Manager: David C. Jones, Jr.  
 Commercial Manager: Maxine Saunders  
 Promotion Mgr.-Program Dir.: Cecil Beardon  
 Asst. Mgr. & Chief Engineer: Robert M. Shuffler

## K C T X

**CHILDRESS—EST. 1947**

MBS

Frequency: 1510 Kc. Power: 250 Watts d.  
 Owned-Operated By: Golden West Bcstg.  
 Business-Studio Address: 217½ North Main  
 Phone Number: 1086  
 Transmitter Location: ½ mi. S.W. of Childress  
 Air Time: Local sunrise-local sunset  
 News Service: AP  
 Membership: NAB  
 President, Commercial Mgr.: Richard M. Hagan  
 General-Station Manager: George D. Cowan  
 Program Director: James D. Abbott  
 Publicity Director: Peggy Bellah  
 Chief Engineer: Hal S. Christensen

## K C L E

**CLEBURNE—EST. 1947**

Frequency: 1120 Kc. Power: 250 Watts d.  
 Owned-Operated By: Marti, Inc.  
 Business-Studio Address: 919 North Main  
 Phone Number: 1025-6; Transmitter 181  
 Air Time: Local sunrise-local sunset  
 News Service: UP  
 Transcription Service: Capitol  
 Membership: NAB  
 General Mgr., Chief Engineer: George W. Marti  
 Station Manager: Jo C. Marti  
 Commercial Manager: John Marti  
 Program Director: Billie D. Moorman  
 Farm Editor: C. A. Munch

## K S T A

**COLEMAN—EST. 1947**

Frequency: 1000 Kc. Power: 250 Watts d.  
 Owned-Operated By: Coleman County Bcstg. Co.  
 Business Address: Box 827  
 Phone Number: 8406  
 News Service: UP  
 Transcription Service: Capitol  
 General Manager: Jack South  
 Chief Engineer: A. W. Stewart

## W T A W

**COLLEGE STATION—EST. 1921**

ABC

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Operated By: A. & M. College of Texas  
 Business Address: College Station  
 Phone Number: 4-6724  
 Air Time: Local sunrise-local sunset  
 News Service: AP  
 Transcription Service: World  
 Representative: Homer Griffith  
 Membership: NAB, BMB  
 Station-Commercial Manager: W. R. Pierre  
 Sales Promotion Manager: B. J. Cook  
 Publicity Director: Mary Jo Trimble  
 Chief Engineer: Frank J. Sosolik  
 Farm Editor: Andy Adam

## K E Y S

**CORPUS CHRISTI—EST. 1941**

CBS

Frequency: 1440 Kc. Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By: Nueces Bcstg. Co.  
 Business-Studio Address: Centre Theatre Bldg.  
 Phone Number: 2-7411  
 Transmitter Location: Cantwell Lane  
 Air Time: 6 a.m.-12 M.  
 News Service: UP  
 Transcription Service: World  
 Representative: Taylor-Howe-Snowden  
 Membership: NAB, BMB  
 General Manager: Bill Hughes  
 Station-Commercial Manager: Kelly Wofford  
 Program Director: Bill McRae  
 Production Manager: Mary Ann Adams  
 Publicity Director: Roamsay Minnich  
 Chief Announcer, Musical Dir.: Ralph Davis  
 Chief Engineer: Harold Griffith

## K R I S

**CORPUS CHRISTI—EST. 1937**

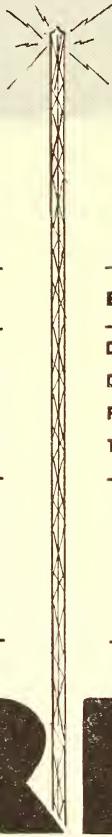
NBC—TEXAS QUALITY NETWORK

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Gulf Coast Bcstg. Co.  
 Business-Studio Address: P. O. Box 840  
 Phone Number: 6354  
 Transmitter Location: Shore Drive  
 Air Time: 6 a.m.-12 M.  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Free & Peters  
 Membership: NAB, BMB  
 President, General-Station Mgr.: T. Frank Smith  
 Commercial Manager: W. M. Eikner  
 Promotion Manager: Jack Lozier  
 Program Director, Production  
 Manager: Charles Nethery  
 Chief Engineer: Ted Gilliland

# KRLD

*Oldest* CBS AFFILIATE IN  
 TEXAS ★ ONLY FULL-TIME  
 50,000-WATT STATION SERVING  
 THE BIG DALLAS-FORT WORTH

*Area!*



### BMB DATA — NIGHTTIME

BMB %	No. of Counties	1946 Radio Families	Families Nighttime Audience
DALLAS 93%		96,600	90,520
Dallas County 92%		128,720	118,890
FORT WORTH 88%		64,650	56,910
Tarrant County 81%		79,850	69,450
50% or more	126	693,350	531,290
40% " "	182	861,430	606,010
30% " "	249	1,028,750	661,970
20% " "	362	1,320,120	730,870
10% " "	597	2,111,860	842,560

### BMB DATA — DAYTIME

BMB %	No. of Counties	1946 Radio Families	Families Daytime Audience
DALLAS 81%		96,600	79,030
Dallas County 81%		128,720	104,230
FORT WORTH 75%		64,650	48,620
Tarrant County 77%		79,850	61,680
50% or more	104	979,980	494,840
40% " "	138	1,086,900	542,920
30% " "	172	1,187,690	578,030
20% " "	236	1,459,310	654,200
10% " "	335	1,770,240	692,670

Number 1  
Radio  
Station

# KRLD

Number 1  
Radio  
Market  
South

*The Times Herald Station*

*Represented by the Branham Company*

## KSIX

**CORPUS CHRISTI—EST. 1947**

ABC

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Corpus Christi Bcstg. Co.  
Inc.

Business-Studio Address. . . . . 533 Upper N.  
Broadway

Phone Number . . . . . 2-9242

Transmitter Location. . . . . Whelan Dr.

Air Time. . . . . 6 a.m.-12 a.m.

News Service . . . . . UP

Transcription Service . . . . . Lang-Worth

Representative . . . . . Forjoe

Membership . . . . . NAB

President, General Station

Manager. . . . . Vann M. Kennedy

Commercial Manager. . . . . Charles R. Manning

Sales Promotion Manager. . . . . Ray Lewis

Program-Musical Director, Production Manager.

Chief Announcer. . . . . Jack Foster

Publicity Director. . . . . Mary Tompkins

Chief Engineer. . . . . Troy Whitiker

## KWBU

**CORPUS CHRISTI—EST. 1943**

Frequency: 1030 Kc. . . . . Power: 50,000 Watts d.

Owned By. . . . . Baylor University of Waco, Texas

Operated By. . . . . Radio Station WKEJ (Depart-  
ment of Baylor University)

Business Address. . . . . P. O. Box 898

Phone Number . . . . . 5258

Studio Address. . . . . White Plaza Hotel

Transmitter Location. . . . . Gregory, Texas

Air Time. . . . . Daytime license

News Service . . . . . AP

Representative . . . . . Branham

General Manager. . . . . Carr P. Collins

Station Manager. . . . . Homer Hogan

Program Director, Farm Editor. . . . . Bob McBride

Chief Announcer. . . . . Martin Lucas

Musical Director. . . . . Rose Belek

Chief Engineer. . . . . Nestor Cuesta

## KAND

**CORSICANA—EST. 1937**

KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts

Owned-Operated By. . . . . Alto, Inc.

Business-Studio Address. . . . . State National  
Bank Bldg.

Phone Number . . . . . 2486-7-8

Transmitter Location. . . . . U. S. Highway 75

Air Time. . . . . 6 a.m.-11 p.m.

News Service . . . . . UP

Transcription Service. . . . . Standard, Thesaurus,

Cole

Representative . . . . . Branham

Membership . . . . . NAB, BMB

Vice President. . . . . J. C. West

General Manager. . . . . Ernest T. Jones

Chief Engineer. . . . . E. R. Hellums

## KIXL

**DALLAS—EST. 1947**

Frequency: 1040 Kc. . . . . Power: 1000 Watts d.

Owned-Operated By. . . . . Variety Bcstg. Co., Inc.

Business-Studio Address. . . . . 1401 S. Akard St.

Phone Number. . . . . Riverside 4521

Air Time. . . . . Local sunrise-local sunset

News Service . . . . . AP

Transcription Service. . . . . World, Standard

Representative . . . . . William G. Rambeau

Membership . . . . . NAB

President, General Manager. . . . . Lee Segall

Station Manager. . . . . Tom Massey

Program Director. . . . . Charles Payne

Production Manager. . . . . John Wilson

Chief Engineer. . . . . Bob Tripp

## KLIF

**DALLAS—EST. 1947**

Frequency: 1190 Kc. . . . . Power: 1000 Watts d.

Owned-Operated By. . . . . Trinity Bcstg. Corp.

Business-Studio Address. . . . . Cliff Towers Hotel,

Phone Number. . . . . W-0328

Air Time. . . . . Local sunrise-local sunset

News Service . . . . . UP

Transcription Service . . . . . Associated

Representative. . . . . Burke, Kuipers & Mahoney

Membership . . . . . NAB

President. . . . . Barton R. McLendon

Executive Director. . . . . Gordon B. McLendon

Station-Commercial Mgr. . . . . Aubrey H. Escoe

Promotion Director. . . . . David A. Ward

News Director, Farm Editor. . . . . Loren Watson

Publicity Director. . . . . David A. Ward

Chief Engineer. . . . . Glenn Callison

## KRLD

**DALLAS—EST. 1926**

CBS

Frequency: 1080 Kc. . . . . Power: 50,000 Watts

Owned-Operated By. . . . . KRLD Radio Corp.

Business-Studio Address. . . . . Hotel Adolphus

Phone Number. . . . . Central 6811

Transmitter Location. . . . . Garland, Texas

Air Time. . . . . 5:30 a.m.-2 a.m.

News Service . . . . . AP, INS

Transcription Service. . . . . Standard, Capitol

SESAC

Representative . . . . . Branham

Membership . . . . . NAB, BMB

Chairman of Board. . . . . Tom C. Gooch

President. . . . . John W. Runyon

Managing Director. . . . . Clyde W. Rumbert

Commercial Manager. . . . . Wm. A. Roberts

Sales Promotion-Asst. Manager, Publicity

Director . . . . . J. W. Crocker

Program Director. . . . . Roy George

Production Manager. . . . . John Hicks

Chief Announcer. . . . . Ves R. Box

Musical Director. . . . . Hugh Fowler

Chief Engineer. . . . . Roy M. Flynn

**DOWN TEXAS WAY...**



*use Station*

**WFAA**

RADIO SERVICE OF THE DALLAS MORNING NEWS

**TO MAKE**

*Sales the Easy Way!*

**It's as simple as**

**1 • 2 • 3**

**to make the rich  
DALLAS - FT. WORTH  
market *PAY!***

**1**

**STATION  
W F A A**

**2**

**FREQUENCIES  
820 + 570**

**3**

**NETWORKS  
NBC-ABC-TQN**

★ Advertisers who use WFAA to cover the Dallas-Fort Worth market get what they want—*complete coverage from one Station, on two frequencies, and with the top attractions of three networks, to provide greater audience appeal and sales impact on the Southwest's greatest market.*

*Station* **WFAA**  
DALLAS, TEXAS

*and*  
**WFAA**  
F M

★ Now—WFAA-FM is operating with 14,000 watts, radiated power at 98 Megacycles—Channel 250, bringing to the Dallas-Fort Worth markets this new form of radio service with all of the advantages this finer, better broadcasting offers.

*Represented Nationally*

**EDWARD PETRY and COMPANY**

## K S K Y

**DALLAS—EST. 1941**

Frequency: 660 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Sky Bcstg. Service  
 Business-Studio Address . . . . . Hotel Stoneleigh,  
 2927 Maple Ave.  
 Phone Number . . . . . Central 6193-4  
 Transmitter Location . . . . . Bruton Rd., Dallas  
 County  
 Air Time . . . . . 6 a.m.-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Membership . . . . . NAB  
 President . . . . . A. L. Chilton  
 Station-Commercial-Sales Promotion  
 Manager . . . . . R. G. Terrill  
 Program Director . . . . . Leonard Holland  
 Chief Announcer, Farm  
 Editor . . . . . Richard F. Parker  
 Musical Director . . . . . John A. Hitt  
 Chief Engineer . . . . . Morris M. Ming

## W F A A

**DALLAS—EST. 1922**

NBC—ABC—TEXAS QUALITY NETWORK  
 Frequency: 820 Kc. . . . . Power: 50,000 Watts  
 (570 Kc.) . . . . . (5000 Watts)  
 Owned-Operated By . . . . . A. H. Belo Corp.  
 Business Address . . . . . 815 Commerce St.  
 Phone Number . . . . . Central 2451  
 Studio Address . . . . . 1122 Jackson St.  
 Transmitter Location . . . . . Grapevine, Texas;  
 Arlington, Texas  
 Air Time . . 18 hrs. daily (dividing time on 820  
 and 570 Kc. with Fort Worth)  
 News Service . . . . . AP, UP  
 Transcription Service . . Lang-Worth, Thesaurus  
 Representative . . . . . Edward Petry  
 Membership . . . . . NAB, BMB  
 President . . . . . E. M. Dealey  
 General Manager . . . . . Martin B. Campbell  
 Commercial Manager . . . . . Ralph W. Nimmons  
 Sales Promotion Manager . . Robert E. Summers  
 Program Director . . . . . Ralph K. Maddox  
 Production Manager . . . . . Elliott Robertson  
 Publicity Director . . . . . Louis Breault  
 Chief Announcer . . . . . Hal Thompson  
 Chief Engineer . . . . . Raymond Collins  
 Farm Editor . . . . . Murray Cox

## W R R

**DALLAS—EST. 1920**

MBS—TEXAS STATE NETWORK  
 Frequency: 1310 Kc. . . . . Power: 5000 Watts d.  
 Owned-Operated By . . . . . City of Dallas, Texas  
 Business-Studio Address . . . . . Municipal Radio  
 Bldg., State Fair Grounds  
 Phone Number . . . . . Tenison 3-6101  
 Transmitter Location . . . . . White Rock Lake

Air Time . . 5:30 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service . . . . . AP  
 Representative . . . . . Weed  
 Membership . . . . . NAB, BMB  
 Chairman . . . . . E. O. Cartwright  
 General-Station Mgr. . . . . Charles B. Jordan  
 Commercial Manager . . . . . Dale Drake  
 Program Director . . . . . Pete Teddlie  
 Production Manager . . . . . Roy I. Newman  
 Publicity Director . . . . . Pete Teddlie  
 Musical Director . . . . . James Thornhill  
 Chief Engineer . . . . . Durward J. Tucker  
 Farm Editor . . . . . Al Jones

## K D L K

**DEL RIO—EST. 1947**

MBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Del Rio Bcstg. Co.  
 Phone Number . . . . . 1150  
 Representative . . . . . Griffith  
 President-General Mgr. . . . . James A. Clements  
 Promotion Manager . . . . . Gonzalo G. Moyo  
 Program Director . . . . . John Harris  
 Chief Engineer . . . . . Norman Lassetter

## K D N T

**DENTON—EST. 1938**

KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Harwell V. Shepard  
 Address . . . . . Radio Center  
 Phone Number . . . . . 276  
 Transmitter Location . . . . . Highway No. 24  
 Air Time . . . . . 7 a.m. to 10 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Membership . . . . . BMB  
 Owner-Gen. Manager . . . . . Harwell V. Shepard

## K U R V

**EDINBURG—EST. 1947**

Frequency: 710 Kc. . . . . Power: 250 Watts d.  
 (CP 1000 d. & n.)  
 Owned-Operated By . . . . . James Cullen Looney  
 Business-Studio Address . . San Antonio Highway  
 Phone Number . . . . . 710  
 Transmitter Location . . . . . 2 mi. N. of Edinburg  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . James Cullen Looney  
 General-Commercial Mgr. . . . . Louis Aiken, Jr.  
 Station-Sales Promotion Mgr. . . . . Jane Trimmer  
 Program Director . . . . . Stuart Graymont  
 Production Manager . . . . . Allan Dale  
 Chief Engineer . . . . . Warren Chase

# QUIZ QUICKIES

(FOR SHREWD TIME-BUYERS)

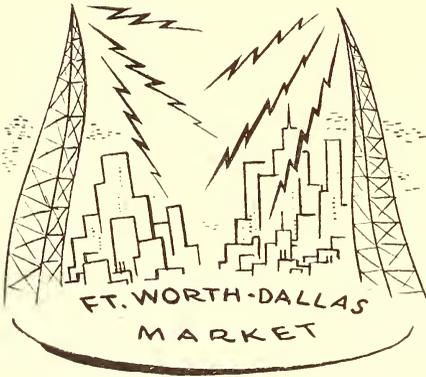
## 1. Why do we use a double-barrel shotgun?

To get the bird! Two shots *double* your chances of getting the big ones.



KFJZ

WRR



## 2. Why do we use the KFJZ-WRR combination in Ft. Worth-Dallas?

To get the sale! Two stations for one price give you a *double* shot at this rich market.

Fort Worth-Dallas Area

Population . . . . . 1,900,000

Buying Income . . . . . \$2,000,000,000

Radio Homes . . . . . 410,033



NATIONAL REPRESENTATIVE  
WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

## KELP

**EL PASO—EST. 1947**

Frequency: 920 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Paso Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 106 Texas St.,  
 P. O. Box 1348  
 Phone Number . . . . . 3-3658  
 Transmitter Location . . . . . 1 mi. E. of El Paso on  
 Highway 80  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . John E. Pearson  
 Membership . . . . . BMB  
 President . . . . . Ed V. Mead  
 General Manager, Sec.-Treas. . . . . Tim Carroll  
 Commercial Manager . . . . . J. J. Walden, Jr.  
 Chief Engineer . . . . . Jesse M. Neil, Jr.

## KEPO

**EL PASO—EST. 1947**

ABC

Frequency: 690 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . H. J. Griffith  
 Business Address . . . . . 2419 N. Piedras St., Dallas  
 Phone Number . . . . . 5-2731  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Raymer  
 President . . . . . H. J. Griffith  
 General Manager . . . . . Willard L. Kline  
 Commercial Manager . . . . . Larry Clair  
 Program Director . . . . . John Hicks  
 Chief Engineer . . . . . E. L. Gernoetz

## KROD

**EL PASO—EST. 1940**

CBS—SOUTHWEST

Frequency: 600 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n. (CP 5000 d. & n.)  
 Owned-Operated By . . . . . Roderick Bcstg. Corp.  
 Business Address . . . . . P. O. Box 1799  
 Phone Number . . . . . 2-6551  
 Studio Address . . . . . 2201 Wyoming St.  
 Transmitter Location . . . . . Hammett Blvd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS  
 Transcription Service . . . . . Associated, Standard,  
 Cole  
 Representative . . . . . Taylor-Howe-Snowden  
 Membership . . . . . NAB, BMB  
 President . . . . . Dorrance D. Roderick  
 General Manager . . . . . Val Lawrence  
 Sales Promotion Manager . . . . . Frank Junell  
 Program Director . . . . . Ted Hunt  
 Production Manager . . . . . Dick Weaver  
 Publicity Director . . . . . Tom Wisehart  
 Chief Engineer . . . . . Edward P. Talbott  
 Farm Editor . . . . . Robert Canavan

## KSET

**EL PASO—EST. 1947**

MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Sunland Bcstg. Co.  
 Business Address . . . . . 307 Mills St.  
 Phone Number . . . . . 3-2693  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Long-Worth  
 President . . . . . Edward D. Hodge  
 General Manager . . . . . Vincent W. McConn  
 Commercial Manager . . . . . William H. Gerlach  
 Program Director . . . . . David E. Bigley  
 Chief Engineer . . . . . Lloyd W. Hilburn

## KTSM

**EL PASO—EST. 1929**

NBC

Frequency: 1380 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By . . . . . Tri-State Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 801 N. Oregon St.  
 Phone Number . . . . . Main 3122  
 Transmitter Location . . . . . First Ave., Lower Valley,  
 El Paso, Texas  
 Air Time . . . . . 6 a.m.-11:30 p.m. except Sat.-12 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Lang-Worth  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NAB, BMB  
 President . . . . . Mrs. Frances Walz Bredberg  
 General-Station Manager . . . . . Karl O. Wyler  
 Commercial-Sales Promotion Manager, Publicity  
 Director . . . . . Roy T. Chapman  
 Program Director, Production Mgr. . . . . Jack R. Rye  
 Chief Announcer . . . . . Allan Johnston  
 Musical Director . . . . . Jack B. Chapman  
 Chief Engineer . . . . . Kenneth J. Walton

## KFJZ

**FORT WORTH—EST. 1922**

MBS—TEXAS STATE NETWORK

Frequency: 1270 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Tarrant Bcstg. Co.  
 Business-Studio Address . . . . . 1201 W. Lancaster  
 Ave.  
 Phone Number . . . . . 3-3474  
 Transmitter Location . . . . . Birdville, Texas  
 Air Time . . . . . 5 a.m.-1 a.m.  
 News Service . . . . . AP  
 Representative . . . . . Weed  
 Membership . . . . . NAB  
 President, General-Station Mgr. . . . . Gene L. Cagle  
 Commercial-Sales Promotion Manager, Publicity  
 Director . . . . . Clyde D. Pemberton  
 Program Director, Chief  
 Announcer . . . . . Walton K. Blanton  
 Chief Engineer . . . . . Truett Kimzey

# RING COWBELL RING

A Favorite Airmark in Texas

For Over 25 Years . . .



The musical clang of the cowbell has guided worried Southwest farmers and ranchers to lost or strayed livestock for many decades.

By the same token, the cowbell airmark on WBAP has guided listeners to 820 kcs. since 1922 and 570 kcs. since 1938. Here they know they're finding the very cream of radio entertainment.

So it is with WBAP's long, quarter-century list of prestige clients. To them the cowbell means RESULTS--results obtained by these millions of loyal listeners, lasting production and a truly great coverage.

Check the facts with WBAP or Free and Peters today. Put a cowbell around the neck of your lost or strayed sales in this rich Ft. Worth-Dallas market area.

In operation this year--WBAP-TV and WBAP-FM.

ABC  
570 Kc.  
5,000 watts

NBC  
820 Kc.  
50,000 watts

# WBAP

THE STAR-TELEGRAM STATION

SINCE

Lone Star  
Chain

Texas Quality  
Network

FORT WORTH 2, TEXAS

Amon Carter, Pres.

George Cranston, Mgr.

Harold Hough, Dir.

Keith Baldwin, Com. Mgr., AM

Roy Bacus, Com. Mgr., TV

**FREE & PETERS, INC.** National Representatives

Ft. Worth  
Star-Telegram Bldg.  
3-1234

Dallas  
3663 Conover Bldg.  
CR 4106, 4255

San Antonio  
59 Sutter  
Sutter 4323

Atlanta  
222 Palmer Bldg.  
Main 9887

New York  
444 Madison Ave.  
PLaza 5-4130

Chicago  
189 N. Michigan  
Franklin 6373

Los Angeles  
6331 Hollywood  
Hollywood 2151

# KWBC

FORT WORTH—EST. 1946

Frequency: 970 Kc. Power: 1000 Watts  
 Owned-Operated By... Worth Bcstg. Co.  
 Business-Studio Address... Houston & 9th  
 Phone Number... 2-9231  
 Transmitter Location... Old Denton Rd. in  
 Tarrant County  
 Air Time... Local sunrise-local sunset  
 News Service... AP  
 Transcription Service... Standard, McGregor  
 Representative... Rambeau  
 Membership... NAB  
 President... P. W. Seward  
 General-Station Manager... Forrest Wallace  
 Program Director, Production  
 Manager... Ralph Widman  
 Chief Engineer... Melvin Parsons  
 Farm Editor... Lewis Love

# KCNC

FORT WORTH—EST. 1946

Frequency: 870 Kc. Power: 250 Watts d.  
 Owned-Operated By... Blue Bonnet Bcstg. Corp.  
 Business Address... 705½ Main St.  
 Phone Number... 2-7175  
 News Service... AP  
 Transcription Service... Lang-Worth, Capitol  
 Representative... Walker  
 President-General Mgr... J. H. Speck  
 Vice President... A. Earl Cullum, Jr.  
 Secy.-Treas... Elliott Wilkinson  
 Asst. Mgr.-Tech. Dir... Jack Hopkins  
 Program Director... Jim Bradley  
 Chief Engineer... Chester Grubbs

# KXOL

FORT WORTH—EST. 1947

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Operated By... Fort Worth Bcstg. Co.  
 Business-Studio Address... 1216 Pennsylvania  
 Ave.  
 Phone Number... 31448  
 Transmitter Location... Corner Piper Lane &  
 Calloway Rd.  
 Air Time... 18 hrs. daily  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Representative... John E. Pearson  
 President... F. M. Skinner  
 Secretary, General-Station-Commercial  
 Manager... Russ N. Lamb  
 Program Director, Production Manager,  
 Chief Announcer... Bill Herring  
 Publicity Director... Bob Mayberry  
 Vice President, Chief Engineer... John R. Crouse

# WBAP

FORT WORTH—EST. 1922

NBC-ABC-LSC-TEXAS QUALITY NETWORK  
 Frequency: 820 (570) Kc. Power: 50,000 Watts  
 (5000 Watts)  
 Owned-Operated By... Carter Publications, Inc.  
 Business-Studio Address... Medical Arts Bldg.  
 Phone Number... 3-1234  
 Transmitter Location... Grapevine, Texas &  
 Arlington, Texas  
 Air Time... 5:30 a.m.-12 M.  
 News Service... AP  
 Transcription Service... Cole, World  
 Representative... Free & Peters  
 Membership... NAB, BMB  
 President... Amon G. Carter  
 Radio Director... Harold V. Hough  
 Station Manager... George Cranston  
 Natl. Sales Director... Keith Baldwin  
 Commercial Manager... Roy I. Bacus  
 Sales Promotion Manager... Jack Rogers  
 Program Director... Ed Lally  
 Production Manager... A. M. Woodford  
 Publicity Director... Jack Rogers  
 Chief Announcer... Frank Mills  
 Musical Director... Gene Baugh  
 Chief Engineer... R. C. Stinson  
 Farm Editor... Layne Beaty

# KNAF

FREDERICKSBURG—EST. 1947

MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Gillespie Bcstg. Co.  
 Business-Studio Address... Security State Bank  
 Bldg.  
 Phone Number... 311  
 Transmitter Location... N.W. of Town  
 Air Time... 6:30 a.m.-10 p.m.  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Membership... NAB  
 General-Commercial Manager... Jerry Fisher  
 Program Director... Betty Grobe  
 Chief Engineer... T. L. Kidd  
 Farm Editor... Mike Davis

# KGAF

GAINESVILLE—EST. 1947

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Operated By... Gainesville Bcstg. Co.,  
 Business Address... Training School Road  
 Phone Number... 1600  
 News Service... AP  
 Representative... Thesaurus, Standard  
 President... Joe M. Leonard, Sr.  
 General Manager... Joe M. Leonard, Jr.  
 Commercial Mgr... Louis C. Pitchford, Jr.  
 Chief Engineer... William R. Johnson

## K G B C

**GALVESTON—EST. 1947**

Frequency: 1540 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . James W. Bradner  
 Business Address . . . . . Commerce Bldg.  
 Phone Number . . . . . 4329  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 President-General Mgr. . . . . James W. Bradner, Jr.  
 Commercial Manager . . . . . Floyd Smith  
 Program Director . . . . . Dean Turner  
 Chief Engineer . . . . . Jesse Simms

## K L U F

**GALVESTON—EST. 1928**

MBS—KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The KLUF Broad-  
 casting Co.  
 President . . . . . Geo. Roy Clough

## K C T I

**GONZALES—EST. 1946**

Frequency: 1450 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Gonzales Bcstg. Co.  
 Business Address . . . . . 425 St. George St. (Temp.)  
 Phone Number . . . . . 692  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Gene Grant, Cooke  
 Chief Owner . . . . . Lawrence M. Walshak,  
 Frank Wilson, Jr.  
 Gen.-Commercial Mgr. . . . . Lawrence M. Walshak  
 Promotion Manager . . . . . Frank Wilson, Jr.  
 Program Director . . . . . Rosemary Hermann  
 Chief Engineer . . . . . Frank Wilson, Jr.

## K R C T

**GOOSE CREEK—EST. 1947**

KBS

Frequency: 650 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Bay Broadcasting Co.  
 Business Address . . . . . Box 622

## K R E L

**GOOSE CREEK—EST. 1947**

Frequency: 1360 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Tri-Cities Bcastg. Co.  
 Business Address . . . . . P. O. Box 419  
 Phone Number . . . . . 1360  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Associated  
 President . . . . . Robert Matherne  
 General Manager . . . . . Virgil G. Evans  
 Commercial Manager . . . . . Isabelle McConnell  
 Promotion Manager . . . . . Virgil G. Evans  
 Program Director . . . . . Harold Orton  
 Chief Engineer . . . . . Harold Rench

## K G V L

**GREENVILLE—EST. 1946**

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Truett Kimzey  
 Business-Studio Address . . . . . Graham-Fagg Bldg.  
 Phone Number . . . . . 2066  
 Air Time . . . . . 6 a.m.-12 M.; 7 a.m.-12 M., Sun.  
 News Service . . . . . AP  
 Membership . . . . . NAB  
 President-Owner . . . . . Truett Kimzey  
 General-Station Manager . . . . . Earle Fletcher  
 Program Director . . . . . Jimmy Jones  
 Chief Engineer . . . . . Tom E. Clyde

## K G B S

**HARLINGEN—EST. 1941**

CBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Harbenito Bcstg. Co., Inc.  
 Business Address . . . . . Box 711  
 Phone Number . . . . . 2200  
 Air Time . . . . . 5:30 a.m.-11:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Standard,  
 Capitol  
 Representative . . . . . Burke, Kuipers & Mahoney  
 Membership . . . . . NAB, BMB  
 President . . . . . McHenry Tichenor  
 General Manager . . . . . Troy R. McDaniel  
 Commercial Manager . . . . . Dave Bennett  
 Program Director . . . . . Frank Parker  
 Chief Engineer . . . . . W. O. Porter

## K G R I

**HENDERSON—EST. 1947**

Frequency: 1000 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Henderson Bcstg. Co.

## K A T L

**HOUSTON—EST. 1947**

TEXAS STATE NETWORK

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Texas Bcstrs.  
 Business-Studio Address . . . . . State National Bldg.  
 Phone Number . . . . . Preston 3108-9-10  
 Transmitter Location . . . . . Post Oak Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, SESAC  
 Representative . . . . . Weed  
 Membership . . . . . NAB  
 President . . . . . William Harry Talbot  
 General-Station Mgr. . . . . King Howard Robinson  
 Commercial Manager . . . . . William C. Burks  
 Sales Promotion Manager . . . . . Geneva Bond  
 Program Director . . . . . William S. Newkirk  
 Production Manager . . . . . Larry Blieden  
 Chief Engineer . . . . . John O. Webb

## K L E E

HOUSTON

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Operated By..... W. Albert Lee  
 Business Address..... Milby Hotel  
 Phone Number..... Preston 1161  
 Transcription Service..... World  
 Representative..... Raymer  
 President..... W. Albert Lee  
 General Manager..... Ray E. Bright  
 Program Director..... Winthrop C. Sherman  
 Chief Engineer..... Paul Huhndorff

## K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Operated By..... The Houston Post Co.  
 Business-Studio Address..... Lamar Hotel  
 Phone Number..... Fairfax 7101  
 Transmitter Location..... Deepwater, Texas  
 Air Time. 5:30 a.m.-12 M.; 6 a.m.-12 M., Sun.  
 News Service..... AP  
 Transcription Service..... Thesaurus, Standard  
 Representative..... Edward Petry  
 Membership..... NAB, BMB  
 President-Owner..... W. P. Hobby  
 General Manager..... Jack Harris  
 Commercial Manager..... Jack McGrew  
 Sales Promotion Manager..... Chas. C. Dyer, Jr.  
 Production Manager..... William Sprague  
 Publicity Director..... Barbara Liggett  
 Chief Engineer..... Harvey Wheeler  
 News Editor..... Pat Flaherty

## K T H T

HOUSTON—EST. 1944

MBS

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Operated By..... Texas Star Bcstg.  
 System  
 Business-Studio Address..... 4000 S. Main St.  
 Phone Number..... Capitol 6246  
 Transmitter Location..... La Porte Highway at  
 San Jacinto Monument  
 Air Time..... 6 a.m.-2 a.m.  
 News Service..... UP  
 Transcription Service..... Associated, Capitol  
 Representative..... Walker  
 Membership..... NAB, BMB  
 President..... Roy M. Hofheinz  
 Attorney-Executive Asst..... John Erle Stephen  
 General-Station-Commercial-Sales Promotion  
 Manager..... Ted Hills  
 Program Director, Production  
 Manager..... Jack Edmonds  
 Public Relations..... John Erle Stephen  
 Musical Director..... Glenn Miller  
 Chief Engineer..... Louis Jelly

## K T R H

HOUSTON—EST. 1930

CBS

Frequency: 740 Kc. Power: 50,000 Watts  
 Owned-Operated By..... KTRH Bcstg. Co.  
 Business-Studio Address..... Rice Hotel  
 Phone Number..... Preston 4361  
 Air Time..... 5:30 a.m.-12:30 a.m.  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... John Blair  
 Membership..... NAB, BMB  
 Station Manager..... B. F. Orr  
 Commercial Manager..... Ray Herndon  
 Program Director..... Ted Nabors  
 Production Manager..... Edward Fritsch  
 Publicity Director..... George McCormack  
 Chief Engineers..... Lester Mullan, Tom Hiner  
 Farm Editor..... George Roesner

## K X Y Z

HOUSTON—EST. 1930

ABC

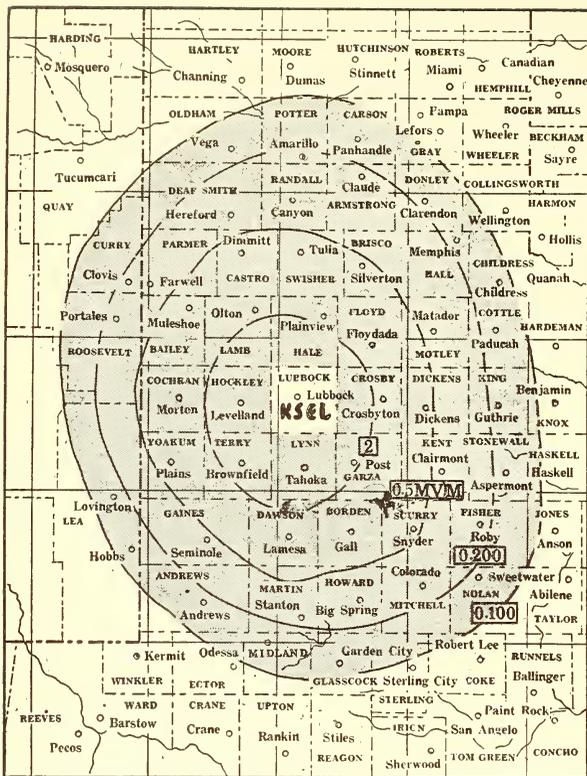
Frequency: 1320 Kc. Power: 5000 Watts  
 Owned By..... Harris County Bcst. Co.  
 Business-Studio Address..... Fifth Floor Gulf Bldg.  
 Phone Number..... Capitol 6151  
 Air Time..... 20 hrs. daily  
 News Service..... AP  
 Transcription Service..... Lang-Worth, Standard  
 Representative..... Free & Peters  
 Membership..... NAB, BMB  
 President-Owner..... M. Tilford Jones  
 Station Manager..... R. H. Reinecker  
 Sales & Commercial Mgr..... Wm. F. Bennett  
 Sales Promotion Manager..... Arthur I. Finger  
 Production Manager..... Bob Blase  
 Publicity Director..... Audrey Jones Beck  
 Chief Engineer..... Gerald R. Chinski

## K S A M

HUNTSVILLE—EST. 1938

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By..... J. G. Long, et al  
 Business Address..... P. O. Box 312  
 Phone Number..... 666  
 Studio-Transmitter Location..... Highway 75S  
 Air Time..... 7 a.m.-11 p.m.  
 News Service..... AP  
 Transcription Service..... Thesaurus  
 Representative..... Homer Griffith  
 Membership..... BMB  
 President-Owner..... J. G. Long  
 General Manager..... Verne Trembley  
 Station-Commercial Mgr..... Harvard C. Bailes  
 Program Director..... James C. Dorrell  
 Chief Engineer..... John W. Neathery  
 Farm Editor..... Don L. Gulihur



# Speaking of SURVEYS

...AND WHO ISN'T?

POPULATION 671,200  
RETAIL SALES \$859,446,000

CITY OF LUBBOCK POP.  
1940 CENSUS  
35,440

ESTIMATED POP. 1947  
51,607

## YOU SHOULD INVESTIGATE KSEL'S CASH REGISTER-ABILITY



Any survey will prove that cash results are what count! While making the survey, ask the merchant if he is listening to his cash register. (He invariably answers "yes".) Then ask which program he has on, and he'll say a program of sales and expansion.

You're invited to survey any of our accounts. You'll very quickly get the complete story concerning KSEL's Cash Register-Ability.

Popularity of KSEL's programming throughout our entire coverage area is attested by the tremendous station mail. One of our Disk Jockeys . . . Wayne Allen . . . pulled 7,845 letters while plugging one song in a recent contest.

KSEL can Sell for YOU!

TEST CAMPAIGNS INVITED . . . PREFER THE DIFFICULT TYPE

1000 DAY  
500 NIGHT

# KSEL

950 KC

NATIONAL REPRESENTATIVE, HAL HOLMAN CO.  
NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO  
LUBBOCK, TEXAS

## K E B E

**JACKSONVILLE—EST. 1947**

KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Bill A. Laurie  
 Business Address . . . . . P. O. Box 1312  
 Phone Number . . . . . 2211-2  
 Studio Address . . . . . Pierce Lane & Lake St.  
 Transmitter Location . . . . . Keebie Hill  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, SESAC  
 Membership . . . . . NAB, BMB  
 President-Owner, General Mgr. . . . . Bill Laurie  
 Station Manager, Publicity . . . . . Emo Laurie  
 Commercial Manager . . . . . Bob Stoner  
 Program Director . . . . . Tommy Perryman  
 Chief Engineer . . . . . Wm. M. McCreary, Jr.

## K O C A

**KILGORE—EST. 1936**

KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Oil Capitol Bcstg. Assn.  
 Business Address . . . . . P. O. Box 989  
 Phone Number . . . . . 897-8  
 Studio Address . . . . . Radio Bldg.  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Membership . . . . . BMB  
 President, General Manager . . . . . Roy G. Terry  
 Station-Commercial Manager . . . . . H. A. Degner  
 Sales Promotion-Production Mgr. . . . . R. J. Audrey  
 Program Director . . . . . H. W. Haygood  
 Publicity Director . . . . . Bette Chapman Balch  
 Chief Engineer . . . . . Karem O. Soule

## K P E T

**LAMESA—EST. 1947**

KBS

Frequency: 690 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Lamesa Bcstg. Co.  
 Business-Studio Address . . . . . 408 North Second,  
 P. O. Box 30  
 Phone Number . . . . . 690  
 Transmitter Location . . . . . W. of Lamesa Country  
 Club  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Membership . . . . . NAB  
 Partners . . . . . R. O. Pa ker, Ross A. Woodson,  
 Kermit S. Ashby  
 General-Station Manager . . . . . Kermit Ashby  
 Sales Promotion Mgr., Director . . . . . Clayton Jay  
 Program Director . . . . . Mrs. O. K. Connor  
 Production Manager . . . . . J. D. Fulcher  
 Chief Engineer . . . . . Eugene R. Cornelius

## K P A B

**LAREDO—EST. 1938**

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Laredo Bcstg. Co.  
 Business-Studio Address . . . . . Hamilton Hotel  
 Phone Number . . . . . 2124-5  
 Air Time . . . . . 7 a.m.-12 M.  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB  
 President . . . . . Howard W. Davis  
 General Station Manager Mrs. Doane Chapman  
 Program Director . . . . . Geneva Chambers  
 Chief Engineer . . . . . K. Hulan Smith

## K V O W

**LITTLEFIELD—EST. 1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . J. C. Rothwell  
 Business-Studio Address . . . . . Highway 84 W.,  
 P. O. Box 192  
 Phone Number . . . . . 400  
 Transmitter Location . . . . . Highway 84 W.  
 Air Time . . . . . 6 a.m.-11 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB  
 President-Owner, General Mgr. . . . . J. C. Rothwell  
 Station-Commercial Manager . . . . . J. B. McShan  
 Program Director . . . . . M. K. Jones  
 Chief Engineer . . . . . J. D. Zachary

## K F R O

**LONGVIEW—EST. 1934**

ABC—TEXAS STATE NETWORK—KBS

Frequency: 1370 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Voice of Longview  
 Business-Studio Address . . . . . Curtis Building,  
 P. O. Box 792  
 Phone Number . . . . . 411  
 Transmitter Location . . . . . U. S. Highway 80  
 Air Time . . . . . 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB, BMB  
 President . . . . . James R. Curtis

## K S E L

**LUBBOCK—EST. 1946**

Frequency: 950 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By . . . . . Lubbock Bcstg. Co.  
 Business Address . . . . . Box 1524  
 Phone Number . . . . . 6376  
 Studio Address . . . . . 203 Ferguson Bldg.  
 Transmitter Location . . . . . Half mile E. of Lubbock  
 Air Time . . . . . 6 a.m.-1 a.m.; 7 a.m.-M. Sun.

News Service .....AP  
 Transcription Service..Lang-Worth, Thesaurus,  
 Cole  
 Representative .....Hal Holman  
 Membership .....NAB  
 President.....Walter G. Russell  
 General-Station Manager...Clyde H. Smith  
 Commercial Manager..Sloan Fortenberry, Jr.  
 Program Director, Chief  
 Announcer.....R. D. Preusch  
 Chief Engineer.....Roger V. Hively

## K C B D

LUBBOCK—EST. 1946

MBS

Frequency: 1590 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Caprock Bcstg. Co.  
 Business-Studio Address.....1803 Broadway  
 Phone Number .....6348  
 Transmitter Location.....Slaton Highway  
 Air Time.....6 a.m.-12 p.m.  
 News Service .....AP  
 Transcription Service .....World  
 Representative.....John E. Pearson  
 Membership .....NAB  
 President, General Manager...Joe H. Bryant  
 Asst. Manager, Program  
 Director.....Robert L. Snyder  
 Commercial Manager.....George T. Dale  
 Sales Promotion Manager, Publicity  
 Director .....Leroy Land  
 Chief Engineer.....Frank Lee

## K F Y O

LUBBOCK—EST. 1927

ABC—TEXAS QUALITY NETWORK

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Plains Radio Bcstg. Co.  
 Operated By .....Licensee  
 Business-Studio Address.....914 Ave. J  
 Transmitter Location.....2512 Fifth St.  
 Air Time.....6 a.m.-M.  
 Transcription Service .....Capitol  
 Representative .....Taylor-Howe-Snowden  
 President.....Gene A. Howe  
 Executive General Manager..O. L. Ted Taylor  
 Station Manager.....DeWitt Landis  
 Commercial-Sales Promotion  
 Manager .....Gordon Thompson  
 Program Director, Production Mgr..Leon Harris  
 Chief Announcer, Musical  
 Director .....John Kennedy  
 Chief Engineer.....W. S. Bledsoe  
 Farm Editor.....Jack Creel

## K R B A

LUFKIN—EST. 1938

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..Valley Bcstg. Assn., Inc.  
 Darrell E. Yates

Business-Studio Address..110 Cotton Square,  
 Box 755  
 Phone Number.....272 & 234  
 Transmitter Location..Nacogdoches Highway  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP, UP  
 Transcription Service .....Lang-Worth  
 Representative.....Cox & Tanz  
 Membership .....NAB  
 President-Owner, General-Station- Sales  
 Promotion Manager.....Darrell E. Yates  
 Commercial Manager.....Dave Runnells  
 Program Director, Production  
 Manager.....Allen Earl Vinson  
 Publicity Director.....Helen Campbell  
 Chief Announcer.....Royce Christenson  
 Chief Engineer.....Ambrose Maxim

## K T R E

LUFKIN

Frequency: 1420 Kc.....Power: 1000 Watts  
 Owned-Operated By..Forest Capitol Bcstg. Co.  
 Business Address.....114½ N. First St.  
 Phone Number.....1420  
 News Service.....AP  
 Transcription Service.....World, Capitol  
 Representative .....Taylor-Howe-Snowden  
 President.....E. L. Kurth  
 General Mgr.-Commercial Mgr..Richman Lewin  
 Promotion Manager.....Ray Gordon  
 Program Director.....Ed Henry  
 Chief Engineer.....Fred Hill

## K R I O

McALLEN—EST. 1947

TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By..Valley Bcstg. Associa-  
 tion, Inc.  
 Business Address....Valley Mercantile Bldg.  
 Phone Number.....McAllen 1440, 1700, 6047  
 Studio Address.....Betty Rose Subdivision  
 Transmitter Location.....7 Miles N. 10th St.  
 Air Time.....6 a.m.-M.  
 News Service.....AP, UP  
 Transcription Service.....Standard, SESAC  
 Representative .....Homer Griffith  
 Membership .....NAB  
 President .....Bryce Ferguson  
 General-Station Manager..Ingham S. Roberts  
 Sales Promotion Manager, Special Events  
 Director, Farm Editor.....Wm. J. Dickson  
 Chief Engineer.....Sherman L. Spencer

## K M A E

McKINNEY—EST. 1947

Frequency: 1600 Kc.....Power: 500 Watts d.  
 Owned-Operated By..McKinney Air Enterprises  
 Business Address.....218 E. Virginia St.

## K M H T

**MARSHALL—EST. 1947**

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Marshall Bcstg. Co.  
 Business-Studio Address. . . . . 109 West Rusk St.  
 Phone Number. . . . . 823  
 Transmitter Location. . . . . Jefferson Rd.  
 Air Time. . . . . 6 a.m.-11 p.m.  
 News Service. . . . . AP  
 Membership. . . . . NAB  
 President. . . . . J. P. Duncan  
 General Manager. . . . . Myrl Stein  
 Commercial Manager. . . . . James B. Jack  
 Program Director. . . . . John Scogin  
 Publicity Director. . . . . Mary Dorothy Womack  
 Chief Announcer. . . . . Hal McWilliams  
 Musical Director. . . . . Katie Hylton  
 Chief Engineer. . . . . Wm. Lindsay

## K C R S

**MIDLAND—EST. 1935**

KBS—TEXAS STATE NETWORK

Frequency: 550 Kc. . . . . Power: 5000 Watts, d.:  
 1000 Watts n.  
 Owned By. . . . . Clarence Scharbauer, Jr. &  
 Mrs. Ruth Scharbauer  
 Operated By. . . . . Clarence Scharbauer Estate  
 Business Address. . . . . Midland, Texas  
 Phone Number. . . . . 1080  
 Transmitter Location. . . . . West Highway 80  
 Air Time. . . . . 15 hrs., 45 min. daily  
 News Service. . . . . AP  
 Transcription Service. . . . . Standard, Thesaurus  
 Membership. . . . . NAB, BMB  
 President. . . . . Clarence Scharbauer, Jr.,  
 Co-owner, Mrs. Ruth Scharbauer  
 General-Station Manager. . . . . J. M. McDonald  
 Commercial-Sales Promotion  
 Manager. . . . . Gladys L. McDonald  
 Program Director. . . . . Wayne M. Harrell  
 Chief Announcer, Musical  
 Director. . . . . David H. Cole  
 Chief Engineer. . . . . Milton H. Sparks

## K O R C

**MINERAL WELLS**

KBS

Frequency: 1140 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By. . . . . Alfred Achilles Carcanges  
 Business Address. . . . . Box 31  
 Phone Number. . . . . 319  
 News Service. . . . . AP  
 Transcription Service. . . . . Standard  
 Owner-General Mgr. . . . . Achilles Carcanges  
 Asst. Manager. . . . . Jeri Brown  
 Commercial-Promotion Mgr. . . . . William H. Guy  
 Program Director. . . . . Don Wilson, Jr.  
 Asst. Commercial Manager. . . . . Raymond W. Crowl  
 Chief Engineer. . . . . W. D. Pickett, Jr.

## K V K M

**MONAHANS—EST. 1947**

MBS—SOUTHWEST NETWORK—KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Monahans Bcstrs.  
 Business Address. . . . . Box 297  
 Phone Number. . . . . 438-439  
 Studio Address. . . . . 317 St. Hoxie  
 Transmitter Location. . . . . 1 mile W. on H'way 82  
 Air Time. . . . . 7 a.m.-10:30 p.m.  
 News Service. . . . . UP  
 Transcription Service. . . . . Capitol  
 Representative. . . . . Taylor-Howe Snowden  
 Membership. . . . . NAB  
 President, General-Station  
 Manager. . . . . Charles W. Stuckey  
 Commercial-Sales Promotion  
 Manager. . . . . James E. Stanton  
 Program Director. . . . . William Cook  
 Publicity Director. . . . . Miss Jackie Tipton  
 Musical Director. . . . . Wayne Atkinson  
 Chief Engineer. . . . . Forrest W. Tipton

## K O S F

**NACOGDOCHES—EST. 1947**

KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Kelly Bell  
 Business Address. . . . . P. O. Box 242  
 Phone Number. . . . . 1230  
 Studio Address. . . . . Lufkin Rd.  
 Transmitter Location. . . . . Lufkin Highway, 1½  
 miles S. of court house  
 Air Time. . . . . 16 hrs. daily  
 News Service. . . . . UP  
 Transcription Service. . . . . Lang-Wor.h  
 Membership. . . . . NAB  
 Owner, General Manager. . . . . Kelly Bell  
 Station-Commercial Manager. . . . . Everett Johnston  
 Chief Engineer. . . . . Tom Kenneson

## K S F A

**NACOGDOCHES—EST. 1947**

Frequency: 860 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Nacogdoches Bcstg. Co.  
 Business Address. . . . . 1509 N St.  
 News Service. . . . . AP  
 Transcription Service. . . . . Standard  
 President. . . . . Wilbur C. Fouts  
 Commercial Manager. . . . . Morris M. McKnight  
 Promotion Manager. . . . . Wilbur C. Fouts  
 Program Director. . . . . Robert M. White

## K E C K

**ODESSA—EST. 1947**

Frequency: 920 Kc. . . . . Power: 1000 Watts, d.  
 Owned-Operated By. . . . . Ector County Bcstg. Co.  
 Business Address. . . . . Box 672  
 Phone Number. . . . . 791

Studio Address.....120 W. 3rd  
 Transmitter Location.....W. Highway 80  
 Air Time.....Local Sunrise-Local Sunset  
 News Service.....AP  
 Transcription Service...Standard, Associated,  
 Lang-Worth, MacGregor  
 Representative.....Donald Cooke  
 Membership.....NAB, BMB  
 President.....Ben Nedow  
 General-Station Manager.....Jan King  
 Commercial Manager.....Tom Magowan  
 Sales Promotion Manager....Virginia Heflin  
 Program Director.....Bill Chambers  
 Production Manager.....Glenn Hill  
 Publicity Director.....Roy Elsner  
 Chief Announcer.....John Vaceca  
 Musical Director.....Glenda Huffman  
 Chief Engineer.....Jim Kimbrell  
 Farm Editor.....John Howlette

## K O S A

**ODESSA—EST. 1947**

CBS—SOUTHWEST NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Southwestern Bcstg. Co.  
 Business-Studio Address...115 West Sixth St.  
 Phone Number.....4301  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Capitol, SESAC  
 Representative.....Taylor-Howe-Snowden  
 President.....Paul Moss  
 General-Station Manager.....Cecil L. Trigg  
 Commercial Manager....Robert Montgomery  
 Sales Promotion Manager, Publicity  
 Director.....Bruce McLaughlin  
 Program Director.....John Guffey  
 Production Manager, Chief  
 Announcer.....Ed Costello  
 Musical Director.....Charles Clary  
 Chief Engineer.....James A. Simpson  
 Oil News Editor.....John Braue

## K R I G

**ODESSA—EST. 1946**

MBS

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Operated By...Oil Center Bcstg. Co.  
 Business-Studio Address...111 E. Fifth  
 Phone Number.....871-2  
 Transmitter Location...8/10th miles S. of City  
 limits on Crane Highway  
 Air Time.....18½ hrs. daily-16 hrs. Sun.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Homer Griffith  
 Membership.....NAB  
 President.....R. O. Canon  
 General-Commercial Manager....A. C. Etter  
 Chief Announcer, Musical Director..Bob Evans  
 Chief Engineer.....Paul E. Farmer

## K O G T ORANGE

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Operated By...Sabine Area Bcstg. Corp.  
 Business Address.....407 Tenth St.  
 Phone Number.....4381  
 News Service.....UP  
 Transcription Service.....Associated, Capitol  
 President.....J. Jacobs  
 V. P. & General Mgr.....Arthur P. Kay, Jr.  
 Commercial Manager.....Floyd Murray  
 Promotion Mgr.-Program Dir....Sam Leavitt  
 Chief Engineer.....Arthur P. Kay, Jr.

## K N E T

**PALESTINE—EST. 1937**

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Palestine Bcstg. Corp.  
 Business-Studio Address...219 Municipal Bldg.  
 Phone Number.....8686  
 Transmitter Location.....Jackson Hi-way  
 Air Time.....6 a.m.-12 N.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative....Burke, Kuipers & Mahoney  
 Membership.....NAB  
 President.....Gordon B. McLendon  
 General-Station Manager.....J. J. Brown  
 Commercial Manager.....Dennis Sullivan  
 Sales Promotion Manager...LaVeda Wilbanks  
 Program Director.....Marvin Crain  
 Chief Engineer.....Melvin Wagner  
 Farm Editor.....Art Mentor

## K P D N

**PAMPA—EST. 1936**

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...C. H. Hoiles, Harry  
 Hoiles and Jane Hailes Hardis  
 Business Address.....Box 901  
 Phone Number.....1100-1  
 Transmitter Location.....East of city limits  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NAB, BMB  
 Station Manager.....John Michel  
 Program Director.....Ken Palmer  
 Chief Engineer.....D. E. Smith

## K P L T

**PARIS—EST. 1936**

ABC—TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...North Texas Bcstg. Co.  
 Business Address Corner S. Main W. Kaufman

Phone Number.....1124  
 Studio Address.....Gibraltar Hotel  
 Air Time....6 a.m. to 12 M. (125 hrs. weekly)  
 News Service.....AP  
 Membership.....NAB  
 President.....A. G. Pat Mayse  
 General Station Manager.....Boyd Kelley  
 Commercial Manager.....Aubrey T. Harris  
 Program-Production Manager, Publicity  
 Director, Chief Announcer.....Bill Richie  
 Chief Engineer.....Robert Harmon

## K I U N

**PECOS—EST. 1935**

MBS—SOUTHWEST NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Jack W. Hawkins &  
 Barney Hubbs  
 Business-Studio Address.....316 S. Cedar St.  
 Phone Number.....21  
 Transmitter Location.....1.1 miles N. city, Old  
 Carlsbad Road  
 Air Time.....7 a.m.-10:15 p.m.  
 News Service.....UP  
 Transcription Service.....Keystone  
 Representative.....Taylor-Howe-Snowden  
 Membership.....NAB  
 President-Partner.....Jack W. Hawkins  
 Program Director, Production  
 Manager.....W. D. Martin, Jr.  
 Publicity Director.....Barney Hubbs  
 Chief Engineer.....Harry Boehnemann

## K V O P

**PLAINVIEW—EST. 1943**

MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....W. J. Harpole  
 Business-Studio Address.....Viegel Bldg.  
 Phone Number.....1490  
 Transmitter Location.....Wayland College  
 Grounds, W. of Plainview  
 Air Time.....6 a.m.-12-M.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Homer Griffith  
 Membership.....NAB, BMB  
 President-Owner.....W. J. Harpole  
 General Manager.....William T. Kemp  
 Commercial Manager.....Rial L. Campbell  
 Chief Engineer.....Carl Cook  
 Farm Editor.....Larry Darley

## K O L E

**PORT ARTHUR—EST. 1947**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Port Arthur Bcstg. Co.  
 Business Address.....P. O. Box 1126

Phone Number.....2-9436  
 Studio Address.....Payne Bldg., 400 Fourth St.  
 Transmitter Location.....New Beaumont High-  
 way at 27th St.  
 Air Time.....5:55 a.m.-12:30 a.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus, Lang-Worth  
 Membership.....NAB, BMB  
 Chief Executives.....Socs Vratiss, Mary Anne  
 Petru  
 General-Station Manager.....Socs Vratiss  
 Commercial Manager.....Gray Harrower  
 Sales Promotion Manager.....Bob Wass  
 Program-Publicity Director.....Hal Parikes  
 Production Manager.....Mary Anne Petru  
 Chief Announcer.....Harry Norman  
 Chief Engineer.....Joe Miller

## K P A C

**PORT ARTHUR—EST. 1934**

MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....Port Arthur College  
 Business-Studio Address.....1515 Lakeshore Dr.  
 Phone Number.....7458  
 Transmitter Location.....4 miles Southeast of  
 Port Arthur  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....World, Cole, Standard  
 Membership.....NAB  
 President, General Manager.....W. D. Mauldin  
 Station Manager.....Marge Vickers  
 Commercial Manager.....George Crouchet, Jr.  
 Sales Promotion Manager.....Ruby Broyles  
 Program Director.....Corinne Encs  
 Production Manager.....Carrol Vines  
 Publicity Director.....Anna Lee Barras  
 Chief Engineer.....Morris Glenn Boatright

## K G K L

**SAN ANGELO—EST. 1928**

ABC—TEXAS STATE NETWORK

Frequency: 960 Kc.....Powers: 5000 Watts, d.;  
 1000 Watts n.  
 Owned-Operated By.....KGKL, Inc.  
 Business-Studio Address.....St. Angelus Hotel  
 Phone Number.....6715  
 Transmitter Location.....2 miles Northwest of  
 San Angelo  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Representative.....John E. Pearson  
 Membership.....NAB, EMB  
 President.....H. C. Ragsdale  
 General-Station Manager.....Lewis O. Seibert  
 Commercial Manager.....Robert Bradbury  
 Program Director.....Evelyn Nettleton  
 Chief Engineer.....Frank Jones

## K T X L

**SAN ANGELO—EST 1945**

MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Westex Bcstg.  
 Business Address . . . . . P. O. Box 1565  
 Phone Number . . . . . 7183  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 General Manager . . . . . Ingram S. Roberts  
 Commercial Manager . . . . . Mike Shapiro  
 Program Director . . . . . Jack Stelling  
 Chief Engineer . . . . . Jack Proctor

## K A B C

**SAN ANTONIO—EST. 1926**

ABC—TEXAS STATE NETWORK

Frequency: 680 Kc. . . . . Power: 50,000 Watts d.;  
 10,000 Watts n.  
 Owned-Operated By . . . . . Alamo Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Milam Bldg.  
 Phone Number . . . . . F-3126  
 Transmitter Location . . . . . Leon Valley  
 Air Time . . . . . 6 a.m.-12 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . John Blair  
 Membership . . . . . NAB, BMB  
 President . . . . . Gene L. Cagle  
 Station-Commercial Manager . . . . . Bill Michaels  
 Sales Promotion Manager, Publicity  
 Director . . . . . L. Jerry Spengler  
 Program-Production Manager . . . . . Harold Carr  
 Chief Announcer . . . . . James O. Wiggins  
 Musical Director . . . . . Miss Sybil Chastang  
 Chief Engineer . . . . . Joseph B. Faigh  
 Farm Editor . . . . . Barclay Russell

## K C O R

**SAN ANTONIO—EST. 1946**

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Raoul A. Cortez  
 Business-Studio Address . . . . . 214 Broadway  
 Phone Number . . . . . Cathedral 1301  
 Transmitter Location . . . . . 314 Alta Cita St.  
 Air Time . . . . . 6 a.m.-Local Sunset  
 News Service . . . . . AP, UP  
 Membership . . . . . NAB  
 President . . . . . Raoul A. Cortez  
 General-Station Manager . . . . . Chas. F. Harris  
 Commercial-Sales Promotion  
 Manager . . . . . Wm. P. Smythe  
 Program Director . . . . . Leonardo A. Astol  
 (Spanish); Marvin F. Broyles (English)  
 Chief Engineer . . . . . Kenneth R. Hyman  
 Farm Editor . . . . . Jimmy Farmer

## K I T E

**SAN ANTONIO—EST. 1947**

Frequency: 930 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Charles W. Belthrope  
 Business Address . . . . . Transit Tower  
 Phone Number . . . . . Fanning 0335  
 News Service . . . . . AP  
 Representative . . . . . Rambeau  
 President-General Mgr. . . . . Charles W. Belthrope  
 Program Director . . . . . Alec Chesser, Jr.  
 Chief Engineer . . . . . L. E. Richards

## K M A C

**SAN ANTONIO—EST. 1926**

MBS—THE TEXAS STATE NETWORK

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The Walmac Co.  
 Business-Studio Address . . . . . 222-224 W. Com-  
 merce St.  
 Phone Number . . . . . Cathedral 6211  
 Transmitter Location . . . . . 319 Ave. A  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Cole,  
 W. E. Long  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB  
 President, General-Station  
 Manager . . . . . Howard W. Davis  
 Commercial Manager . . . . . Earl J. Hawthorne  
 Sales Promotion Manager, Publicity  
 Director . . . . . Shirley A. Minor  
 Program Director, Production  
 Manager . . . . . A. S. Bessan  
 Chief Announcer . . . . . Bud Whaley  
 Chief Engineer . . . . . Charles L. Brady

## K O N O

**SAN ANTONIO—EST. 1927**

Frequency 1400 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Mission Bcstg. Co.  
 Operated By . . . . . Eugene J. Roth  
 Business-Studio Address . . . . . 317 Arden Grove  
 Phone Number . . . . . Fannin 5171  
 Transmitter Location . . . . . 317 Arden Grove  
 Air Time . . . . . 5 a.m.-12 M.; 6 a.m.-12 M. Sun.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard, SESAC  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . Eugene J. Roth  
 General Manager . . . . . Jack L. Pink  
 Assistant Station Manager . . . . . Bob A. Roth  
 Commercial Manager . . . . . James M. Brown, Jr.  
 Program Director . . . . . Albert F. LaCoste  
 Production Manager . . . . . Robert F. Jenkins  
 Publicity Director . . . . . Jack Shoemaker  
 Chief Announcer . . . . . Raymond J. Hunt  
 Musical Director . . . . . Lewis C. Fay  
 Chief Engineer . . . . . George W. Ing

# K T S A

**SAN ANTONIO—EST. 1922**

CBS

Frequency: 550 Kc. . . . . Power: 5000 Watts d.:  
1000 Watts n.  
Owned-Operated By . . . . . Sunshine Bcstg. Co.  
Business-Studio Address . . . . . Gunter Hotel  
Phone Number . . . . . Garfield 1251  
Transmitter Location . . . . . St. Hedwig Rd.  
Air Time . . . . . 6 a.m.-12 M.  
News Service . . . . . AP, UP  
Transcription Service . . . . . Lang-Worth, SESAC,  
Thesaurus  
Representative . . . . . Taylor-Howe-Snowden  
Membership . . . . . NAB, BMB  
President . . . . . Gene A. Howe  
General-Station Manager . . . . . George W. Johnson  
Commercial Manager . . . . . Rex Preis  
Sales Promotion Manager, Publicity  
Director . . . . . Bill Lamar  
Program Director . . . . . Merrill Myers  
Chief Announcer . . . . . Pat White  
Chief Engineer . . . . . W. G. Egerton

# W O A I

**SAN ANTONIO—EST. 1922**

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc. . . . . Power 50000 Watts  
Owned-Operated By . . . . . Southland Industries,  
Inc.  
Address . . . . . 1031 Navarro Street  
Phone Number . . . . . Garfield 4221  
Transmitter Location . . . . . Selma, Texas  
Air Time . . . . . 5:45 to 12 midnight  
News Service . . . . . AP, INS, UP  
Transcription Service . . . . . Standard, Capitol  
Membership . . . . . NAB, BMB  
Chairman of Board . . . . . G. A. C. Half  
Pres. and Gen. Mgr. . . . . Hugh A. L. Half  
Asst. Gen.-Commercial Mgr. . . . . Jack Keasler  
Program Director . . . . . Monte Kleban  
Promotion Manager . . . . . Arthur L. Forrest  
Tech. Director . . . . . 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 Bcstg.  
Corp.  
Business Address . . . . . 421 N. Crockett St. (Sher-  
man)—Fannin & Owing (Denison)  
Phone Number . . . . . Sherman 201; Dennison 423  
Studio Address . . . . . Sherman, Tax. & Denison,  
Tex.  
Transmitter Location . . . . . Highway 75, between  
Sherman & Denison  
Air Time . . . . . 6 a.m.-12 M.  
News Service . . . . . UP  
Transcription Service . . . . . World, Thesaurus

Representative . . . . . John E. Pearson  
Membership . . . . . NAB, BMB  
President . . . . . G. H. Wilcox  
Manager . . . . . Sherman Studio, L. L. Hendrick  
Manager . . . . . Denison Studio, B. V. Hammond, Jr.  
Program Director . . . . . W. E. Wilcox  
Chief Engineer . . . . . T. E. Spellman

# K T A N

**SHERMAN—SET. 1947**

Frequency: 1500 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Denison Bcstg. Corp.  
Business Address . . . . . Sherman, Tex.  
Phone Number . . . . . 2910  
News Service . . . . . AP  
Owners . . . . . E. S. Scarborough,  
Joel Carro  
Commercial-Promotion Mgr. . . . . Otis McKinzie  
Program Director . . . . . E. S. Scarborough  
Chief Engineer . . . . . Stafford Davis

# K D W T

**STAMFORD—EST. 1947**

MBS—KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . David W. Ratliff  
Business Address . . . . . Stamford, Texas  
Phone Number . . . . . 840  
Studio-Transmitter Location . . . . . Highway 380  
Air Time . . . . . 7 a.m.-10 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Keystone  
Representative . . . . . Cox & Tanz  
President, General Mgr. . . . . David W. Ratliff  
Program-Publicity Director.  
Production Manager . . . . . Richard Embody  
Farm Editor . . . . . J. D. Fulcher

# K S T V

**STEPHENVILLE—EST. 1947**

Frequency: 1510 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Doyle E. Collup  
Business Address . . . . . Box 34  
Phone Number . . . . . 950  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Owner-General Manager-  
Chief Engineer . . . . . Doyle E. Collup  
Commercial Manager . . . . . Maidee McNamara  
Program Director . . . . . Marilyn Rocquemore

# K S S T

**SULPHUR SPRINGS—EST. 1947**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Hopkins County Bcstg.  
Co.  
Business Address . . . . . Puley Bldg.

**K X O X**

**SWEETWATER—EST. 1939**

MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Sweetwater Radio, Inc.  
 Operated By.....J. Harley Hubbard  
 Business-Studio Address.....P. O. Box 570  
 Phone Number.....2341  
 Transmitter Location.....Roby Highway 70  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Standard, Cole  
 President-Owner.....J. S. McBeath  
 General-Station Manager.....J. Harley Hubbard  
 Commercial Manager.....Elwood Fritsch  
 Program Director.....Zeb Williams  
 Chief Announcer.....Doyce Elliott  
 Chief Engineer.....J. T. Allen

**K T E M**

**TEMPLE—EST. 1936**

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Bell Bcstg. Co., Inc.  
 Business-Studio Address.....Kyle Hotel  
 Phone Number.....5252  
 Transmitter Location.....½ mile north Temple  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB, BMB  
 President.....Frank W. Mayborn  
 General Manager.....Burton Bishop  
 Station Manager.....C. F. Whitesides, Jr.  
 Commercial Manager.....J. E. Callaway  
 Sales Promotion Manager.....Keith Tye  
 Program Director.....Jim Hargrove  
 Publicity Director.....Arne Eckstrom  
 Chief Engineer.....Homer H. Cook

**K C M C**

**TEXARKANA—EST. 1932**

ABC—TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power 250 Watts  
 Owned-Operated By.....KCMC, Inc.  
 Address.....Gazette News Bldg.  
 Phone Number.....832  
 Air Time.....6 a.m. to 12 p.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus, SESAC  
 Representative.....Taylor-Howe Snowden  
 Membership.....NAB, BMB  
 General Manager.....Frank O. Myers  
 Commercial Manager.....Thomas Dillahunt  
 Promotion Manager.....Donald H. Myers  
 Program Director.....Herman Cecil  
 Chief Engineer.....Harvey Robertson

**K T F S**

**TEXARKANA—EST. 1946**

MBS—RAZORBACK—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Texarkana Bcstg. Co.  
 Business-Studio Address.....409½ Stateline Ave.  
 Phone Number.....867-8  
 Transmitter Location.....S. Robinson Rd.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NAB  
 General-Commercial Mgr.....David M. Segal  
 Sales Promotion Manager.....Kurt Leichter  
 Program Director.....Les Eugene  
 Production Manager.....Norman Bale  
 Chief Engineer.....Henry N. Fones

**K G K B**

**TYLER—EST. 1930**

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....East Texas Bcstg. Co.  
 Business-Studio Address.....115 S. College  
 Phone Number.....1106-7  
 Air Time.....5:30 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....Standard, Lang-Worth,  
 Cole  
 Representative..Gene Grant, John E. Pearson  
 Membership.....NAB, BMB  
 President, General-Station Mgr...Jas. G. Ulmer  
 Sales Promotion Manager..James G. Ulmer, Jr.  
 Production Manager.....John W. Reavley  
 Program Director, Farm Editor..J. Edwin Smith  
 Production Manager.....John W. Reavley  
 Publicity Director.....Martha Hancock  
 Chief Engineer.....John B. Sheppard

**K R S T**

**TYLER—EST. 1947**

Frequency: 1530 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Rose Capital Bcstg. Co.  
 Business Address.....118 W. Dabbs

**K T B B**

**TYLER—EST. 1947**

Frequency: 600 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Blackstone Bcstg. Co.  
 Business Address.....Blackstone Hotel  
 Phone Number.....7010  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Director.....S. H. Bathwell  
 General-Commercial Mgr.....M. E. Danbom  
 Program Director.....Lawrence Birdsong, Jr.  
 Asst. Manager.....David Bothwell  
 Chief Engineer.....R. A. Wieman

## K V O U

**UVALDE—EST. 1947**

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Uvalde Bcstrs.  
 Operated By.....Edward J. Harpole  
 Business-Studio Address.....1490 Batesville Rd.  
 Phone Number.....717  
 Air Time.....6:45 a.m.-10 p.m.  
 Transcription Service.....Keystone  
 Representative.....Homer Griffith  
 Membership.....NAB  
 President-General Mgr.....Edward J. Harpole  
 Station Manager.....Needham Cain  
 Commercial Manager.....William T. Kemp  
 Program Director.....Joe Watson, Jr.  
 Publicity Director.....Needham Cain  
 Chief Engineer.....Sam Barker

## K V W C

**VERNON**

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..Northwestern Bcstg. Co.  
 Business Address.....1813 Wilbarger St.  
 Phone Number.....1048  
 Transmitter Location..One mile due E. of  
 courthouse on highway  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Keystone  
 President.....R. H. Nichols  
 General Manager.....W. D. Dixon  
 Commercial Manager.....Howard Kelly  
 Program Director.....Bob Hardison  
 Production Manager.....Ted Stafford  
 Chief Engineer.....Herman Ridgway

## K V I C

**VICTORIA—EST. 1939**

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Radio Enterprises, Inc.  
 Operated By.....J. G. Long  
 Business-Studio Address.....Box 725  
 Phone Number.....1106-1107  
 Transmitter Location..2 miles out on the Cue-o  
 Highway  
 Air Time.....5 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Homer Griffith  
 Membership.....NAB, BMB  
 President-Owner.....J. G. Long  
 General Manager.....Verne Trembley  
 Station Manager.....Robt. Tharp  
 Commercial Manager.....R. E. Norton  
 Program Director.....Jim Trueheart  
 Musical Director, Chief Engineer..Bob McCown  
 Farm Editor.....Sam Taylor

## K W T X

**WACO—EST. 1941**

MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated.....KWTX Bcstg. Co., Inc.  
 Business-Studio Address.....108½ S. 6th St.  
 Phone Number.....5770  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Homer Griffith  
 Membership.....NAB  
 President.....Gov. Beauford H. Jester  
 General Manager.....M. N. Bostick  
 Commercial Manager.....J. M. Brinegar  
 Sales Promotion Manager.....Nat Tannenbaum  
 Program Director.....Gerry Lansing  
 Production Manager.....Robert Charles  
 Publicity Director.....Rex Bowden  
 Chief Engineer.....Leo Burch

## W A C O

**WACO—EST. 1922**

ABC—TEXAS STATE NETWORK

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Operated By...Frontie Bcstg. Co.  
 Business-Studio Address.....Amicable Bldg.  
 Phone Number.....9315  
 Air Time.....18 hrs. daily  
 News Service.....AP  
 Representative.....Hayes & Hayes, Weed  
 Membership.....NAB, BMB  
 General-Station Manager..R. E. Lee Glasgow  
 Commercial Manager.....Stanley Wilson  
 Program-Musical Director.....Bob Walker  
 Publicity Director.....Mike Rinehart  
 Chief Engineer.....Jesse H. Dove

## K R G V

**WESLACO—EST. 1927**

NBC—TEXAS QUALITY NETWORK

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KRGV, Inc.  
 Business-Studio Address.....201 Border St.  
 Phone Number.....375-6  
 Transmitter Location.....201 Border St.  
 Air Time...5:45 a.m.-12 M.; 7 a.m.-12 M. Sun.  
 News Service.....AP, UP  
 Transcription Service....Lang-Worth, SESAC  
 Representative.....Taylor-Howe-Snowden  
 Membership.....NAB, BMB  
 Executive General Manager.....O. L. Taylor  
 General Manager.....Byron W. Ogle  
 Assistant Manager.....Dick Watkins  
 Commercial Manager.....Phil Dixon  
 Sales Promotion Manager.....Ted Cressner  
 Program Director.....Dick Howell  
 Publicity Director.....Thelma Pearce  
 Chief Engineer.....O. L. Hartwig

**KWFT**

**WICHITA FALLS—EST. 1939**

CBS

Frequency: 620 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KWFT, Inc.  
 Business Address . . . . . Box 420  
 Phone Number . . . . . 4182-3  
 Studio Address . . . . . Kemp Hotel  
 Transmitter Location . . . . . 3½ miles W. of City  
 Air Time . . . . . 5:43 a.m.-11:10 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, Thesaurus,  
 Cole  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB, BMB  
 President, General-Station  
 Manager . . . . . Kenyon Brown  
 Commercial Manager . . . . . Sherrill Edwards  
 Assistant Manager . . . . . A. L. Pierce  
 Program Director . . . . . Mott Johnson

Musical Director . . . . . Lillie Mae Comiskey  
 Chief Engineer . . . . . Herbert T. Wiley  
 Farm Editor . . . . . Carter McGregor

**KFDX**

**WICHITA FALLS—EST. 1947**

Frequency: 990 Kc. . . . . Power: 5000 Watts d.;  
 1000 n.  
 Owned-Operated By . . . . . Darrold A. Cannan  
 Business Address . . . . . City Nat'l Bank Bldg.  
 Phone Number . . . . . 2-8668  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Taylor-Howe-Snowden  
 President . . . . . Darrold A. Cannan  
 General Manager . . . . . Charles E. Clough  
 Commercial-Promotion Mgr. . . . . Arthur Busbey, Jr.  
 Program Director . . . . . Syd Grayson  
 Chief Engineer . . . . . John Adams

**UTAH**

*Estimated Population 637,000—% Increase +15.8—Radio Homes 154,654  
 Farms with Radios 20,173—Stations in State 17*

**KBUH**

**BRIGHAM—EST. 1947**

Frequency: 800 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . S. L. Stephens, Sr.  
 Business Address . . . . . Forest St.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Chief Owner . . . . . S. L. Stephens  
 General Manager . . . . . Ken Housman  
 Promotion Manager . . . . . Sam Stephens, Jr.  
 Program Director . . . . . Kenneth King

**KVNU**

**LOGAN—EST. 1938**

MBS—INTERMOUNTAIN NETWORK—KBS  
 Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Cache Valley Bcstg. Co.  
 Business-Studio Address . . . . . 1393 N. Main St.  
 Phone Number . . . . . 1400  
 Transmitter Location . . . . . P. O. Box 264  
 Air Time . . . . . 6 a.m.-12 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB, BMB  
 President . . . . . Herschel Bullen  
 General-Station-Commercial Sales Promotion  
 Manager, Publicity Director, Farm  
 Editor . . . . . Reed Bullen  
 Program Director . . . . . Arthur Higbee  
 Production Manager . . . . . Richard Barber  
 Chief Announcer . . . . . Thomas Wayman  
 Chief Engineer . . . . . Carrell Secrist

**KSUB**

**CEDAR CITY—EST. 1937**

CBS—KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Southern Utah Bcstg. Co.  
 Business-Studio Address . . . . . Hotel El Escalante,  
 189 North Main St.  
 Phone Number . . . . . 398-9  
 Transmitter Location . . . . . 591 West 2 South  
 Air Time . . . . . 7 a.m.-10 p.m.  
 Transcription Service . . . . . KBS  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . Ivor Sharp  
 General Manager . . . . . Lennox Murdoch  
 Resident Manager . . . . . Roscoe A. Grover  
 Program Director, Farm  
 Editor . . . . . Richard B. Pratt  
 Musical Director . . . . . Roy L. Halvorsen  
 Chief Engineer . . . . . Hurschell G. Urie

**KLO**

**OGDEN—EST. 1929**

MBS—INTERMOUNTAIN

Frequency: 1430 Kc. . . . . Power: 5,000 Watts  
 Owned-Operated By . . . . . Interstate Bcstg. Corp.  
 Business-Studio Address . . . . . Ben Lomond Hotel  
 Phone Number . . . . . 5721  
 Transmitter Location . . . . . Kaneshville  
 Air Time . . . . . 6 a.m.-12 M

News Service .....UP  
 Transcription Service .....Standard  
 Representative .....Avery-Knodel  
 Membership .....BMB  
 P. esident, General Mgr. ....A. L. Glasmann  
 Station Manager.....George B. Morgan  
 Commercial-Sales Promotion  
 Manager.....Art M. Mortensen  
 Program Director, Production  
 Manager.....Collin W. Lowder  
 Publicity Director.....James E. Muse  
 Chief Announcer .....Charles Rashall  
 Musical Director .....Mel Standage  
 Chief Engineer.....Wayne T. Boothe

**K O P P**

OGDEN—EST. 1947

Frequency: 730 Kc.....Power: 1000 Watts  
 Owned-Operated By.....James B. Littlejohn  
 Business-Studio Address.....W. 12th St.  
 Phone Number.....4223 & 5822  
 Air Time.....Local Sunrise-Local Sunset  
 News Service .....AP  
 Transcription Service .....Associated  
 Representative .....Homer Griffith  
 Membership .....NAB  
 President-Owner, General-Station  
 Manager.....James B. Littlejohn  
 Commercial-Sales.....Eddie Denkema  
 Production Manager,  
 Chief Announcer.....Cliff Owen  
 Publicity Director.....Gil Henry  
 Musical Director.....Forrest Kyle  
 Chief Engineer.....Robert Sevy

**K V O G (CP)**

OGDEN

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....United Bcstg. Co.  
 Business Address.....P. O. Box 325  
 President-General Mgr.....Arch G. Webb

**K O A L**

PRICE—EST. 1936

MBS—INTERMOUNTAIN—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..Eastern Utah Bcstg. Co.  
 Business-Studio Address.....P. O. Box 591  
 Phone Number.....Price 200  
 Transmitter Location.....P. O. Box 591  
 Air Time.....6:30-11 p.m.  
 News Service .....UP  
 Representative .....Avery-Knodel  
 Membership .....NAB  
 President, General-Station-Sales Promotion  
 Manager, Program Director...Jack Richards  
 Asst. Mgr.-Prod. Mgr.....Carl P. Wolfrom  
 Chief Engineer.....Leo. E. Reid

**K C S U**

PROVO—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Central Utah  
 Broadcasting Co.  
 Business Address.....P. O. Box 627  
 Phone Number .....2802  
 Transmitter Studio..University Ave. at 12th So.  
 Air Time.....7 a.m.-12 M.  
 News Service .....UP  
 Transcription Service.....Standard, Capitol  
 Membership .....NAB  
 President-Co-owner-Commercial  
 Manager.....Frank A. Van Wagenen  
 General Manager-Co-owner,  
 Station Manager...Harold E. Van Wagenen  
 Program Director.....Lawson S. C. Davies  
 Chief Engineer.....Dowden Salisbury

**K N E U (CP)**

PROVO

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Lester R. Taylor  
 Business Address.....109 N. 4th West

**K O V O**

PROVO—EST. 1938

MBS—INTERMOUNTAIN NETWORK

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KOVO Bcstg. Co.  
 Business-Studio Address...108 W. Center St.  
 Phone Number.....1680-1  
 Transmitter Location....17th S. & Seventh W.  
 Air Time .....6 a.m.-1 a.m.  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Avery-Knodel  
 Membership .....NAB  
 President, General- Station  
 Manager.....Clifton A. Tolboe  
 Commercial Manager.....S. Garn Carter  
 Sales Promotion Mgr...Mack B. Cunningham  
 Program Director.....LaThair H. Curtis  
 Chief Engineer.....Henry Keyes

**K S V C**

RICHFIELD—EST. 1947

Frequency: 690 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..Sevier Valley Bcstg. Co.  
 Business Address.....Richfield, Utah  
 Phone Number .....690  
 News Service .....UP  
 Transcription Service .....World  
 President .....William L. Warner  
 Gen.-Commercial Mgr...William L. Warner, Jr.  
 Promotion Mgr.-Program Dir.....Art Tucker  
 Chief Engineer.....David I. Hansen

# 4 out of 5 Salt Lake Wholesalers recommend **KSL**

TO COVER THE INTERMOUNTAIN MARKET



## KSL COVERAGE FITS THE INTERMOUNTAIN MARKET

Heads of each of the 54 Intermountain wholesalers, jobbers and brokers listed in Salt Lake City were asked by mail from an independent source, "Which of the following stations would you recommend to your manufacturers to give them best coverage of your Intermountain Market?" (The five Salt Lake City stations were listed alphabetically). 4 out of 5 named KSL as their choice.

**BUSINESS MEN** concerned with the Intermountain area realize that KSL serves their needs most completely and most economically, that, in fact, KSL is the only single medium reaching every portion of this important western market. When planning your next campaign, see your nearest Radio Sales representative for KSL figures and availabilities.

# KSL

50,000 WATTS • CLEAR CHANNEL  
SALT LAKE CITY



REPRESENTED BY RADIO SALES THE SPOT BROADCASTING DIVISION OF CBS

# KALL

**SALT LAKE CITY—EST. 1945**

**MBS—INTERMOUNTAIN NETWORK**

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Operated By... Salt Lake City Bcstg. Co., Inc.

Business-Studio Address... 248 S. Main St.  
Phone Number ..... 4-1843  
Transmitter Location... 386 West Gregson Ave.  
Air Time..... 6 a.m.-1 a.m.  
News Service..... AP, INS, UP  
Transcription Service..... Associated, MacGregor, Cole

Representative ..... Avery-Knodel  
Membership ..... BMB  
President..... George C. Hatch  
Executive Vice-President.

Manager..... Alvin G. Pack  
Commercial Manager... Thomas H. Anderson  
Sales Promotion Manager... John H. Hinckley  
Program Director..... Craig Rogers  
Production Manager, Chief

Announcer ..... Vern Bruggeman  
Publicity Director..... Jack Goodman  
Musical Director..... Earl Donaldson  
Chief Engineer..... Stanley Benson  
Farm Editor..... Stanley C. Farnsworth

# KDYL

**SALT LAKE CITY—EST. 1922**

**NBC—UTAH-IDAHO NETWORK**

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Operated By... Intermountain Bcstg. Corp.

Business-Studio Address... Tribune-Telegram Bldg. & KDYL Playhouse, 63 Regent St.  
Phone Number..... 5-2991  
Transmitter Location..... 10th W. & 33rd S.  
Air Time..... 6 a.m.-1 a.m.  
News Service ..... INS, UP  
Transcription Service..... World, Theasurus

Representative ..... John Blair  
Membership ..... NAB, BMB  
President, General-Station Mgr..... S. S. Fox  
Commercial Manager..... George A. Provol  
Sales Promotion Manager..... Emerson Smith  
Program Director, Chief

Announcer..... K. W. Richins  
Production Manager..... Dan Rainger  
Publicity Director..... Del Leeson  
Musical Director..... Eugene Jelesnik  
Chief Engineer..... John M. Baldwin  
Farm Editor..... Will Wright

# KNAK

**SALT LAKE CITY—EST. 1945**

Frequency..... 1400 Kc. (CP-1280 Kc)

Power..... 250 Watts (CP 500 Watts)  
Owned-Operated By... Granite District Radio Broadcasting Co.

Business-Studio Address... 29 Continental Bank Bldg.

Phone Number ..... 58113 & 59125  
Transmitter Location..... 1016 W. 6th S.  
Air Time..... 6:30 a.m.-2 a.m.

News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative..... W. S. Grant Co.

President..... Howard D. Johnson  
General-Station Mgr..... Richard F. Connor  
Commercial Manager..... Ray Noll

Sales Promotion Mgr... Howard M. Buchman  
Program Director..... Edward G. Black  
Production Manager..... Albert R. Collins  
Publicity Director-Musical

Director..... Charlotte R. Kapsa  
Chief Announcer..... R. E. O'Brien  
Chief Engineer..... Myron E. May

# KSL

**SALT LAKE CITY—EST. 1924**

**CBS**

Frequency: 1160 Kc. Power: 50,000 Watts  
Owned-Operated By... Radio Service Corp. of Utah

Business-Studio Address... 10 S. Main St.  
Phone Number ..... 5-4641  
Transmitter Location..... Saltair, Utah

Air Time..... 20 hrs. daily  
News Service ..... AP, UP  
Transcription Service..... Capitol, Associated

Representative ..... Radio Sales  
Membership ..... NAB, BMB  
President..... J. Reuben Clark, Jr.

Vice-President-General Mgr..... Ivor Sharp  
Ex. Asst. Ralph W. Hardy, Public Affairs;  
C. Richard Evans

Commercial Manager..... F. B. McLatchy  
Sales Promotion Manager, Publicity  
Director..... Ray Bergman

Program Director, Production  
Manager..... Eugene Halliday  
Chief Announcer..... Paul Royall

Musical Director..... Lowell Durham  
Chief Engineer..... C. Richard Evans  
Farm Editor..... El Von Orme

# KUTA

**SALT LAKE CITY—EST. 1938**

**ABC**

**ROCKY MOUNTAIN BCSTG. SYSTEM**

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Operated By... Utah Bcstg. & Television Co.

Business-Studio Address.....29 S. State St.  
 Phone Number.....3-2737  
 Transmitter Location.....N. Salt Lake  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP, UP  
 Transcription Service..Standard, Lang-Worth,  
 World  
 Representative.....Katz  
 Membership.....NAB, BMB  
 President, General-Commercial  
 Manager.....Frank C. Carman  
 Station Manager, Program Director,  
 Production Manager.....Ray Fadel  
 Sales Promotion Manager,  
 Publicity Director.....Al Thomas  
 Chief Announcer.....Marshall Small  
 Musical Director.....Ed Stoker, Jr.  
 Chief Engineer.....C. Wendell Bell  
 Farm Editor.....Eugene Miller

# K J A M

VERNAL—EST. 1946

FRONTIER BCSTG. SYSTEM—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Uintah Bcstg. Co., Inc.  
 Business-Studio Address.....Hotel Vernal  
 Phone Number.....494 & 495  
 Transmitter Location.....Hotel Vernal  
 Air Time.....7 a.m.-10 p.m.  
 News Service.....UP  
 Transcription Service.....World, Keystone  
 Representative.....W. S. Grant  
 President.....James C. Wallentine  
 General Manager.....Howard D. Johnson  
 Station Manager, Program  
 Director.....Leland E. Walker  
 Commercial Manager.....Grant E. Parry  
 Chief Engineer.....Erwin W. Boelter

# VERMONT

*Estimated Population 364,000—% Increase +1.3—Radio Homes 87,584  
 Farms with Radios 21,305—Stations in State 7*

# W C A X

BURLINGTON—EST. 1931

CBS

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WCAX Bcstg. Corp.  
 Business-Studio Address.....135 Main St.  
 Phone Number.....Burlington 2000  
 Transmitter Location.....Colchester  
 Air Time.....6 a.m.-12:05 a.m.; 8 a.m.-11:30  
 p.m. Sun.  
 News Service.....UP  
 Transcription Service.....World, Lang-Worth  
 Representative.....Weed  
 Membership.....NAB, BMB  
 President, General-Station  
 Manager.....C. P. Hasbrook  
 Commercial-Sales Promotion  
 Manager.....John D. Swan  
 Publicity Director, Farm  
 Editor.....Lawrence F. Killick  
 Chief Engineer.....James W. Tierney

# W J O Y

BURLINGTON—EST. 1946

ABC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Vermont Bcstg. Corp.  
 Business-Studio Address.....633 Main St.  
 Phone Number.....5400-5401  
 Transmitter Location.....633 Main St.  
 Air Time.....17 hrs. daily  
 News Service.....AP

Transcription Service.....NBC, Thesaurus  
 Representative...Joseph Hershey McGillvra;  
 Bertha Bannan  
 Membership.....NAB  
 Station Manager.....A. E. Spokes  
 Commercial Manager.....T. R. Morrow  
 Program Director.....Val Carter  
 Production Manager.....Herb Davis  
 Musical Director.....Frank House  
 Chief Engineer.....John C. Quill  
 Farm Editor.....Bill Brennan

# W S K I

MONTPELIER-BARRE—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Taylor-Jacobs  
 Business Address.....Union Mutual Bldg.  
 Phone Number.....1740  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Kettell-Carter  
 Business Manager.....Carl R. Taylor  
 Commercial Manager.....B. M. Jacobson  
 Promotion Manager.....E. Dean Finney  
 Program Director.....Robert Bamnon  
 Chief Engineer.....James F. McKernan

# W H L W (CP)

RUTLAND

Frequency: 1000 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Herbert L. Wilson

# W S Y B

**RUTLAND—EST. 1930**

**MBS—YANKEE NETWORK—KBS**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By. Philip Weiss Music Co.  
 Business-Studio Address. . . . . 80 West St.  
 Phone Number . . . . . 1247  
 Transmitter Location. . . . . Creek Rd.  
 Air Time. . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative. . . . . Joseph Hershey McGillivra  
 Membership . . . . . NAB, BMB  
 President, General-Station- Commercial  
 Manager . . . . . Philip Weiss

# W W S R

**ST. ALBANS—EST. 1931**

**KBS**

Frequency: 1420 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated Bq. . . . . Vermont Radio Corp.  
 Address. . . . . 32 N. Main St.  
 Phone Number. . . . . 1390  
 Transmitter Location. . . . . Swanton Road  
 Air Time. . . . . Local sunrise-local sunset

Transcription Service. . . . . World  
 Representative . . . . . Walker  
 News Service. . . . . UP  
 President . . . . . Lloyd Squier  
 General Manager. . . . . Warren Marsden  
 Program Director. . . . . Stuart Perry  
 Chief Engineer . . . . . Theodore Boisvert

# W D E V

**WATERBURY—EST. 1931**

**MBS—YANKEE NETWORK—KBS**

Frequency: 550 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By. . . . . L. E. Squier  
 Business-Studio Address. . . . . 8 Stowe St.  
 Phone Number . . . . . 400-1  
 Transmitter Location. . . . . Blush Hill  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker  
 Membership . . . . . NAB, BMB  
 President-Owner, General-Station  
 Manager. . . . . L. E. Squier  
 Commercial Manager, Program Director,  
 Chief Announcer. . . . . Thomas L. Dodd, Jr.  
 Production Manager. . . . . Craig S. Parker  
 Chief Engineer, Farm Editor. . . . . Harold M. Grout

# VIRGINIA

*Estimated Population 3,019,000—% Increase +12.7—Radio Homes 575,518  
 Farms with Radios 104,762—Stations in State 41*

# W P I K

**ALEXANDRIA—EST. 1945**

Owned-Operated By. . . . . Potomac Bcstg. Corp.  
 Business Address. . . . . P. O. Box 298  
 Phone Number. . . . . Overlook 3000  
 Studio Address. . . . . Hotel George Mason  
 Transmitter Location. . . . . Telegraph Rd., Fairfax  
 County, Va.  
 Air Time. . . . . Local Sunrise-Local Sunset  
 Transcription Service. . . . . Lang-Worth, World  
 Representative . . . . . Friedenberg  
 President, General-Station Manager,  
 Program Director. . . . . Howard B. Hayes  
 Commercial-Sales Promotion  
 Manager. . . . . Henry Z. Ungar  
 Production Manager, Musical  
 Director . . . . . Herbert Deberry  
 Chief Announcer. . . . . Tony Howard  
 Vice-President, Chief  
 Engineer. . . . . Carl L. Lindberg

Owned-Operated By. . . . . Northern Virginia Bcstg.,  
 Inc.  
 Business Address. . . . . Box 391, Arlington, Va.  
 Phone Number. . . . . Owens 7800  
 Studio Address. . . . . 3102 - 10th Rd. N.  
 Transmitter Location. . . . . Baileys Crossroads, Va.  
 Air Time. . . . . Local Sunrise-Local Sunset  
 News Service . . . . . UP  
 Transcription Service. . . . . Capitol, Standard  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB  
 President. . . . . R. Kilbourne Castell  
 Sec.-General Counsel. . . . . Frank U. Fletcher  
 Station Manager. . . . . Raymond W. Baker  
 Commercial Manager. . . . . William W. Jefferay  
 Traffic Manager. . . . . Mary Coury  
 Musical Director. . . . . Millicent Thomas  
 Chief Engineer. . . . . Earl Merryman  
 Farm Editor. . . . . Connie B. Gay  
 Frequency: 730 Kc. . . . . Power: 1000 Watts

# W A R L

**ARLINGTON—EST. 1946**

Frequency: 780 Kc. . . . . Power: 1000 Watts

# W E A M

**ARLINGTON—EST. 1947**

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By. . . . . Arlington-Fairfax Bcstg.  
 Co., Inc.

Business-Studio Address.....Radio Building  
 Phone Number.....OWens 7100  
 Transmitter Location.....19th and Frederick  
 Air Time.....Local Sunrise-Local Sunset  
 News Service.....AP  
 Washington City News Service  
 Transcription Service..Associated, Lang-Worth  
 Representative.....Adam J. Young  
 Membership.....NAB, BMB  
 President.....J. Maynard Magruder  
 General-Commercial Mgr..Raymond Brown, Jr.  
 Station-Sales Promotion Manager,  
 Publicity Director.....Howard Stanley  
 Program Director, Production Manager,  
 Chief Announcer.....Matthew Warren  
 Musical Director.....David Hill  
 Chief Engineer.....Richard Washington  
 Farm Editor.....Jerry Strong

**W K L V**

**BLACKSTONE—EST. 1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Frank H. Wagner

**W C Y B**

**BRISTOL—EST. 1946**

Frequency: 690 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....Appalachian Bcstg.  
 Corp.

Business-Studio Address..Cumberland & Front  
 St.

Phone Number.....3560  
 Transmitter Location..Bristol, Va., Wallace Rd.  
 Air Time.....Local Sunrise-Local Sunset  
 News Service.....AP  
 Transcription Service..Associated, Thesaurus  
 Membership.....NAB  
 General Manager, Chief

Engineer.....R. H. Smith  
 Sales Manager.....J. Fey Rogers  
 Program Director.....Warren Wright  
 Chief Announcer.....Tom Dunn  
 Musical Director.....Ralph Randall

**W F H G**

**BRISTOL—EST. 1947**

**MUTUAL NETWORK**

Frequency: 860 Kc.....Power: 1000 Watts  
 Owned By.....Blanfox Radio Co., Inc.  
 Operated By.....R. B. Helms  
 Business Address.....Radio Station WFHG,  
 Hotel Bristol

Phone Number.....3620  
 Studio Address..Hotel Bristol, Corner Cumber-  
 land and Moore Sts.

Transmitte: Location.....Shell Plant Rd.  
 Air Time.....Local Sunrise-Local Sunset  
 News Service.....AP  
 Transcription Service.....Standard

Membership.....NAB  
 President.....R. B. Helms  
 General-Station Manager..William J. Thomas  
 Commercial Sales Promotion  
 Manager.....J. L. Boling  
 Program Director, Production Manager,  
 Publicity Director.....Eva Moore  
 Chief Announcer.....Sidney Tear  
 Musical Director.....Lee Goeller  
 Chief Engineer.....John Hughlett  
 Farm Editor.....Herm Rose

**W C H V**

**CHARLOTTESVILLE—EST. 1934**

**ABC—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Barham & Barham  
 Business-Studio Address..4th & E. Market Sts.  
 Phone Number.....Charlottesville 2500  
 Transmitter Location..Richmond Rd. (Route 250  
 E.)

Air Time.....6:30 a.m.-M.; 7:55 a.m. Sun.  
 News Service.....AP  
 Transcription Service.....NBC, Thesaurus  
 Representative.....Cox & Tans  
 Membership.....NAB, BMB  
 President.....Charles Barham, Jr.  
 Commercial-Sales Promotion Manager,

Program Director.....Randolph Bean  
 Chief Announcer.....Carl S. Goodwin  
 Musical Director.....Fred A. Dabney, Jr.  
 Chief Engineer.....Walter W. Gray  
 Farm Editor.....Norman Kelsey

**W KEY**

**COVINGTON—EST. 1941**

**ABC—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Earl M. Key  
 Business-Studio Address.....219 W. Main St.  
 Phone Number.....840  
 Transmitter Location.....Clifton Forge Rd.  
 Air Time.....7 a.m.-11 p.m.

News Service.....UP  
 Transcription Service.....World  
 Membership.....NAB, BMB  
 Owner, General-Station Mgr.....Earl M. Key  
 Commercial Manager.....William P. Mitchell  
 Sales Promotion Manager,

Publicity Director.....Kenneth L. Bryant  
 Chief Announcer, Musical Dir..John Lee Davis  
 Program Director.....T. Carroll Harrison  
 Chief Engineer.....Lawrence L. Kennedy

**W S V S**

**CREWE—EST. 1947**

**KBS**

Frequency: 60 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Southern Va. Bcstg.  
 Corp.

Business-Studio Address.....117 Carter St.,  
Crewe; Herald Bldg., Farmville; 121 N. Main  
St., Blackstone  
Phone Number .....3192  
News Service.....AP  
Transcription Service.....World, Keystone  
Membership.....NAB  
President.....C. S. Willis  
General Manager.....Maxey E. Stone  
Program Director.....Robert W. Hutchison  
Chief Engineer.....C. E. Wilson

**W B T M**  
DANVILLE—EST. 1930  
ABC

Frequency: 1330 Kc. Power: 500 W., 1000 w.n.  
Owned-Operated By...Piedmont Bcstg. Corp.  
Business-Studio Address.....Hotel Danville  
Phone Number .....2350  
Transmitter Location.....Sandy Creek  
Air Time.....6a.m. -12 M.  
News Service.....AP  
Transcription Service.....Lang-Worth, NBC  
Representative.....George P. Hollingbery  
Membership.....NAB, BMB  
President.....L. N. Dibrell  
General-Station Mgr.....R. Sanford Guyer  
Commercial Manager.....E. G. Gardner  
Sales Promotion Manager.....A. C. Evans  
Program Director.....Milton Adams  
Production Manager.....Ray Schreiner  
Chief Engineer.....Lyle Motley

**W D V A**  
DANVILLE—EST. 1947  
MBS

Frequency: 1250 Kc. Power: 5000 Watts, d.;  
1000 Watts, n.  
Owned-Operated By..Virginia-Carolina Bcstg.  
Corp.  
Business-Studio Address..American National  
Bank Building  
Phone Number .....5300  
Transmitter Location..Route 6, Martinsville Rd.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....World, Capitol  
Representative.....Walker Co.  
Membership.....NAB, FMA  
President.....J. D. Pruitt  
General Manager.....Walter M. Windsor  
Commercial-Assistant General  
Manager.....William P. Hefferman  
Program Director.....Charles J. Holmes  
Continuity Director.....Virginia Murphy  
Musical Director.....Clark McClellan  
Chief Engineer.....Albert H. Carr  
Farm Editor.....Frank B. Raymond

**W F L O**

FARMVILLE—EST. 1946

Frequency: 870 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Colonial Bcstg. Corp.  
Business Address.....P. O. Box 242  
Phone Number .....600  
News Service.....UP  
Transcription Service...NBC, Cole, Associated  
President.....Carla B. Keys  
Gen.-Comm. Mgr.....James C. Wilson  
Program Director.....Louis E. Hubbard Jr.  
Chief Engineer.....Charles K. Chrismon

**W F V A**

FREDERICKSBURG—EST. 1939

ABC—KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By...Fredericksburg Bcstg.  
Corp.  
Business Address.....P. O. Drawer 269  
Phone Number .....1261  
Studio Address.....528 Wolfe St.  
Transmitter Location.....King's Highway  
Air Time.....Unlimited  
Transcription Service.....Lang-Worth  
V-Pres. & Gen'l Mgr.....Richard F. Lewis, Jr.  
Station & Com'l Mgr.....Walter F. Harris, Jr.  
Chief Engineer.....W. S. Candler

**W F T R**

FRONT ROYAL—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By...Sky Park Bcstg. Corp.  
Business Address.....Front Royal  
News Service.....UP  
Transcription Service.....Thesaurus  
President.....H. F. Minter  
Gen. Mgr.-Chief Engineer.....Warren S. Bell

**W B O B**

GALAX—EST. 1947

MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By...Carroll-Grayson Bcstg.  
Corp.  
Business-Studio Address...Poplar Knob Rd.  
Phone Number .....300  
Transmitter Location.....Poplar Knob  
Air Time.....6 a.m.-11:30 p.m.  
News Service.....AP  
Membership.....NAB  
President.....Robert V. Morris  
General-Station Manager, Chief  
Engineer.....Carl E. Duckett  
Commercial Manager...Joseph P. Crockett  
Program Director.....Muriel M. Bell  
Production Manager.....J. W. White, Jr.  
Publicity Director.....W. Edward Boyer

**W S V A**

**HARRISONBURG—EST. 1935**

NBC

Frequency: 550 Kc. .... Power: 1000 Watts  
 Owned-Operated By.... Shenandoah Valley  
 Bcstg. Corp.  
 Business-Studio Address.....Newman Bldg.  
 Phone Number.....Harrisonburg 550 & 875  
 Air Time.....6 a.m. to Local Sunset  
 News Service.....UP  
 Transcription Service.....NBC, Thesaurus  
 Representative.....R. B. Harrington  
 Membership.....NAB, BMB  
 President, Gen. Mgr.... Frederick L. Allman  
 Commercial Manager.... Robert B. Harrington  
 Program Director.....Richard H. Johnson  
 Chief Engineer.....Warren L. Braun

**W L V A**

**LYNCHBURG—EST. 1930**

ABC

Frequency: 590 Kc. .... Power: 1000 Watts  
 Owned-Operated By.. Lynchburg Bcstg C. Corp.  
 Business-Studio Address.... Allied Arts Bldg.  
 Transmitter Location.....West of Lynchburg  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.... Standard, BMI, Lang-  
 Worth  
 Membership.....NAB, BMB  
 President.....Edward A. Allen  
 General-Station Manager.... Philip P. Allen  
 Commercial Manager.... Joseph F. Wright, Jr.  
 Chief Announcer.....Wayne Tyler  
 Musical Director.....Jimmy McNeely  
 Chief Engineer.....John T. Orth  
 Farm Editor.....Joseph B. Roberts

**W W O D**

**LYNCHBURG—EST. 1947**

MBS

Frequency: 1390 Kc. .... Power: 1000 Watts  
 Owned-Operated By.... Old Dominion Bcstg.  
 Corp.  
 Business Address.....P. O. Box 918  
 Phone Number.....7000  
 Studio Address.....10th & Main Sts.  
 Transmitter Location.....Boonsboro Rd.  
 Air Time.....6 a.m.-12 M.; 8 a.m.-12 M. Sun.  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Walker  
 Membership.....NAB, BMB  
 President.....David H. Dillard  
 General-Station Manager.... Jack Weldon  
 Commercial-Sales Promotion  
 Manager.....Everette Weaver  
 Program-Publicity Director.....Jay Seibel  
 Production Manager.....Norman Simpson  
 Musical Director.....Walter Stamm  
 Chief Engineer.....Forest Pinkerton

**W M V A**

**MARTINSVILLE—EST. 1941**

NBC—KBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By.. Martinsville Bcstg. Co.,  
 Inc.  
 Business Address.....Martinsville, Va.  
 Phone Number.....2152  
 Studio-Transmitter Location.... Figsboro Rd.  
 Air Time.....6 a.m.-11:15 p.m.  
 News Service.....AP  
 Membership.....NAB  
 President.....William C. Barnes  
 General-Station Manager.... John W. Shultz  
 Commercial-Sales Promotion Manager,  
 Publicity Director.....Charles F. Adams  
 Program Director.....Barbara Harding  
 Musical Director.....Paul E. Zimmerman  
 Chief Engineer.....Dewey W. Muse

**W G H**

**NEWPORT NEWS—EST. 1928**

ABC

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By.. Hampton Roads Bcstg.  
 Corp.  
 Business-Studio Address.. Portlock Bldg., Nor-  
 folk, Va. Warwick Hotel, Newport News, Va.  
 Phone Number.....Norfolk 2-7031; Newport  
 News 7-1312  
 Transmitter Location.. Boat Harbor, End Jeffer-  
 son Ave.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.. Lang-Worth, Associated  
 Representative.....Free & Peters  
 Membership.....NAB, BMB  
 President.....Raymond B. Bottom  
 General Manager, Vice-Pres., General-  
 Station Manager.....Edward E. Bishop  
 Commercial Manager.....Edward E. Edgar  
 Sales Promotion Manager.....Joe Brown  
 Program Director.....Jack A. Black  
 Chief Engineer.....Charles A. Runyan

**W H Y U**

**NEWPORT NEWS—EST. 1947**

Frequency: 1270 Kc. .... Power: 1000 Watts  
 Owned-Operated By.... Eastern Bcstg. Corp.  
 Business Studio Address.....114-24th St.  
 Phone Number.....31632  
 Transmitter Location.... Newport News, Va.  
 Air Time.....Local Sunrise-Local Sunset  
 News Service.....UP  
 Transcription Service.... Lang-Worth, SESAC  
 President.....Dr. J. A. Gill  
 General-Station Manager.... Ed Harris  
 Commercial Manager.....F. A. McMahon  
 Sales Promotion Manager.....E. M. Hutton  
 Program Director.....A. Boyd Harrier, Jr.  
 Chief Engineer.....Orville K. Gibboney

**WCAV**

**NORFOLK—EST. 1947**

Frequency: 860 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Cavalier Bcstg. Corp.  
 Business Address . . . . . Helena Bldg.  
 Phone Number . . . . . 23266  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Standard  
 President . . . . . Joseph Light  
 Secy-Gen. Mgr. . . . . Irving M. Kipnes  
 Dir. of Sales . . . . . Don Kelly  
 Program Director . . . . . Hugh E. Whiteside  
 Prom.-Adv. Dir. . . . . Ray E. Daniels  
 Chief Engineer . . . . . William M. Manrov

**WNVA**

**NORTON—EST. 1945**

MBS—KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Blanfox Radio Co., Inc.  
 Address . . . . . Cury Bldg.  
 Air Time . . . . . 7 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 President . . . . . R. B. Helms  
 General Manager . . . . . Jack T. Helms  
 Commercial Manager . . . . . Bill Halland  
 Program Dir.-Prom. Mgr. . . . . Bill Benesch  
 Chief Engineer . . . . . Gene Tommerdahl

**WLOW**

**NORFOLK—EST. 1946**

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Commonwealth Bcstg.  
 Corp.  
 Business Address . . . . . 105 Brooke Ave.  
 Phone Number . . . . . 45678  
 Studio Address . . . . . 219 Granby St.  
 Transmitter Location . . . . . Western Branch  
 Air Time . . . . . Local Sunrise-Local Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Farjoe  
 Membership . . . . . NAB  
 President . . . . . E. L. Scott  
 General Manager, Farm Editor . . . . . Ralph Wasdon  
 Station Manager . . . . . W. M. Carpenter  
 Commercial Manager . . . . . James D. Cherry  
 Program Director . . . . . Ray Penner  
 Publicity Director . . . . . F. Gene Abrams  
 Chief Engineer . . . . . Jack Siegel

**WSSV**

**PETERSBURG—EST. 1945**

MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Southside Va. Bcstg.  
 Corp.  
 Business-Studio Address . . . . . 112 West Tabb St.  
 Phone Number . . . . . 3881  
 Transmitter Location . . . . . Lt. Run  
 Air Time . . . . . 6:30 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Burns-Smith  
 President, General Station  
 Manager . . . . . Louis H. Peterson  
 Commercial Manager . . . . . Arthur H. Beckwith  
 Program Director . . . . . Stuart M. Gates  
 Production Manager . . . . . Lillian C. Treaster  
 Publicity Director . . . . . Nellie W. Andrews  
 Chief Announcer . . . . . Lyle C. Bradley  
 Musical Director . . . . . Robert E. Wagner  
 Chief Engineer . . . . . Edward F. Schwarz  
 Farm Editor . . . . . James J. McMillen

**WTAR**

**NORFOLK—EST. 1923**

NBC

Frequency: 790 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Norfolk Newspaper, Inc.  
 Operated By . . . . . WTAR Radio Corp.  
 Business-Studio Address . . . . . National Bank of  
 Commerce Bldg. Anne County, Va.  
 Phone Number . . . . . 25671  
 Transmitter Location . . . . . Glen Rock, Princess  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP, UP, PA  
 Transcription Service . . . . . Standard, Lang-Worth  
 Representative . . . . . Edward Petry  
 Membership . . . . . NAB, BMB  
 General Manager . . . . . Campbell Arnoux  
 Commercial Manager . . . . . John W. New  
 Program Director . . . . . Henry Cowles Whitehead  
 Production Manager . . . . . Clyde Moser  
 Chief Announcer . . . . . Blair Eubanks  
 Chief Engineer . . . . . John Peffer

**WSAP**

**PORTSMOUTH—EST. 1943**

MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Portsmouth Radio Corp.  
 Business-Studio Address . . . . . 205 Professional  
 Bldg.  
 Transmitter Location . . . . . 1318 Spratley St.  
 Phone Number . . . . . 6383-4  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Thesaurus  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . NAB  
 President . . . . . Tom Gilman  
 Gen. Mgr. . . . . J. L. Norfleet  
 Prog. Dir. . . . . George Brantly  
 Chief Eng. . . . . Chas. R. Sledge

**W P U V**

**PULASKI—EST. 1946**

**MBS—KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Southwest Bcstg. Co.  
 Address . . . . . P. O. Box 351, Cool Springs, Va.  
 Phone Number . . . . . 3-3931  
 Transmitter Location . . . . . Cool Springs  
 Air Time . . . . . 6 a.m.-11:15 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Sears & Ayer, Inc.  
 Membership . . . . . NAB  
 President . . . . . Howard R. Imboden  
 General Manager . . . . . William R. Murray  
 Commercial Manager . . . . . Allen S. Aden  
 Program Director . . . . . James H. Mayes  
 Chief Engineer . . . . . Fitzgerald McDaniel

**W B B L**

**RICHMOND—EST. 1924**

Frequency: 1450 Kc. . . . . Power: 750 Watts  
 Owned-Operated By . . . . . Grace Covenant  
 Presbyterian Church

**W L E E**

**RICHMOND—EST. 1945**

**MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Lee Bcstg. Corp.  
 Business-Studio Address . . . . . Broad-Grace Arcade  
 Phone Number . . . . . 3-6741  
 Transmitter Location . . . . . Colorado Ave. & Sumpter  
 Air Time . . . . . 6 a.m.-1 a.m.; 6:30 a.m.-1 a.m., Sun.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Headley-Reed  
 President . . . . . Thomas G. Tinsley, Jr.  
 General-Commercial Mgr. . . . . Irvin G. Abeloff  
 Program-Publicity Director . . . . . Harvey Hudson  
 Musical Director . . . . . Miss Roberta Morris  
 Chief Engineer . . . . . George W. McGuigan, Jr.

**W M B G**

**RICHMOND—EST. 1926**

**NBC**

Frequency: 1380 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Havens & Martin, Inc.  
 Business-Studio Address . . . . . 3301 W. Broad St.,  
 P. O. Box 5229  
 Phone Number . . . . . 5-8611  
 Transmitter Location . . . . . Staples Mill Rd. at  
 Broad St.  
 Air Time . . . . . 6:30 a.m.-1 a.m.  
 News Service . . . . . Transradio  
 Transcription Service . . . . . NBC, Lang-Worth  
 Representative . . . . . John Blair  
 Membership . . . . . NAB, BMB

President, General-Station

Manager . . . . . Wilbur M. Havens  
 Local Commercial Manager . . . . . Wm. J. Filer  
 National Commercial Mgr. . . . . Ralph Wallerstein  
 Sales Promotion Manager, Publicity  
 Director . . . . . Walter A. Bowry, Jr.  
 Program Director, Production  
 Manager . . . . . Allan J. Phaup, Jr.  
 Chief Engineer . . . . . Wilfred H. Wood

**W R N L**

**RICHMOND—EST. 1937**

**ABC**

Frequency: 910 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Richmond Newspapers, Inc.  
 Operated By . . . . . Richmond Radio Corp.  
 Business-Studio Address . . . . . 323 East Grace St.  
 Phone Number . . . . . 3-3436  
 Transmitter Location . . . . . Wilkinson Rd.  
 Air Time . . . . . 5:30 a.m.-1 a.m.; 7 a.m. Sun.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Capitol  
 Representative . . . . . Edward Petry  
 Membership . . . . . NAB, BMB  
 President . . . . . D. Tenant Bryan  
 Gen.-Sta.-Commercial Mgr. . . . . E. S. Whitlock  
 Production Manager . . . . . Richard A. Velz  
 Chief Engineer . . . . . Vincent Wolstenholme

**SPOTLIGHT**  
 on the  
 great  
 Southern  
 Market

**W  
R  
N  
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**5000  
WATTS**  
**RICHMOND  
VIRGINIA**

**EDWARD PETRY & CO., Inc.**  
*National  
Representatives*

**WRVA**

**RICHMOND—EST. 1925**

CBS

Frequency: 1140 Kc. Power: 50,000 Watts  
 Owned-Operated By.....Larus & Brother Co.  
 Business-Studio Address.....Hotel Richmond  
 Phone Number.....3-6633  
 Transmitter Location.....Edgeworth,  
 Henrico County, Va.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, Lang-Worth  
 Representative.....Radio Sales  
 General Manager.....C. T. Lucy  
 Commercial Manager.....Barron Howard  
 Promotion Manager.....Jack Stone  
 Program Director.....Samuel S. Carey  
 Production Manager.....John B. Tansey  
 Public Relations Director.....Walter R. Bishop  
 Chief Engineer.....D. C. Woods

**WXGI**

**RICHMOND—EST. 1947**

Frequency: 740 Kc. Power: 1,000 Watts d.  
 Owned-Operated By.....Radio Virginia, Inc.  
 Business-Studio Address.....100 W. Franklin St.  
 Phone Number.....7-4684-6  
 Transmitter Location.....German School Rd.  
 Air Time.....Local Sunrise-Local Sunset  
 News Service.....AP  
 Transcription Service..Associated, Lang-Worth  
 Representative.....Lorenzen & Thompson  
 Membership.....NAB  
 Pres.-Gen. Mgr.....Douglas H. Robertson  
 Station Manager.....Lew Kent  
 Sales or Commercial Mgr...Charles L. Kessler  
 Publicity Director.....Douglas H. Robertson  
 Chief Announcer.....Nelson Griggs

**WDBJ**

**ROANOKE—EST. 1924**

CBS

Frequency: 960 Kc. Power: 5,000 Watts  
 Owned-Operated By.....Times-World Corp.  
 Business-Studio Address.....124 W. Kirk Ave.  
 Phone Number.....8131  
 Transmitter Location.....Colonial Avenue,  
 Colonial Heights  
 Air Time.....18 hrs., daily; 16 hrs., Sun.  
 News Service.....AP, UP  
 Transcription Service.....World, Lang-Worth  
 Representative.....Free & Peters  
 Membership.....NAB, BMB  
 President-Owner or Chief Exec..J. P. Fishburn  
 General Manager.....Ray P. Jordan  
 Sales or Commercial Mgr...John W. Harkrader  
 Program Director.....Paul E. Reynolds  
 Production Manager.....Irving Sharp  
 Director of Promotion.....Clifford B. Huffman  
 Chief Engineer.....J. Edw. Newman

**WROV**

**ROANOKE—EST. 1946**

MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Radio Roanoke, Inc.  
 Business-Studio Address.....600 Mt. Trust  
 Bank Bldg.  
 Phone Number.....3-4444  
 Transmitter Location.Cleveland Ave. at 15th St.  
 Air Time....6 a.m.-12 M.; 8 a.m.-12 p.m. Sun.  
 News Service.....UP  
 Transcription Service.....Capitol, Lang-Worth  
 Representative.....Burn-Smith  
 Membership.....NAB  
 General, Station, Commercial, Sales Promotion  
 Manager.....Frank E. Koehler  
 President.....Leo F. Henebry  
 Production Manager.....Gordon R. Phillips  
 Engineer in Chg.....Frank Hall

**WSLS**

**ROANOKE—EST. 1940**

ABC

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Roanoke Bcstg. Corp.  
 Business-Studio Address.Shenandoah Life Bldg.  
 Phone Number.....9227  
 Transmitter Location...Shenandoah Life Bldg.  
 Air Time.....5:30 a.m.-12:02 a.m.  
 News Service.....AP  
 Transcription Service.....SESAC, Lang-Worth,  
 Thesaurus, Associated  
 Representative.....Weed  
 Membership.....NAB, BMB  
 President.....Paul C. Buford  
 Exec. Vice-Pres., Sta. Mgr...James H. Moore  
 Business, Commercial Mgr...Horace Fitzpatrick  
 Program Director.....Robert W. Menefee  
 Production Manager.....Francis Ballard  
 Publicity Director.....Doris Irvin  
 Chief Engineer.....J. P. Briggs

**WTON**

**STAUNTON—EST. 1945**

ABC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Charles P. Blackley  
 Business-Studio Address.....Morrison Bldg.  
 Phone Number.....1400  
 Transmitter Location.....Waynesboro Rd.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NAB  
 Owner, Gen. Mgr.....Charles P. Blackley  
 Commercial Manager.....Charles E. Seebeck  
 Program Director.....Fulton A. King  
 Chief Announcer.....Fulton A. King  
 Chief Engineer.....Rex C. Houser

**W L P M**  
**SUFFOLK—EST. 1940**  
 ABC—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Suffolk Bcstg. Corp.  
 Business-Studio Address 105 Bank Street  
 Phone Number 1420  
 Transmitter Location Rt. 460, one mile  
 N. W. of Suffolk  
 Air Time 6:30 a.m.-12 M.  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative Sears & Ayer  
 Membership NAB  
 President, General Station, Commercial.  
 Sales Promotion Manager Fred L. Hart  
 Program Director Allen B. Jones  
 Production Manager Earl Hundley  
 Publicity Director John McNamara  
 Chief Announcer Allen Jones  
 Musical Director Ida Barrett  
 Chief Engineer V. W. Rupp  
 Farm Editor L. E. Pettyjohn

**WAY B**

**WAYNESBORO—EST. 1947**  
 MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By The Waynesboro  
 Broadcasting Corp.  
 Business Address P. O. Box 938

Phone Numbers: Studios 999... Transmitter 998  
 Studio Address 526 W. Main St.  
 Transmitter Location Hermitage Rd.,  
 Waynesboro, Va.  
 Air Time 6 a.m.-11:05 p.m.  
 News Service UP  
 Transcription Service Lang-Worth, World,  
 Features, Keystone  
 Membership NAB  
 Pres.-Gen. Mgr. Earl M. Key  
 Sta. Mgr.-Prog. Dir. Paul Marlowe  
 Commercial Manager Edward F. Libby  
 Prod. Mgr.-Musical Dir. Paul M. Shue  
 Chief Engineer Edward R. Goodwin

**WINC**

**WINCHESTER—EST. 1941**  
 ABC—KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Richard Field Lewis Jr.  
 Business Address Box 605 Winchester, Va.  
 Phone Number 4855  
 Studio-Transmitter Location 514 Kerr St.  
 News Service UP  
 Air Time 17 hrs., daily  
 Transcription Service Lang-Worth  
 Membership NAB, BMB  
 President-Owner, General Station Manager  
 Richard Field Lewis Jr.  
 Commercial, Program Manager, Farm Editor  
 John Carl Morgan  
 Chief Engineer Philip B. Whitney

**WASHINGTON**

*Estimated Population 2,233,000—% Increase 28.6—Radio Homes 653,015  
 Farms with Radios 73,397—Stations in State 38*

**KXRO**

**ABERDEEN—EST. 1927**  
 MBS—DON LEE—KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By KKRO Inc.  
 Business-Studio Address 207½ E. Market St.  
 Phone Number 4098  
 Transmitter Location 1308 Coolidge Rd.  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Standard  
 Representative Homer Griffith Co.  
 Membership NAB, BMB  
 President Harry R. Spence  
 General Station Mgr. Fred G. Goddard  
 Commercial Manager Bertha G. Ruby  
 Sales Promotion Manager John Duane Johnson  
 Program Director Stan Spiegle  
 Chief Engineer Billy G. Cunningham

**KVOS**

**BELLINGHAM—EST. 1927**  
 ABC—KBS

Frequency: 790 Kc. Power: 1,000 Watts  
 Owned-Operated By KVOS, Inc.  
 Business-Studio Address 1321 Commercial St.  
 Phone Number 790  
 Transmitter Location 2074 Yew St.  
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M. Sun.  
 News Service UP  
 Transcription Service World, C. P. MacGregor  
 Representative Homer Griffith  
 Membership BMB  
 President Rogan Jones  
 General, Station, Sales Promotion Manager  
 Ralph Miller  
 Commercial Manager Fred Elsethagen  
 Program Director Dave Gordon  
 Chief Engineer Ernest Harper

**KBRO**

**BREMERTON—EST. 1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Bremerton Bcstg. Co.  
 Business-Studio Address . . . . . 205 Washington Ave.  
 Phone Number . . . . . 1970  
 Transmitter Location . . . . . 205 Washington Ave.  
 Air Time . . . . . 18 hrs., daily  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . John Keating  
 Membership . . . . . NAB  
 President . . . . . Bruce Bartley  
 General Manager . . . . . Dick Brombie  
 Commercial Manager . . . . . Hal C. Moan  
 Program Director . . . . . William L. Fox  
 Chief Engineer . . . . . Andrew K. Jordan

**KELA**

**CENTRALIA AND CHEHALIS**

MBS—DON LEE—KBS

Frequency: 1470 Kc. . . . . Power: 1,000 Watts  
 Owned-Operated By . . . . . Central Bcstg. Corp.  
 Business Address . . . . . P. O. Box 720 Central,  
 P. O. Box 827, Chehalis.  
 Phone Number . . . . . Centralia 6-3321; Chehalis 7-2-1  
 Studio, Transmitter Location . . . . . Midway  
 between Centralia and Chehalis on High-  
 way 99  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Representative . . . . . John Keating  
 Membership . . . . . NAB  
 Owner . . . . . J. Elroy McCaw, Mrs. Mabel A. Gwinn  
 General Station Manager . . . . . Joe Chytil  
 Sales or Commercial Mgr. . . . . Robert S. Brister  
 Program Director . . . . . Glasco Branson  
 Production Manager, Farm Editor  
 Dudley Gaylord, Jr.  
 Publicity Director . . . . . Schuyler Hill  
 Chief Announcer . . . . . Les Keiter  
 Chief Engineer . . . . . Ellwood W. Lippincott

**KXLE**

**ELLENSBURG—EST. 1946**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Central Washington  
 Bcstrs, Inc.  
 Business-Studio Address . . . . . Rt. 2, Box 689  
 Phone Number . . . . . 2-4406  
 Transmitter Location . . . . . Rt. 2  
 Air Time . . . . . 6:30 a.m.-10 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, MacGregor  
 Representative . . . . . Walker Co., Tracy Moore  
 President . . . . . Goodwin Chase Jr.  
 Station Manager . . . . . Joe Kendall  
 Commercial Mgr. Chief Engineer . . . . . Bob Vaughan  
 Musical Director . . . . . Wendall Kinney  
 Farm Editor . . . . . Martin Koschmann

**KRKO**

**EVERETT—EST. 1922**

MBS—DON LEE—KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The Everett Bcstg.  
 Co., Inc.  
 Business-Studio Address . . . . . KRKO Bldg.  
 Transmitter Location . . . . . KRKO Bldg.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, Sesac  
 Representative . . . . . John Keating, Homer Griffin  
 Membership . . . . . NAB, BMB  
 President, General, Station, Commercial  
 Manager . . . . . William R. Tatt  
 Production Manager, Publicity, Program  
 Director . . . . . Marlin E. Smythe  
 Musical Director . . . . . Merlin Matheny  
 Chief Engineer . . . . . Earl E. Gerdon

**KWLK**

**LONGVIEW—EST. 1938**

MBS—DON LEE—KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Twin City Bcstg. Corp.  
 Business-Studio Address . . . . . 14th & Hudson  
 Transmitter Location . . . . . Ocean Beach Highway  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Representatives . . . . . Homer Griffith, John Keating  
 Membership . . . . . NAB  
 President . . . . . C. O. Chatterton  
 Publicity Director . . . . . Marwayne Borg  
 Chief Announcer . . . . . Forrest Bishop  
 Chief Engineer . . . . . Marvin Johnston  
 Farm Editor . . . . . Don Bailey

**KSEM**

**MOSES LAKE—EST. 1947**

KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Jessica L. Longston,  
 C. V. Zaser, L. Bernice Brownlow  
 Business-Studio Address . . . . . Moses Lake, Ephrata  
 Transmitter Location . . . . . Moses Lake, Wash.  
 Air Time . . . . . 7 a.m.-10 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, KBS  
 President . . . . . Jessica L. Longston  
 General Manager . . . . . Vicki Zaser  
 Station Manager . . . . . Don G. Bennett  
 Program Director . . . . . Catherine Lick  
 Production Manager . . . . . Ken Jackson  
 Publicity Director . . . . . Ken Goddard  
 Chief Announcer . . . . . Gordon Milspaw  
 Musical Engineer . . . . . John H. Thatcher

# KBRC

**MOUNT VERNON—EST. 1946**

Frequency: 1430 Kc. Power: 500 Watts d.  
 Owned By.....Beckley Radio Co.  
 Operated By.....Leo H. Beckley  
 Business Address.....P. O. Box 240  
 Phone Number.....8955  
 Studio-Transmitter Location.....Anacortes  
 Memorial Highway  
 Air Time.....6 a.m.-Local Sunset  
 News Service.....UP  
 Transcription Service.....Standard, Cole  
 Representatives...John Keating, Pacific Coast  
 Membership.....NAB  
 Pres., General, Station Mgr....Leo H. Beckley  
 Commercial, Sales Promotion Mgr....Bud Clark  
 Program Dir. Chief Announcer...Paul Herbold  
 Production Manager.....Gwendolyn Rucker  
 Publicity Director, Farm Editor  
 Marolin Anderson  
 Chief Engineer.....Walter Stewart

# KGY

**OLYMPIA—EST. 1921**

MBS—DON LEE—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Tom Olsen  
 Business-Studio Address...Rockway Leland Bldg.  
 Phone Number.....6636  
 Transmitter Location...Rockway Leland Bldg.  
 Air Time.....17½ hrs.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NAB  
 Pres., General, Station Manager...Tom Olsen  
 Commercial Manager.....J. Harris Dorr  
 Sales Promotion Manager...Elmer Holmberg  
 Program Director.....Eve Knutsen  
 Chief Announcer, Chief Engineer...C. A. Roark

# KOMW

**OMAK—EST. 1947**

Frequency: 680 Kc. Power: 1000 Watts d.  
 Owned-Operated By...Miller Publishing Co.  
 Business Address.....Box 151  
 Phone Number.....Omak 00  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 President.....Don T. Miller  
 General Manager.....Erin W. Thomas  
 Commercial Manager.....C. Nat Harris  
 Program Director.....Nancy Reeves  
 Chief Engineer.....William Weiss

# KPKW

**PASCO—EST. 1945**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By...Western Radio Corp.

# KONP

**PORT ANGELES—EST. 1945**

KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By.....Radio Pacific, Inc.  
 Business Address.....Port Angeles, Wash.  
 News Service.....UP  
 Phone Number.....1700  
 Representative.....Keating  
 Membership.....NAB, BMB  
 Pres.-Treas.....Berth Webster  
 General Manager.....C. N. Webster  
 Station Manager.....Frank Adams

# KXRN

**RENTON—EST. 1947**

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Operated By...Interlake Bcstg. Corp.  
 Business Address...N. Park St. & 7th Ave.  
 Phone Number.....6262  
 Transcription Service.....Capitol  
 Pres.-Gen. Mgr.....Robert S. McCaw  
 Comm.-Prom. Mgr.....Dudley K. Randal  
 Program Director.....Wm. Shela

# KING

**SEATTLE—EST. 1927**

Frequency: 1090 Kc. Power: 10,000 Watts  
 Owned-Operated By...King Bcstg. Co.  
 Business-Studio Address...2101 Smith Tower  
 Phone Number.....Main 1090  
 Air Time.....18 hrs., daily  
 News Service.....AP, UP  
 Transcription Service...Lang-Worth, Associated  
 Representative.....Weed  
 Membership.....NAB  
 President.....Mrs. A. Scott Bullitt  
 General Manager.....Henry B. Owen  
 Commercial Manager...John H. Eichhorn  
 Production Manager.....Curt Roberts

# KIRO

**SEATTLE—EST. 1927**

CBS

Frequency: 710 Kc. Power: 50,000 Watts  
 Owned-Operated By...Queen City Bcstg. Co.  
 Business-Studio Address...66 Cobb Bldg., and  
 Olympic Hotel  
 Phone Number.....Seneca 1500  
 Air Time.....18 hrs.  
 News Service.....AP  
 Transcription Service...Standard, Associated  
 Representatives.....Free, Peters  
 Membership.....NAB, BMB  
 President.....Saul Haas  
 Vice Pres.-Manager.....Loren B. Stone  
 Commercial Manager...William F. Tucker  
 Sales Promotion Manager...C. A. Bond  
 Production Manager...William R. Corcoran

# KJR

SEATTLE—EST. 1923

ABC

Frequency: 950 Kc.....Power: 5,000 Watts  
 Owned-Operated By.....Totem Bcstrs. Inc.  
 Business-Studio Address.....Skinner Bldg.  
 Phone Number.....Elliott 5890  
 Transmitter Location...2600—26th Ave., S. W.  
 Air Time.....18 hrs., daily; 17 hrs., Sun.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 Pres.-Owner, Chief Exec....Marshall Field, 3rd  
 General, Station Manager...J. Archie Morton  
 Sales Manager.....Arthur Gerbel, Jr.  
 Sales Promotion Manager....Maitland Jordan  
 Program Director.....Roland Bradley

# KOL

SEATTLE—EST. 1922

Frequency: 1300 Kc.....Power: 5,000 Watts  
 Owned-Operated By.....Seattle Bcstg. Co.  
 Business-Studio Address...Northern Life Tower  
 Phone Number.....MA 2312  
 Transmitter Location.....Harbor Island  
 Air Time.....6 a.m.-12 p.m.  
 News Service.....AP, UP  
 Representative.....Headley-Reed Co.  
 Membership.....BMB  
 President, General Mgr.....Archie Taft, Jr.  
 Station Manager.....O. A. Runchey  
 Program Dir., Production Mgr...Johnie Forrest  
 Publicity Director.....Sharon Kane  
 Chief Engineer.....Perry Lind

# KOMO

SEATTLE—EST. 1926

NBC

Frequency: 1,000 Kc....Power: 5,000 Watts,  
 CP 50,000 Watts  
 Owned-Operated By.....Fisher's Blend  
 Station, Inc.  
 Business-Studio Address...100—4th Ave., N.  
 Phone Number.....MAin 1401  
 Transmitter Location...Vashon Island, Wash.  
 Air Time.....18 hrs. daily  
 News Service.....AP, UP  
 Transcription Service...Lang-Worth, Associated,  
 Capitol  
 Representative.....Edward Pety  
 Membership.....NAB, BMB  
 President, General Manager...O. W. Fisher  
 Vice President.....R. D. McCornack  
 Commercial Manager.....Ray Baker  
 Manager, National Sales and Sales Service,  
 Merchandising and Promotion Manager  
 Richard E. Green  
 Program Manager.....W. W. Warren  
 Production Manager...Frederick J. Patterson  
 Chief Engineers...F. J. Brott, S. D. Bennett

# KRSC

SEATTLE—EST. 1926

Frequency: 1150 Kc.....Power: 1,000 Watts  
 Owned-Operated By.....Radio Sales Corp.  
 Business-Studio Address.....2939 4th South  
 Phone Number.....Elliott 2480  
 Air Time.....6 a.m.-2 a.m.  
 News Service.....AP  
 Transcription Service.....Associated, Cole  
 Representative.....W. S. Grant  
 Membership.....NAB  
 President.....P. K. Leberman  
 General, Station Mgr.....Robt. E. Priebe  
 Commercial Manager.....Romig C. Fuller  
 Publicity Director.....Lyle Burt  
 Chief Engineer.....George A. Freeman

# KTW

SEATTLE—EST. 1920

Frequency: 1250 Kc.....Power: 1000 Watts  
 Owned-Operated By...First Presbyterian Church  
 Business Address.....7th Ave. & Spring St.  
 Phone Number.....Main 2056  
 President.....Dr. F. Paul McConkey  
 General Manager.....James S. Ross  
 Comm. Mgr.-Prog. Dir.....Don Bevilacqua  
 Chief Engineer.....James S. Ross

# KXA

SEATTLE—EST. 1924

Frequency: 770 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....KXA, Inc.  
 Address.....312 Bigelow Bldg.  
 Phone Number.....Seneca 1000  
 Air Time Limited—Local Sunup-Local Sundown  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Bolling  
 Membership.....Nab, BMB  
 President.....W. I. Dumm  
 General Manager.....Rodney G. McArdle  
 Commercial Manager.....Robert A. Kilpatrick  
 Promotion Manager.....James D. Neidigh Jr.  
 Chief Engineer.....John DuBuque

# KFIO

SPOKANE—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Spokane Bcstg. Corp.  
 Address.....526 Riverside Ave.  
 Phone Number.....Riverside 8033  
 Transmitter Location.....526 Riverside Ave.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, Cole  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NAB  
 President.....Arthur L. Smith  
 General Manager.....R. G. McBroom

# KGA

SPOKANE—EST. 1933

ABC

Frequency: 1510 Kc. Power: 50,000 Watts  
 Owned-Operated By: Louis Wasmer  
 Business-Studio Address: Radio Central Bldg.  
 Phone Number: MAin 5383  
 Transmitter Location: 4102 S. Regal  
 Air Time: 18 hrs., daily, 17 hrs Sun.  
 News Service: UP  
 Transcription Service: Capitol, Associated  
 Representative: Edward Peiry  
 Membership: NAB  
 President: Louis Wasmer  
 General, Station Manager: Harvey Wixson  
 Program Director: Robert E. Plummer  
 Chief Engineer: A. G. Sparling

# KHQ

SPOKANE—EST. 1923

NBC

Frequency: 590 Kc. Power: 5,000 Watts  
 Owned-Operated By: KHQ, Inc.  
 Business-Studio Address: Radio Central Bldg.  
 Phone Number: MAin 5131  
 Transmitter Location: 4102 S. Regal St.  
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M. Sun.  
 News Service: AP  
 Transcription Service: Associated, Sesac  
 Membership: NAB, BMB  
 President, Gen. Sta. Mgr.: Richard O. Dunning  
 Sales Promotion Manager: Robert Wesson  
 Program Director: R. W. Brazeal  
 Chief Engineer: John Walker  
 Farm Editor: Glenn Lorang

# KNEW

SPOKANE—EST. 1947

MBS

DON LEE

Frequency: 1430 Kc. Power: 5,000 Watts  
 Owned By: Coeur d'Alene Bcstg. Co.  
 Operated By: Radio Station KNEW  
 Business-Studio Address: Sprague & Wall  
 Phone Number: Riverside 8035  
 Transmitter Location: Old Palouse Highway,  
 Spokane, Wash.  
 Air Time: 6 a.m.-12 M.  
 News Service: AP  
 Transcription Service: World  
 Representative: Gilman, Micoll & Ruthman  
 Membership: NAB  
 President: Burl C. Hagadone  
 General, Station Manager: Harry Lantry  
 Commercial Manager: Wm. C. Rhodes  
 Program Director: Paul Crain  
 Musical Director: Anthony Pinski  
 Chief Engineer: C. W. Evans

# KREM

SPOKANE—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Cole E. Wylie  
 Business-Studio Address: 242 Riverside Ave.  
 Phone Number: MAin 3333  
 Transmitter Location: 242 Riverside Ave.  
 Air Time: 6:30 a.m.-1 a.m.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: W. S. Grant  
 President-Owner, General, Station Manager:  
 Cole E. Wylie  
 Commercial Manager: Robert H. Temple

# KXLY

SPOKANE—EST. 1922

CBS

PACIFIC NORTHWEST BCSTRS.

Frequency: 920 Kc. Power: 5,000 Watts  
 Owned-Operated By: Symons Bcstg Co.  
 Business-Studio Address: Symons Bldg.  
 Phone Number: MAin 1218  
 Transmitter Location: Rt. 3, Spokane Wash.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Lang-Worth, MacGregor  
 Representative: Walker, Tracy Moore  
 Membership: NAB  
 President: E. B. Craney  
 General Manager: R. B. Wheeler  
 Commercial Manager: B. W. Woolston  
 Sales Promotion Manager: John Funk  
 Program Director: George McGowan  
 Chief Engineer: George Langford

# KMO

TACOMA—EST. 1926

Frequency: 1360 Kc. Power: 5,000 Watts  
 Owned-Operated By: Carl E. Haymond  
 Business-Studio Address: 914½ Broadway  
 Phone Number: MAin 4144  
 Transmitter Location: Highway 99, Colonial  
 Garden area  
 Air Time: 6 a.m.-12 M.; 7 a.m.-11 p.m. Sun.  
 News Service: UP  
 Transcription Service: Standard, Capitol  
 Representatives: John Keating,  
 Duncan Scott, Joseph Hershey McGillvra  
 Membership: NAB  
 President-Owner: Carl E. Haymond  
 Dir. of Operations: James Murphy  
 Station Manager: Jerry Geehan  
 Sales Promotion Manager, Publicity Director:  
 Raymond McKenzie  
 Program Director: Ted Knightlinger  
 Musical Director: Janet Ferris  
 Chief Engineer: Max Bice

**KTBI**

TACOMA—EST. 1941

KBS

Frequency: 810 Kc. Power: 1000 Watts d.  
 Owned-Operated By Tacoma Bcstrs., Inc.  
 Address 2715 Center St.  
 Phone Number Broadway 2241  
 Air Time 7 a.m.-12 M.  
 Transcription Service Associated, World  
 Membership NAB, BMB  
 President Harold J. Quilliam  
 Gen. Mgr.-Prog. Dir. Burke Ormsby  
 Commercial Manager King Mitchell  
 Chief Engineer Harold Dillon

**KVI**

TACOMA—EST. 1927

MBS—DON LEE

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By Puget Sound Bcstg. Inc.  
 Business Address Rust Bldg.  
 Phone Number Broadway 4211  
 Studio Addresses Camlin Hotel, Seattle;  
 Rust Bldg., Tacoma  
 Transmitter Location Point Heyer, Vashon  
 Island, Wash.  
 Air Time 5:30 a.m.-M.; 7 a.m.-12 M. Sun.  
 News Service AP  
 Transcription Service Associated, Lang-Worth  
 Representative George P. Hollingbery Co.  
 Membership NAB  
 Pres.-Gen.-Sta. Mgr. Vernice Irwin  
 Commercial Manager Earl T. Irwin  
 Sales Promotion Manager Robert Hayward  
 Program Director Dorothy D. Butler  
 Chief Engineer D. M. MacDonough

**KVAN**

VANCOUVER—EST. 1939

Frequency: 910 Kc. Power: 1,000 Watts  
 Owned-Operated By Vancouver Radio Corp.  
 Business-Studio Address 707½ Main St.  
 Phone Numbers Vancouver 150, Portland,  
 Ore. Becon 4927  
 Transmitter Location Shore Smith Lake,  
 Portland, Oregon  
 Air Time 6 a.m.-1 a.m.; 7 a.m.-12 p.m. Sun.  
 News Service UP  
 Transcription Service World, Standard  
 Representative John Keating  
 Membership NAB  
 President Sheldon F. Sackett  
 General Manager Fred F. Chitty  
 Asst. Manager, Commercial Manager  
 Marcus F. DeLaunay  
 Sales Promotion Manager Alan Torbett  
 Program Director, Production Mgr. Robert Deihl  
 Publicity Director, Farm Editor George Conner  
 Chief Engineer Edgar Means

**KUJ**

WALLA WALLA—EST. 1931

MBS—DON LEE

Frequency: 1420 Kc. Power: 5000 Watts  
 Owned-Operated By KUJ Inc.  
 Business-Studio Address 55 E. Main St.  
 Phone Number 1230  
 Transmitter Location U. S. Highway 410— 3  
 mi. West Walla Walla City Center  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Langworth  
 Representatives Gilman, Nicoll,  
 John Keating  
 Membership NAB, BMB  
 President-Gen. Sta. Mgr. H. E. Studebaker  
 National Sales Manager Don Wike  
 Local Sales Manager Norval Arnes  
 Program Director Howard Rhoads  
 Public Relations Don Keith Van Velzer  
 Chief Engineer Milton MacLafferty

**KWWB**

WALA WALA—EST. 1946

KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Wala Wala Bcstg. Co.  
 Address Book Nook Bldg.  
 Phone Number 4103  
 Transcription Service Thesaurus, Standard  
 News Service AP  
 Representative Grant  
 President John W. Kendall  
 V.P.-Gen. Mgr. Arthur W. Lindsay  
 Commercial Manager Kenneth K. Williams  
 Program Director Orville Claire Banks  
 Promotion Manager Adaline Bussard  
 Chief Engineer John L. Kelley

**KPQ**

WENATCHEE—EST. 1929

ABC

Frequency: 560 Kc. Power: 1000 Watts  
 Owned-Operated By Wescoast Bcstg Co. Inc.  
 Business-Studio Address 2nd & Columbia  
 Phone Number 2757  
 Transmitter Location Junction of Wenatchee  
 & Columbia Rivers  
 Air Time 6:00 a.m. to 12:05 p.m.  
 News Service UP  
 Transcription Service World, MM COLE  
 Representative J. H. McGillvra, Keating Co.  
 Membership NAB, BMB  
 President-Owner R. Jones  
 General Sales Manager J. W. Wallace  
 Commercial Sales Promotion Mgr. Pat O'Hallo  
 Commercial Sales Promotion Manager  
 Pat O'Halloran  
 Production Manager W. M. Green  
 Publicity Director Dorothy B. Maus  
 Chief Engineer Geo. Frese

# K I M A

YAKIMA—EST. 1945

CBS

Frequency: 1460 Kc. Power: 500 Watts  
 Owned-Operated By: Cascade Bcstg. Co., Inc.  
 Business-Studio Address: Terrace Heights Rd.  
 Phone Number: 6104  
 Transmitter Location: Terrace Heights Rd.  
 Air Time: 5:00 a.m. to Midnight  
 News Service: AP  
 Transcription Service: Thesaurus, Lang-Worth,  
 Associated, SESAC  
 Representative: Weed  
 Membership: NAB, BMB  
 President-Owner: A. W. Talbot  
 General Manager-Vice-President, General Sta-  
 tion Manager: R. Lee Black  
 Commercial Manager: Doris Zietzke  
 Sales Promotion Manager-Publicity Director  
 Hershel Cary  
 Chief Announcer: Thomas C. Bostic  
 Musical Director: Ben Weaver  
 Chief Engineer: J. Barry Watkinson  
 Farm Editor: Dick Landis

# K I T

YAKIMA—EST. 1929

ABC

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned By: Valley Broadcasters  
 Operated By: Carl E. Haymond  
 Business-Studio Address: 414 E. Yakima Ave.

Phone Number: 8115  
 Transmitter Location: Wash. Ave.  
 Air Time: 6 a.m.-12 M 7 a.m.-12 M Sun.  
 News Service: AP, UP  
 Transcription Service: Capitol, Standard,  
 Lang-Worth, SESAC, Cole  
 Representatives: Joseph Hershey McGillvra,  
 Duncan A. Scott & Company, John Keating  
 President: Carl E. Haymond  
 Director: James A. Murphy  
 Station Manager: John K. Clarke  
 Commercial Manager: Harrison A. Miller  
 Sales Promotion Manager-Publicity Director  
 William B. Hansen  
 Program Dir.-Production Mgr.: James W. Nolan  
 Chief Announcer: Don White  
 Musical Director: Gene Hess  
 Chief Engineer: H. B. Murphy  
 Farm Editor: John Roberts

# K Y A K

YAKIMA—EST. 1947

MBS—DON LEE

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Yakima Bcstg. Corp.  
 Business Address: Fair Ave. & Mead St.  
 Phone Number: 2-7143  
 News Service: AP  
 Pres.-Gen. Mgr.: Robert S. McCaw  
 Vice-President: J. Elroy McCaw  
 Commercial Manager: Seymour Spring  
 Promotion Manager: Robert B. Dyal  
 Prog. Dir.-Chief Engr.: Gordon Allen

# WEST VIRGINIA

Estimated Population 1,849,000—% Increase —2.8—Radio Homes 370,664  
 Farms with Radios 66,201—Stations in State 31.

# W J L S

BECKLEY—EST. 1939

CBS

Frequency: 560 Kc. Power: 1000 Watts D.,  
 500 Watts N.  
 Owned-Operated By: Joe L. Smith, Jr.  
 Business-Studio Address: WJLS Building  
 Phone Number: Beckley 7311  
 Transmitter Location: 1 mile SE Beckley  
 Air Time: 6 a.m. to 1 a.m.  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Burn Smith  
 Membership: NAB, BMB  
 President: Joe L. Smith, Jr.  
 General-Station Manager: Virginia N. Cooper  
 Commercial Manager: Robert Burns  
 Sales Promotion Mgr.: Fenton B. Boggs, Jr.  
 Program Director: George A. Hartrick  
 Chief Engineer: A. J. Ginkel

# W W N R

BECKLEY—EST. 1946

NBC

Frequency: 1450 Kc. 250 Watts  
 Owned-Operated By: Rahall Bcstg Co.  
 Business-Studio Address: 1565 Harper Road  
 Phone Number: 9300-9309  
 Transmitter Location: 1565 Harper Road  
 Air Time: 6 a.m.-12:30 a.m.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Joseph Hershey McGillvra  
 Membership: NAB, BMB  
 President-General Manager: N. Joe Rahal  
 Station Manager: C. Alden Baker  
 Commercial Manager: Charles R. French  
 Program Director: Don Hays  
 Chief Engineer: James Bucy

**WHIS**

**BLUEFIELD—EST. 1929**

NBC

Frequency: 1440 Kc.....1000 Watts D., 500  
Watts N. (CP 5000 Watts)  
Owned-Operated By...Daily Telegraph Ptg. Co.  
Business-Studio Address...623 Commerce St.  
Phone Number.....7114  
Transmitter Location.....Harry Heights  
Air Time.....5 a.m.-12:30 a.m.  
News Service.....AP  
Transcription Service.....World  
Representative.....Katz  
President-Owner.....H. I. Shott  
General Mgr., Chief Engr.....P. T. Flannagan  
Commercial Manager.....C. H. Murphey  
Program Director.....Melvin Barnett

**WCAW**

**CHARLESTON—EST. 1946**

Frequency: 1400 Kc.....250 Watts  
Owned-Operated By.....Capitol Bcst Corp.  
Business Address...1600 McCorkle Ave., SE  
Phone Number.....Capitol 37-503  
Transmitter Location...1600 McCorkle Ave., SE  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Langworth; Capitol  
Representatives...Gilman, Nicoll & Ruthman  
Membership.....NAB  
President.....Garland F. Wilkinson  
General-Station Manager.....Joseph J. Herget  
Commercial Manager.....Robert E. Bell  
Program Director.....James M. Flenniken  
Publicity Director.....Robert E. Bell  
Chief Engineer.....William D. Stone

**WCHS**

**CHARLESTON—EST. 1927**

CBS—W. VA. NETWORK

Frequency: 580 Kc.....Power: 5,000 Watts  
Owned-Operated By.....Charleston Bcst. Co.  
Business-Studio Address.....1016 Lee St.  
Phone Number.....28-131  
Transmitter Location...Kanawha Country Club  
Rd.  
Air Time.....5:30 a.m.-1 a.m.  
News Service.....AP, UP  
Transcription Service.....Standard  
Representative.....Branham  
Membership.....NAB, BMB, FMA  
President.....John A. Kennedy  
General Station Commercial  
Manager.....Howard L. Chernoff  
Sales Promotion Manager.....Jack Herman  
Program Director.....Berton Sonis  
Chief Engineer.....Odes E. Robinson

**WGKV**

**CHARLESTON—EST. 1939**

NBC

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Kanawha Valley  
Bcstg. Co., Inc.  
Business-Studio Address...208 Dickinson St.  
Phone Number.....37-541  
Transmitter Location...Coal Branch Heights  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB  
President.....Richard M. Venable  
General-Station Manager.....John S. Phillips  
Promotion Manager...Raymond R. Rebhann  
Program Director.....C. P. Vogel, Jr.  
Publicity Director.....Raymond R. Rebhann  
Chief Engineer.....George Whiteman

**WKNA**

**CHARLESTON—EST. 1946**

ABC

Frequency: 950 Kc.....Power: 1000 Watts  
Owned-Operated By.....Joe L. Smith, Jr.  
Business-Studio Address...804 Kanawha Blvd.  
Phone Number.....39-971  
Transmitter Location...Tyler Mountain Rd.  
Air Time.....6 a.m.-1 a.m.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Weed  
Membership.....BMB  
President.....Joe L. Smith, Jr.  
General Station- Commercial  
Manager.....John T. Gelder  
Sales Promotion Manager, Program  
Director.....Frank E. Shaffer  
Chief Engineer.....Taylor Marcum  
Farm Editor.....Bill Gentry

**WTIP**

**CHARLESTON—EST. 1946**

BMS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned By.....Chemical City Bcstg. Co.  
Operated By.....Gus Zaharis  
Business-Studio Address...Capitol & Fife  
Phone Number.....20-136  
Transmitter Location...Oakwood Road  
Air Time.....6 a.m.-1 a.m.  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Forjoe  
Membership.....NAB  
President-General Manager.....Gus Zaharis  
Station Manager, Program-Publicity-  
Director.....Richard Glaser  
Commercial Manager.....Ernie Thomas

**W B L K**

**CLARKSBURG—EST. 1937**

NBC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....News Publishing Co.  
 Business Address.....Wheeling, W. Va.  
 Studio Address.....114½ Pike St.  
 Transmitter Location.....Glen Elk  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth, SESAC  
 Membership.....NAB  
 President.....Austin Wood  
 General Manager.....George Clinton  
 Station, Commercial Sales.....  
 Promotion Manager.....Fred Zimmerman  
 Publicity Director.....Kathryn Vennari  
 Chief Engineer.....Joseph Wright

**W H A R**

**CLARKSBURG—EST. 1946**

MBS—ABC—KBS

Frequency: 1340.....Power: 250 Watts  
 Owned-Operated By  
 Mountain State Broadcasting Co., Inc.  
 Business-Studio Address....1200 East Pike St.  
 Phone Number.....5775, 6174  
 Transmitter Location.....1200 East Pike St.  
 Air Time.....7 a.m.-12 M  
 News Service.....UP  
 Transcription Service.....McGregor-SESAC  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NAB, BMB  
 President-Principal Owner, General-  
 Station Manager.....Glacus G. Merrill  
 Commercial Manager.....Jimmie Darnall  
 Sales Promotion Manager....Joseph Fawley  
 Program Director.....Ruth Parsons  
 Production Manager.....Tom Brooks  
 Chief Engineer.....Andrew Kovlan

**W P D X**

**CLARKSBURG—EST. 1946**

Frequency: 750 Kc.....Power: 1000-W  
 Owned-Operated By..Clarksburg Bcstg. Corp.  
 Business-Studio Address.....339 W. Main St.  
 Phone Number.....6060  
 Transmitter Location.....Country Club Road  
 Air Time.....Local Sunrise-Local Sunset  
 News Service.....UP  
 Transcription Service.....World & Capitol  
 President.....O. L. Billingsley  
 General-Station Manager.....R. C. Warden  
 Commercial-Sales Promotion  
 Manager.....Joseph Larosa  
 Program Director.....Dewitt Wyatt  
 Production Manager.....Bob Walsh  
 Publicity Director.....Ruth Lawson  
 Chief Engineer.....Robert D. Hough

**W D N E**

**ELKINS—EST. 1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By....West Va. Radio Corp.  
 Business Address.....Box 967  
 News Service.....AP  
 Transcription Service.....Standard  
 President.....H. C. Greer

**W M M N**

**FAIRMONT—EST. 1926**

CBS

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned By.....Fort Industry Co.  
 Operated By..Monongahela Valley Bcstg. Co.  
 Business-Studio Address.....208 Adams St.  
 Phone Number.....3100  
 Air Time.....5 a.m.-Midnight  
 News Service.....AP  
 Transcription Service..Lang-Worth, Thesaurus  
 Membership.....NAB, BMB  
 President.....George B. Storer  
 General Manager.....Lee B. Wailes  
 Station Manager.....Allen L. Haid  
 Commercial Manager.....Charles E. Smith  
 Program Director.....Frank Lee  
 Publicity Director.....Charles McGrath  
 Chief Engineer.....Joseph Strelauski

**W V W W**

**FAIRMONT—EST. 1946**

MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..Fairmont Bcstg. Co. Inc.  
 Business Address.....WVWV Radio Park  
 Phone Number.....5000  
 News Service.....AP  
 Transcription Service.....World, Associated  
 General Manager.....J. Patrick Beacom  
 Vice-President.....J. Harvey McCoy  
 Commercial Manager.....John F. Watkins  
 Chief Engineer.....J. Harvey McCoy

**W H T N**

**HUNTINGTON—EST. 1947**

Frequency: 800 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Greater Huntington  
 Radio Corporation  
 Business Address.....P. O. Box 2165,  
 Phone Number.....33453-4  
 Studio Address.....1112½ 4th Ave.  
 Air Time.....Local Sunrise-Local Sundown  
 News Service.....UP  
 Transcription Service..Associated, MacGregor  
 Representative.....Friedenberg Agency  
 Membership.....NAB  
 President-Owner.....A. B. Hyman  
 Vice-President, General Mgr....Myer Layman  
 Commercial Manager....John Roy Wolfe, Jr.  
 Chief Engineer.....Harold F. Sturm

# WPLH

HUNTINGTON—EST. 1946

MBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By...Huntington Bcstg. Corp.  
 Business-Studio Address...1105 Fourth Ave.  
 Phone Number...33421  
 Transmitter Location...16th St. & Jackson Ave.  
 Air Time...17½ hrs. daily—16 hrs. Sun.  
 News Service...AP  
 Transcription Service...Capitol & Standard Radio  
 Representative...Joseph Hershey McGillvra  
 Membership...NAB  
 President-General Manager...F. J. Evans  
 Commercial Manager...Bernard Sammons  
 Sales Promotion Manager...Lillian P. Swann  
 Program Director...Jay Caldwell  
 Publicity Director...Lucille Theen  
 Chief Engineer...William H. Hansher, Jr.

# WSAZ

HUNTINGTON—EST. 1926

ABC—W. VA. NETWORK

Frequency: 930 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By...WSAZ, Inc.  
 Business-Studio Address...912½ Third Ave.  
 Phone Number...4106  
 Transmitter Location...28th St. W. & C. &  
 O. R. R.  
 Air Time...6 a.m.-1 a.m.  
 News Service...AP  
 Transcription Service...Lang-Worth, SESAC  
 Representative...Branham  
 Membership...NAB, BMB  
 President...John A. Kennedy  
 General Manager...Howard L. Chernoff  
 Station-Commercial Manager...Marshall Rosene  
 Sales Promotion Manager...  
 Publicity Director...Lawrence Rogers  
 Program Director-Farm Editor...Ted Eiland  
 Production Manager-Chief Announcer...  
 Musical Director...Bert Shimp  
 Chief Engineer...Leroy Kilpatrick

# WLOG

LOGAN—EST. 1940

KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By...Clarence H. Frey &  
 Robert O. Greever  
 Business Address...Box 720 (mail) 433  
 Stratton St.  
 Studio-Transmitter Location...Kanada St.  
 Air Time...14 hrs. daily  
 News Service...UP  
 Membership...NAB, BMB

# WPEM

MARTINSBURG—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By...Martinsburg Bcstg. Co.  
 Business-Studio Address...W. King St., P. O.  
 Box 874  
 Phone Number...1146  
 Transmitter Location...W. King St.  
 Air Time...16½ hrs. daily  
 News Service...AP  
 Transcription Service...World  
 Membership...NAB, BMB  
 Partnership...C. M. Zinn & C. Leslie Golliday  
 General Manager...C. Leslie Golliday  
 Commercial Manager...E. W. Dockeney  
 Program Director...Amos Harper  
 Publicity Director...Ruby Ware  
 Chief Engineer...James Coale

# WMON

MONTGOMERY—EST. 1946

MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By...Fayette Associates, Inc.  
 Business-Studio Address...1028 First Ave.  
 Phone Number...620-621  
 Transmitter Location...1028 First Ave.  
 Air Time...6 a.m.-12 M  
 News Service...AP  
 Transcription Service...World  
 Membership...NAB  
 President, Commercial-Sales  
 Promotion Manager...Andrew W. Vickers  
 Program Director...James M. Holmes  
 Production Manager...Sydney Henry  
 Chief Announcer...Paul Rhone  
 Musical Director...Jack Clement  
 Chief Engineer...Campbell Craver

# WAJR

MORGANTOWN—EST. 1940

MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By...W. Va. Radio Corp.  
 Business-Studio Address...446 Spruce St.  
 Phone Number...9488-9489  
 Transmitter Location...100 Charleston Ave.  
 Air Time...7 a.m.-12 M  
 News Service...AP  
 Transcription Service...World  
 Representative...Homer Griffith Co.  
 Membership...NAB  
 President...H. C. Greer  
 General Manager...Numa Fabre, Jr.  
 Commercial Manager...John W. Johns  
 Sales Promotion Manager...F. G. Raese  
 Program Director...George Kapel  
 Publicity Director...Rosemary Pearson  
 Musical Director...Eleanor Negri  
 Chief Engineer...Ray Spence

**WOAY**

OAK HILL—EST. 1947

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Operated By Robert R. Thomas, Jr.  
 Business-Studio Address Oak Hill, W. Va.  
 Phone Number 651  
 Transmitter Location Oak Hill, W. Va.  
 Air Time Local sunrise-sunset  
 News Service AP  
 Transcription Service Capitol  
 Representative Harry Friedenberg  
 Membership NAB, BMB  
 President-Owner, General-Manager,  
 Chief Engineer Robert R. Thomas, Jr.  
 Station-Sales Promotion Manager, Program-  
 Publicity Director Harold B. Shaw  
 Chief Announcer Dennis Hollandsworth  
 Musical Director Vincent W. Moon, Jr.  
 Farm Editor Hugh McPherson

**WCOM**

PARKERSBURG—EST. 1947

ABC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Parkersburg Bcstg. Co.  
 Business-Studio Address 317 Ninth St.  
 Phone Number 6800-1  
 Transmitter Location 2801 New York Ave.  
 Air Time 6:55 a.m.—12:05 a.m.  
 News Service UP  
 Transcription Service World  
 Representative Donald Cooke  
 Membership NAB  
 General Manager Carl L. Loose  
 Ass't. Manager, Program  
 Director Paula M. Carr  
 Commercial Manager Laurence V. Murphy  
 Publicity Director Mrs. Margaret Stern  
 Chief Announcer Michael Olds  
 Chief Engineer Buford P. Barickman  
 Farm Editor Dorothy Chadwick Rapp

**WPAR**

PARKERSBURG—EST. 1935

CBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Ohio Valley Bcstg. Corp.  
 Business-Studio Address 211 5th St.  
 Phone Number 2530  
 Transmitter Location Route 2, Parkersburg,  
 W. Va., Box 109  
 Air Time 6:30 a.m.—1:05 a.m.  
 Transcription Service Standard, SESAC  
 Representative Branham  
 President Austin V. Wood  
 Ex Vice-President, General  
 Manager Geo. H. Clinton  
 Educational Director, Sales  
 Promotion Manager John W. Evans  
 Program Director Sherman Grimm  
 Chief Engineer Vilah Brooks

**WLOH**

PRINCETON

MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Mountain Bcstg.  
 Business Address Princeton  
 Phone Number 567  
 News Service UP  
 Transcription Service Thesaurus  
 President Frank G. McKenzie  
 Gen.-Comm.-Prom. Mgr. Robert C. Wolfenden

**WRON**

RONCEVERTE—EST. 1947

MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By William E. Blake  
 Business Address Ronceverte, W. Va.  
 Phone Number 300  
 Studio Address Shanklin Building  
 Transmitter Location Charlotte Heights  
 Air Time 5 a.m.—12 p.m.—8 a.m.—12 p.m., Sun.  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Joseph Hershey McGillvra  
 Membership NAB  
 President, General-Station  
 Manager William E. Blake  
 Commercial Manager Clyde Porterfield  
 Program Director Arch Holsten  
 Publicity Director, Chief Announcer Art Kellar  
 Chief Engineer S. Herbert Jackson  
 Farm Editor Arch Holsten

**WBRW**

WELCH—EST. 1940

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By MacDowell Service Co.  
 Business-Studio Address Riverside Drive  
 Phone Number 818  
 Transmitter Location Riverside Drive  
 Air Time 6 a.m.—12 M  
 News Service AP  
 Transcription Service Standard  
 Representative Forjoe & Co.  
 Membership NAB, BMB  
 President J. G. Hunt  
 General Manager John P. Sinclair  
 Program Director John J. Villani  
 Chief Engineer Howard R. King

**WHAW (CP)**

WESTON

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Lewis Service Corp.  
 Business Address 238 Main St.

# WKWK

WHEELING—EST. 1941

ABC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By.....Community Bcstg., Inc.  
 Operated By.....Radio Station WKWK  
 Business-Studio Address.....Pythian Building,  
 16th & Market Sts.  
 Phone Number.....5320  
 Transmitter Location.....Pythian Building,  
 16th & Market Sts.  
 Air Time.....18 hours  
 News Service.....UP  
 Transcription Service.....Standard  
 Station Representative.....Weed  
 Membership.....NAB, BMB  
 President.....Joe L. Smith, Jr.  
 General-Station-Commercial  
 Manager.....John B. Reynolds  
 Program Director, Production  
 Manager.....Albert H. Stewart  
 Publicity Director.....Nancy A. Hilmes  
 Chief Announcer.....Ray Vingi  
 Chief Engineer.....Fred A. Baker

# WWVA

WHEELING—EST. 1926

CBS

Frequency: 1170 Kc. Power: 50000 Watts  
 Owned-Operated By.....West Va. Bcstg. Co.  
 Address.....Hawley Bldg.

Phone Number.....Wheeling 5383  
 Transmitter Location.....St. Clairsville, Ohio  
 Air Time.....4:30 a.m.-1 a.m.;  
 7 a.m.-1 a.m. Sun.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Cole  
 Representative.....Petry  
 Membership.....NAB, BMB  
 President.....George B. Storer  
 V.P. in chg. of Operations.....Wm. E. Rine  
 Sales Promotion Mgr.....Howard W. Meagle  
 Ass't Mgr.-Dir.....Paul J. Miller  
 Program Director.....Paul A. Myers  
 Chief Engineer.....Edwin L. Keim

# WBTH

WILLIAMSON—EST. 1939

MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Williamson Bcstg. Corp.  
 Business Address.....2nd Ave. at Court St.  
 Phone Number.....1241-2  
 Transmitter Location.....2nd Ave. at Court St.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World Bcstg. System  
 Membership.....NAB, BMB  
 President.....Mrs. Lewis C. Tierney  
 General-Station-Commercial  
 Manager.....Alice Shein  
 Sales Promotion-Production Manager,  
 Program Director.....Robert E. Spiros  
 Chief Engineer.....Robert W. Bullio

# WISCONSIN

Estimated Population 3,283,000—% Increase +4.6—Radio Homes 829,246  
 Farms with Radios 156,442—Stations in State 41

# WHBY

APPLETON—EST. 1925

MBS—KBS

WISCONSIN NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....WHBY, Inc.  
 Address.....600 S. Lawe St.  
 Phone Number.....1161  
 Transmitter Location.....600 S. Lawe St.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Representative.....Griffith  
 Transcription Service.....Lang-Worth  
 Membership.....NAB, BMB  
 General Manager.....Earl H. Huth  
 Commercial Manager.....W. O. Porsow  
 Program Dir.-Prod. Mgr.....Rodger Mueller  
 Promotion Manager.....F. Douglas Chingo  
 Chief Engineer.....George Merkl

# WATW

ASHLAND—EST. 1940

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Upper Mich.-Wisc.  
 Bcstg. Co., Inc.  
 Business-Studio Address.....Northern State Bank  
 Phone Number.....1420  
 Transmitter Location.....Ellis Ave.  
 Air Time.....6:25 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....The Walker Co.  
 Membership.....BMB  
 President.....William L. Johnson  
 General Manager & Vice-President.....J. W. Huss  
 Assistant Station Manager.....T. G. Hogan  
 Commercial Manager.....J. A. Marta  
 Program-Musical Director.....Mary Jean Anno  
 Production Manager.....Arnold Peterson  
 Chief Engineer.....Otto Link

**W B I Z**

**EAU CLAIRE—EST. 1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....WBIZ, Inc.  
 Business Address.....609 Cameron  
 Phone Number.....2-1969  
 News Service.....UP  
 Transcription Service.....World  
 Pres.-Gen. Mgr.....James J. Conroy  
 Commercial Manager.....Ray L. Watton  
 Program Director.....Fred Riddell  
 Traffic Manager.....Alvina Britz  
 Chief Engineer.....Claude Thomas

**W E A U**

**EAU CLAIRE—EST. 1937**  
**NBC—ARROWHEAD—NORTHWEST**  
**NETWORK**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Operated By.....Central Bcstg. Co.  
 Address.....203 S. Barstow St.  
 Phone Number.....6149  
 Transmitter Location.....Seymour Road  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Thesaurus  
 Representative.....George P. Hollingbery  
 Membership.....NAB, BMB  
 Pres.-Gen. Mgr.....Walter C. Bridges  
 Commercial Manager.....James Clyde Riddle  
 Program Director.....Jack Kelly  
 Chief Engineer.....Thorwald O. Jorgenson

**W R F W**

**EAU CLAIRE—EST. 1948**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Chippewa Valley  
 Radio & Television Corp.  
 Business-Studio Address.....21½ S. Barstow St.  
 Phone Number.....4170  
 Air Time.....Local sunrise-local sunset  
 President.....T. K. Werner  
 Station Manager.....Jack Kelly

**K F I Z**

**FOND-DU-LAC—EST. 1922**

**MBS—WISCONSIN NETWORK**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....KFIZ Bcstg. Co.  
 Address.....18 W. First St.  
 Phone Number.....356  
 Transmitter Location.....18 W. First St.  
 Air Time.....Unlimited  
 News Service.....UP  
 Membership.....NAB, BMB  
 Exec. V.P.-Prom. Mgr.....Emery W. Martin  
 Gen.-Comm. Mgr.....Lynn N. Fairbanks  
 Commercial Director.....Emery W. Martin  
 Program Director.....Lucille A. Fairbanks  
 Chief Engineer.....Wendall Meyers

**W D U Z**

**GREEN BAY—EST. 1947**

**ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Green Bay Bcstg. Co.  
 Business Address.....Nicolet Bldg.  
 Phone Number.....Howard 6300  
 News Service.....UP  
 Transcription Service.....SESAC, Lang-Worth  
 Representative.....Taylor-Howe-Enowden  
 Pres.-Gen. Mgr.....Ben A. Laird  
 Commercial Manager.....F. M. Cooper  
 Program Director.....Robert C. Nelson  
 Chief Engineer.....Paul C. Tyrrel

**W J P G**

**GREEN BAY—EST. 1947**

**WISCONSIN NETWORK**

Frequency: 810 Kc. Power: 1 Kw.  
 Owned-Operated By.....Green Bay Newspaper  
 Company  
 Business Address.....Green Bay, Wisc.  
 Phone Number.....Howard 6400  
 Studio Address.....428 Cherry St.  
 Transmitter Location.....Bellevue Rd., S. of  
 Green Bay, Wisc.  
 Air Time.....Local sunrise-Local sunset  
 News Service.....AP  
 Transcription Service.....Thesaurus & Standard  
 Representative.....McGeehan & O'Mara  
 Membership.....NAB, FMA  
 General Manager.....A. B. Turnbull  
 Station Manager.....John M. Walter  
 Commercial Manager.....Glen Holznecht  
 Program Director.....Russell Widoe  
 Production Manager.....Bob Smith  
 Chief Engineer.....Elmo W. Reed

**W T A Q**

**GREEN BAY—EST. 1922**

**CBS**

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Operated By.....WHBY Inc.  
 Business-Studio Address.....Bellin Building  
 Phone Number.....Adams 1  
 Transmitter Location.....West De Pere, Wisc.  
 Air Time.....24 hours daily  
 News Service.....AP  
 Transcription Service.....World, SESAC  
 Representative.....Weed & Co.  
 Membership.....BMB  
 Managing-Director.....Rev. M. J. Beemster  
 General-Station Manager.....Haydn R. Evans  
 Commercial Manager.....Al Michel  
 Sales Promotion Manager, Publicity  
 Director.....Lee Stinson  
 Program Director.....Clair Stone  
 Chief Announcer.....Don Arthur  
 Musical Director.....Clarence Edges  
 Chief Engineer.....Wallace E. Stangel  
 Farm Editor.....Eddy Jason

# WCLO

JANESVILLE—EST. 1930

MBS—WISC. NETWORK—KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Southern Wisconsin  
Radio, Inc.

Business-Studio Address 200 E. Milwaukee St.  
Phone Number 2550  
Transmitter Location 1436 Oakhill Ave.  
Air Time Unlimited  
News Service AP  
Transcription Service Lang-Worth & Thesaurus  
Representative Rambeau  
Membership NAB, BMB  
Chief Executive Sidney H. Bliss  
General-Commercial  
Manager Vern W. Williams  
Promotion Manager Joseph G. Urban  
Chief Engineer Wayne Clay  
Farm Editor Grant H. Ritter

# WLIP

KENOSHA—EST. 1947

Frequency: 1050 Kc. Power: 250 Watts  
Owned By Kenosha Bcstg. Co.  
Operated By Wm. L. Lipman  
Business-Studio Address 625 - 57th St.  
Phone Number 6162  
Transmitter Location 625 - 57th St.  
Air Time Day  
News Service UP  
Transcription Service Lang-Worth  
Representative J. P. McKinney & Son  
Membership NAB  
Chief Executive, General-Station

Manager Wm. L. Lipman  
Commercial Manager John Livingston  
Program-Publicity Director Richard V. Driscoll  
Chief Engineer Willard L. Thiel  
Farm Editor Lee Edwards

# WKBH

LA CROSSE—EST. 1923

NBC

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Operated By WKBH Incorporated  
Business-Studio Address 409 Main St.  
Phone Number 450  
Transmitter Location Gilette St. near Highway  
16, La Crosse

Air Time 6 a.m.-12 p.m.  
News Service AP  
Transcription Service Lang-Worth & World  
Representative Taylor-Howe-Snowden  
Membership NAB, BMB  
General Manager Howard Dahl  
Program Director Berneice Callaway  
Production Manager Ray Plamadore  
Musical Director Beverly Dittman  
Chief Engineer Alvin Leeman

# WKTY (CP)

LA CROSSE

Frequency: 580 Kc. Power: 1000 Watts  
Owned-Operated By Le Crosse Bcstg. Co.  
Business Address 515 State Bank Bldg.

# WLCX

LA CROSSE—EST. 1947

ABC

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Bermac Radio, Inc.  
Business-Studio Address State Bank Bldg.  
Phone Number 4379  
Transmitter Location Lang Drive  
Air Time 6 a.m.-12 M & 8 a.m.-12 M, Sun.  
News Service UP  
Transcription Service Standard  
President Margaret B. Mac Lennan  
General-Station Manager E. W. Berg  
Commercial Manager Millard Berg  
Sales Promotion Manager Robert A. Gaumer  
Program Director, Production

Manager Joe N. Snyder  
Chief Announcer Carlton Beaudette  
Chief Engineer Albert I. Rauscher

# WLDY (CP)

LADYSMITH

Frequency: 1340 Kc. Power: 100 Watts  
Owned-Operated By O. J. Falge  
Business Address Highway 8  
News Service UP  
President O. J. Falge  
Gen.-Comm.-Prom. Mgr.-Prog. Dir. Loren F.  
Bridges

Chief Engineer Darrell H. Holbrook

# WIBA

MADISON—EST. 1925

NBC

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Operated By Badger Bcstg. Co.  
Business-Studio Address 110 E. Main St.  
Phone Number Fairchild 8800  
Transmitter Location Town of Fitchburg,  
Dane County, Wisc.

Air Time 6 a.m.-12M  
News Service AP, UP  
Transcription Service Standard  
Representative Avery-Knodel  
Membership NAB, BMB  
President William T. Evjue  
General Manager Kenneth F. Schmitt  
Business Manager Howard A. Johnson  
Program Director Robert N. Dick  
Publicity Director Peg Bolger  
Musical Director Virginia Hodell  
Chief Engineer Norman Hahn  
Farm Editor Chuck Mittlestad

**W K O W**

MADISON—EST. 1945

MBS

Frequency: 1070 Kc. Power: 10,000 Watts d.  
5000 Watts n.

Owned-Operated By..... Monona Bcstg. Co.  
Business-Studio Address... 215 W. Washington  
Ave.

Phone Number..... Gifford 7100

Transmitter Location..... McFarland, Wisc.

Air Time..... 18½ hrs. daily

News Service..... UP

Representative..... Headley-Reed Co.

Membership..... NAB

President..... Stewart Watson

Gen.-Comm.-Sales Prom. Mgr.-Pub. Director

Harry H. Packard

Prog. Supervisor-Prod. Mgr.-Musical Director

Kenneth W. Dillon

Chief Announcer..... R. B. Streeter

Chief Engineer..... V. A. Vanderheiden

Farm Editor..... Buck Leverton

Owned-Operated By..... Francis M. Kadow

Business-Studio Address..... Radio Building

Phone Number..... 5015-6015-7015-8015

Transmitter Location... Mikadow Theater Bldg.

Air Time..... 6:57 a.m.-M

News Service..... UP

Transcription Service..... World

Representative..... McGeehan & O'Mara

Membership..... NAB

President, General-Station-Commercial

Manager, Publicity

Director..... Francis M. Kadow

Sales Promotion Manager.... Robert Churchill

Program Director, Production

Manager..... George H. Erdman

Chief Announcer..... Jack Leon

Musical Director..... El. Roy

Chief Engineer..... W. F. Duben

Farm Editor..... A. E. Reedy

**W M A M**

MARINETTE—EST. 1939

NBC

Frequency: 570 Kc. Power: 250 Watts d.;  
100 Watts n.

Owned-Operated By..... M & M Bcstg. Co.

Business-Studio Address.... Radio Park, foot  
of Wells St.

Phone Number..... 570

**W O M T**

MANITOWOC—EST. 1926

MBS—WISCONSIN—KBS

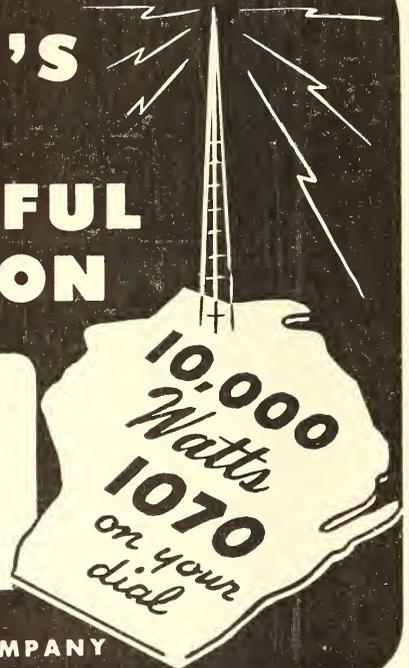
Frequency: 1240 Kc. Power: 250 Watts

**WISCONSIN'S**  
*newest and*  
**MOST POWERFUL**  
**RADIO STATION**

**WKOW**

AFFILIATED M. B. S.

MADISON 3, WISCONSIN  
Represented by HEADLEY-REED COMPANY



Transmitter Location.....Radio Park  
 Air Time.....6:30 a.m.-12 p.m.  
 News Service.....UP  
 Representative.....Radio Adv. Co.  
 Membership.....BMB  
 President.....W. E. Walker  
 General-Station Manager.....J. D. Mackin  
 Commercial Manager.....H. L. Emich  
 Sales Promotion Manager.....Mary Kay  
 Program Director, Production  
 Manager.....Patrick Kehoe  
 Chief Engineer.....A. L. Stewart  
 Farm Editor.....John Bell

**WDLB**

MARSHFIELD—EST. 1947

KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Dairyland's Bcstg.  
 Service, Inc.  
 Business-Studio Address .1710 N. Central Ave.  
 Phone Number.....1212  
 Transmitter Location.....1710 N. Central Ave.  
 Air Time.....6:30 a.m.-10 p.m.; 7 a.m.-10 p.m.,  
 Sun.  
 News Service.....UP  
 Transcription Service...World-SESAC-Keystone  
 Representative.....Homer Griffith  
 President.....Lloyd L. Felker  
 General-Station Manager.....George F. Myer  
 Commercial-Sales Promotion  
 Manager.....Robert W. Behling  
 Program Director.....Roy LaMere  
 Chief Engineer.....Gerald J. Boos

**WIGM**

MEDFORD—EST. 1941

KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Dairyland's Bcstg.  
 Service, Inc.  
 Business-Studio Address.....Medford  
 Phone Number.....5147  
 Transmitter Location.....Highway 13  
 Air Time.....7:30 a.m.-10 p.m., 8-6, Sun.  
 News Service.....UP  
 Transcription Service.....SESAC  
 President.....Lloyd L. Felker  
 General-Station Manager . . . . .George F. Meyer  
 Commercial-Sales Promotion Manager,  
 Program Director.....Irma Meyer  
 Chief Announcer.....Dick Johnson  
 Chief Engineer.....Raymond Bohnert  
 Farm Editor.....Homer Porter

**WEMP**

MILWAUKEE—EST. 1935

ABC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Milwaukee Bcstg. Co.

Business-Studio Address.....710 N. Plankinton  
 Ave.  
 Phone Number.....Marquette 772.  
 Transmitter Location .5335 W. McKinley Blvd.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....Capitol Library  
 Representative . . . . .Avery-Knodel  
 President.....Robert M. LaFollette  
 General-Station Manager... .Hugh K. Boice, Jr.  
 Commercial Manager.....John Gagliano  
 Sales Promotion Manager, Publicity  
 Director . . . . .Karl Gierhahn  
 Program Director, Production  
 Manager.....Bert Mulroy  
 Chief Announcer.....Tom Shanahan  
 Musical Director.....Elmer Ihrke  
 Chief Engineer.....Rolland Paske

**WEXT**

MILWAUKEE—EST. 1947

Frequency: 1430 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WEXT, Inc.  
 Business Address.....Century Bldg.  
 Phone Number.....Marquette 6542  
 News Service.....INS, UP  
 Transcription Service.....SESAC, Capitol  
 Representative . . . . .Young  
 President.....Gerald A. Bartell  
 Gen.-Comm. Mgr.....John M. Printup  
 Station Manager.....Albert B. Gale  
 Promotion Manager.....Lee K. Beznor  
 Program Director.....Rosa B. Evans  
 Chief Engineer.....Ralph E. Evans

**WFOX**

MILWAUKEE—EST. 1946

Frequency: 860 Kc.....Power: 250 Watts  
 Owned-Operated By . . . . .Wisc. Bcstg. System, Inc.  
 Business-Studio Address .739 North Broadway  
 Phone Number.....Broadway 1272-3-4  
 Transmitter Location.....208 East Wisconsin  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service . . . . .Standard  
 Representative . . . . .Joseph Hershey McGillvra  
 President, General-Station  
 Manager.....Charles J. Lanphier  
 Program Director, Production  
 Manager . . . . .Carl Zimmermann  
 Publicity Director.....Grace Landre  
 Chief Announcer.....Paul Bartell  
 Musical Director . . . . .Walter Behl  
 Chief Engineer.....George A. Dodge  
 Farm Editor.....John Van Osch

**WISN**

MILWAUKEE—EST. 1922

CBS

Frequency: 1150 Kc.....Power: 500 Watts  
 Owned-Operated By.....Hearst Radio, Inc.

Address.....123 W. Michigan St.  
 Phone Number.....Daly 6474  
 Transmitter Location.....Town of Greenfield  
 Air Time.....6 a.m.-M.  
 News Service.....UP, INS  
 Transcription Service.....World, Standard  
 Representative.....The Katz Agency  
 Membership.....NAB, BMB  
 General Manager.....G. W. Grignon  
 Local Commercial Mgr.....R. E. Shireman  
 Program Director.....Jack Raymond  
 Promotion Manager.....Ellis Saxton  
 Chief Engineer.....Donald A. Weller

**W M A W**

**MILWAUKEE—EST. 1948**

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned By.....Midwest Bcstg. Co.  
 Business-Studio Address.....723 N. Third St.  
 Phone Number.....Daly 2154  
 Transmitter Location.....S 118th & West Grange,  
 Hales Corners, Wisconsin  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Associated, Lang-Worth  
 Representative.....Free & Peters  
 V. P., Gen. Mgr.....George E. Inghram  
 Asst. General Manager.....Woods O. Dreyfus  
 Commercial Mgr.....James G. Sandison  
 Program Director.....Charles G. Chan  
 Production Manager.....Hal Walker  
 Promotion Mgr.....Paul Miles  
 Chief Engineer.....R. H. Host

**W M L O**

**MILWAUKEE—EST. 1947**

Frequency: 1290 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Cream City Bcstg. Co.  
 Business-Studio Address.....2625 W. Wisc. Ave.  
 Phone Number.....West 1290  
 Transmitter Location.....Whitefish Bay  
 Air Time.....6 a.m.-local sunset  
 News Service.....UP  
 Transcription Service.....Cole, Lang-Worth  
 Representative.....Forjoe & Co.  
 Membership.....NAB  
 Chief Exec., V. P., Gen. Mgr.....Jerome Sill  
 Commercial Manager.....Dale F. Darr  
 Sales Promotion Manager.....Richard E. White  
 Program Director.....Lan Singer  
 Chief Engineer.....Paul Mueller

**W T M J**

**MILWAUKEE—EST. 1927**

NBC

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....The Journal Co.  
 Business Address.....333 W. State St.  
 Phone Number.....Marquette 6000  
 Studio Address.....720 E. Capitol Dr.

Transmitter Location.....Route 5, Box 817,  
 Waukesha, Wisconsin  
 Air Time.....5:30 a.m.-12:30 a.m.; 7 a.m.-12:30  
 a.m., Sun.  
 News Service.....AP  
 Transcription Service.....Thesaurus, Associated  
 Representative.....Edward Petry  
 Membership.....NAB, BMB  
 General Manager.....W. J. Damm  
 Asst. General Manager.....L. W. Herzog  
 Station-Commercial Mgr.....R. G. Winnie  
 Promotion Manager, Publicity  
 Director.....R. B. Wallace  
 Program Director.....E. J. Robertson  
 Chief Announcer.....Robert Heiss  
 Musical Director.....Maurice Kipen  
 Chief Engineer.....Wm. Hebal

**W N A M**

**NEENAH—EST. 1947**

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Neenah-Menasha  
 Bcstg. Co.  
 Business-Studio Address.....101 East Wisc. Ave.  
 Phone Number.....4615  
 Transmitter Location.....Rt. 1, Neenah  
 Air Time.....6 a.m.-local sunset  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Rambeau  
 Membership.....NAB, BMB  
 V. P., Gen. Mgr.....Don C. Wirth  
 Commercial-Sales Promotion  
 Manager.....Karl Gorsche  
 Program-Publicity Director, Farm  
 Editor.....Howard Hanson  
 Production Manager, Chief  
 Announcer.....Don Cavitt  
 Musical Director.....Marion Maves  
 Chief Engineer.....E. W. Fliegel

**W O S H**

**OSHKOSH—EST. 1941**

ABC

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oshkosh Bcstg. Co.  
 Business-Studio Address.....151½ Main St.  
 Phone Number.....Stanley 4580  
 Transmitter Location.....County Trunk A, Bowen  
 St. Rd.  
 Air Time.....6:30 a.m.-11 p.m.; 8 a.m.-11 p.m.,  
 Sun.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Donald Cooke  
 Membership.....NAB, BMB  
 Senior Partner & Executive  
 Director.....Myles H. Johns  
 General Manager.....George Greeley  
 Commercial Manager.....Allen Embury  
 Program Director.....Sherwood Lorenz  
 Chief Engineer.....Glen Wheeler

# W O B T

PELICAN—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By...The Oneida Bcstg. Co.  
 Business Address...29 Frederick St.,  
 Rhinelander, Wisc.

# W I B U

POYNETTE—EST. 1925

MBS—WISC. NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By...Wm. C. Forrest  
 Business Address...RFD No. 2, Poynette  
 Phone Number...97 R 5.  
 Transmitter Location...RFD No. 2, Poynette  
 Air Time...6:30 a.m.-11 p.m.  
 News Service...UP  
 Transcription Service...Standard, SESAC  
 Representative...Burn-Smith  
 President, General-Station Manager, Farm  
 Editor...Wm. C. Forrest  
 Commercial-Sales Promotion-Production Mgr.,  
 Publicity Director...Ralph O'Connor  
 Program Director...Sarah Forrest  
 Chief Announcer...Lee Wesner  
 Musical Director...George Gross  
 Chief Engineer...L. Stanley Sadler

# W R J N

RACINE—EST. 1928

ABC—WISCONSIN NETWORK—KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By...Racine Bcstg. Corp.  
 Business Address...441 Main St.  
 Phone Number...Jackson 290-121  
 Transmitter Location...Mt. Pleasant  
 Air Time...6:15 a.m.-10:15 p.m.  
 News Service...AP  
 Representative...Walker Co.  
 Membership...NAB, BMB, FMA  
 President...Frank R. Starbuck  
 General Manager...Harry R. LePoidevin  
 Station-Commercial Mgr...Harold J. Newcomb  
 Program Director...Lyman Merens  
 Publicity Director...Amelia A. French  
 Chief Engineer...Francis Lee Dechant

# W O B T

RHINELANDER—EST. 1947

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By...Oneida Bcstg. Co.  
 Business-Studio Address...Route 8 East  
 Phone Number...1240  
 Transmitter Location...Route 8 East  
 Air Time...6:45 a.m.-11 p.m.  
 News Service...UP

Transcription Service...Lang-Worth  
 Membership...NAB  
 President...John R. Tomek  
 General Manager...Geo. A. Richards  
 Sales Promotion Manager...Gregory McElrone  
 Program Director...Clyde D. Lake  
 Chief Engineer...Chas. Bresette

# W J M C

RICE LAKE—EST. 1939

MBS—ARROWHEAD NORTHWEST

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By...WJMC, Inc.  
 Business-Studio Address...1615 S. Main St.  
 Phone Number...550  
 Air Time...6:25 a.m.-11 p.m.  
 Transcription Service...Associated  
 Representative...Geo. P. Hollingberry  
 Membership...BMB  
 President...Walter C. Bridges  
 Station Manager...Greg Rouleau  
 Program Director, Farm Editor...Harry Wills  
 Publicity Director...Betty Gregory  
 Chief Engineer...Robert Kolsky

# W H B L

SHEBOYGAN—EST. 1924

ABC—WISC.

Frequency: 1330 Kc. Power: 1000 Watts d.;  
 250 Watts n.  
 Owned-Operated By...WHBL, Inc.  
 Business-Studio Address...Press Bldg.  
 Phone Number...4844  
 Air Time...7 a.m.-11 p.m.  
 News Service...AP  
 Transcription Service...World  
 Membership...NAB, BMB  
 President...A. Matt Werner  
 General-Commercial Mgr...G. P. Richards  
 Program Director...Glen James  
 Publicity Director...Doris Domnie  
 Chief Engineer...Herbert J. Mayer

# W D S M

SUPERIOR—EST. 1937

ABC—NORTHLAND NETWORK

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By...Ridson, Inc.  
 Business-Studio Address...Nation Bldg.  
 Phone Number...4451  
 Air Time...6:25 a.m.-11:30 p.m.  
 News Service...AP  
 Transcription Service...Lang-Worth, SESAC  
 Representative...Free & Peters  
 Membership...NAB  
 President...Robert Ridder  
 General-Station Mgr...Carl Bloomquist  
 Commercial Manager...Clifford Lue  
 Program Director...Lewis Martin  
 Chief Engineer...Melvin Lasky

**WSBR**

**SUPERIOR—EST. 1946**

KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....WSBR, Inc.  
 Address.....1st & Baker Ave.  
 Phone Number.....Melrose 4794  
 News Service.....AP  
 Transcription Service.....Standard  
 President.....Ford S. Campbell  
 General Manager.....James J. Conroy  
 Comm. Mgr.-Prog. Dir.....Arthur C. Robinson  
 Promotion Manager.....Laurie E. Carlson  
 Chief Engineer.....Olaf N. Gabrielson

**WFHR**

**WISCONSIN RAPIDS—EST. 1940**

MBS—WISC. NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....William F. Huffman  
 Business Address.....141 W. Grand Ave.  
 Phone Number.....1340  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Capitol  
 Membership.....NAB, BMB  
 President.....William F. Huffman  
 General Mgr.....Geo. T. Frechette  
 Commercial Manager.....Bruce G. Beichl  
 Production Manager.....Arnie Strope  
 Chief Engineer.....Victor W. Nickel

**WAUX**

**WAUKESHA—EST. 1946**

Frequency: 1510 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Waukesha Bcstg. Co.  
 Business Address.....319 W. Main St.  
 Phone Number.....6619  
 Transmitter Location.....Highway 18  
 Air Time.....6:30 a.m.-sunset  
 Transcription Service.....Cole  
 News Service.....AP  
 President.....Carl Taylor  
 Vice President.....Lloyd Berlingham  
 Secy.-Treas.....Russ Salter  
 General Manager.....Mig Figi  
 Program Director.....Ralph Andrews  
 Chief Engineer.....Charles Kaetel

**WSAU**

**WAUSAU—EST. 1937**

CBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....The Journal Co.  
 Business-Studio Address.....125 3rd Street  
 Phone Number.....6521  
 Air Time.....6:30 a.m.-11:05 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Edward Petry  
 V. P., Gen. Mgr.....Walter J. Damm  
 Station Manager.....Ben F. Hovel  
 Commercial Manager.....J. W. Killeen  
 Chief Engineer.....R. W. Richardt

**WYOMING**

*Estimated Population 275,000—% Increase +9.7—Radio Homes 69,626  
 Farms with Radios 11,332—Stations in State 9*

**KDFN**

**CASPER—EST. 1930**

MBS—INTERMOUNTAIN NETWORK—KBS

Frequency: 1470 Kc. Power: 1000 Watts  
 Owned-Operated By.....Donald L. Hathaway  
 Business-Studio Address.....Box 930  
 Phone Number.....407  
 Transmitter Location.....Box 930  
 Air Time.....6:45 a.m.-11 p.m.; 8 a.m.-10:30 p.m.,  
 Sun.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Sears & Ayer; Avery-Knodel  
 Membership.....NAB, BMB  
 Owner, General Mgr.....Donald L. Hathaway  
 Commercial Manager.....Frederic Huismith  
 Program Director.....Marcus R. Nichols  
 Production Manager.....William Shutts  
 Publicity Director.....John Morehead  
 Chief Engineer.....Donald L. Hathaway

**KVOC**

**CASPER—EST. 1946**

ABC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....KVOC Bcstg. Co.  
 Business Address.....1540 So. Wolcott St.,  
 P. O. Box 2090  
 Phone Number.....130  
 Transmitter Location.....1540 So. Wolcott St.,  
 P. O. Box 2090  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard  
 Membership.....NAB, BMB  
 President.....E. E. Hanway  
 Gen.-Sta. Mgr.....John R. Bailey, Jr.  
 Comm.-Sales Prom. Mgr.....D. R. Christopher  
 Program Director.....E. L. Rock  
 Publicity Director.....Kathryn L. Warner  
 Chief Engineer.....G. L. Schmehl

**K F B C**

**CHEYENNE—EST. 1940**

**ABC—PURPLE SAGE NETWORK**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Frontier Bcstg. Co.  
 Business-Studio Address.....Plains Hotel  
 Phone Number.....4461  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Membership.....NAB, BMB  
 President.....Tracy S. McCracken  
 Treasurer, General-Station Mgr....Wm. C. Grove  
 Commercial Manager.....Frank Flynn  
 Sales Promotion Manager.....Robert True  
 Program Director.....Dale Sunderland  
 Production Manager.....Chuck Maxwell  
 Chief Engineer.....Harold Roberts

**K O D I**

**CODY—EST. 1947**

**MBS—WYOMING NETWORK**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Absaroka Bcstg. Co.  
 Business-Studio Address.....Cody  
 Phone Number.....444  
 Transmitter Location..½ mi. S. of Cody, Wyo.  
 Air Time.....6:30 a.m.-10 p.m.  
 News Service.....AP  
 Transcription Service.....World. Cole  
 Membership.....NAB  
 President, General Mgr.....Breck Moran  
 Program Director.....Louise G. Metz  
 Chief Engineer.....Phillip H. Barnhart

**K P O W**

**POWELL—EST. 1941**

**MBS—INTERMOUNTAIN—KBS**

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Albert J. Meyer  
 Business Address.....243 E. 2nd St.  
 Phone Number.....222  
 Transmitter-Studio Location..2 mi. S. of Powell  
 Air Time.....6 a.m.-10 p.m.  
 News Service.....UP  
 Transcription Service.....Cole, SESAC  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 President, General Mgr.....A. J. Meyer  
 Commercial Manager.....Del Brandt  
 Chief Engineer.....Del Brandt

**K R A L**

**RAWLINS—EST. 1947**

**ABC—PURPLE SAGE NETWORK—KBS**

Frequency: 1240 Kc.....Power: 250 Watts

Owned By.....Rawlins Bcstg. Co.  
 Business-Studio Address.....Rawlins  
 Phone Number.....1015  
 Air Time.....6:30 a.m.-10:30 p.m.  
 Transcription Service.....Thesaurus  
 President.....Tracy S. McCracken  
 General-Station Mgr.....Max M. Young  
 Program Director.....Clark Grove  
 Chief Engineer.....Clark Grove

**K V R S**

**ROCK SPRINGS—EST. 1938**

**MBS—INTERMOUNTAIN—KBS**

Frequency: 1360 Kc.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By.....Wyo. Bcstg. Co.  
 Business-Studio Address.....1307 Wyo. St.  
 Phone Number.....93-4  
 Air Time.....17 hrs. daily  
 News Service.....AP  
 Transcription Service.....Standard  
 Membership.....NAB, BMB  
 Pres., Program Dir....Marjorie L. McCracken  
 General-Commercial Mgr.....H. L. McCracken  
 Production Manager.....Michael Reid  
 Chief Engineer.....Archie W. Buchanan

**K W Y O**

**SHERIDAN—EST. 1934**

**MBS—INTERMOUNTAIN NETWORK—KBS**

Frequency: 1410 Kc.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By..Big Horn Bcstg. Co., Inc.  
 Business Address.....Box 727  
 Phone Number.....601-2  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 President.....R. E. Carroll  
 General-Station Manager.....J. W. Carroll  
 Commercial Manager.....R. C. Epperson  
 Program Director.....Nova Spracklen  
 Chief Engineer.....Robert Crossthwaite

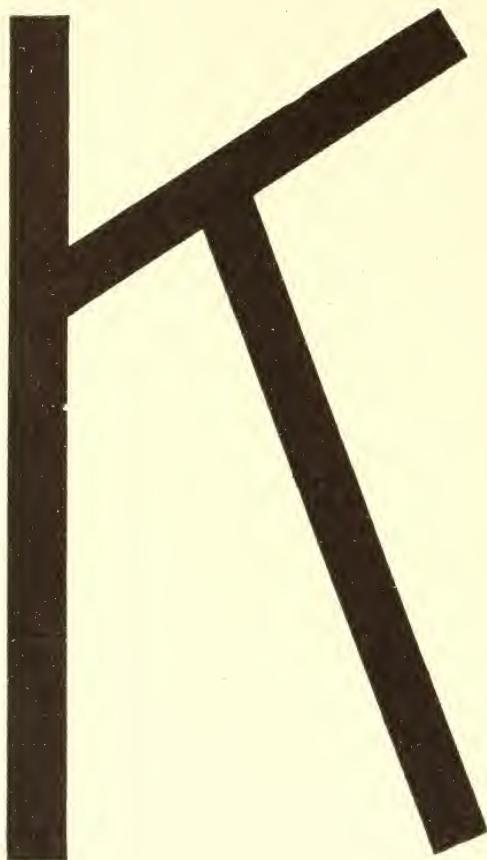
**K W O R**

**WORLAND—EST. 1946**

**KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Joseph P. Ernst  
 Address.....Box 92  
 Phone Number.....308  
 News Service.....AP  
 Air Time.....7 a.m.-11 p.m.  
 Owner-General Manager.....Joseph P. Ernst  
 Commercial Manager.....Mildred V. Ernst  
 Chief Engineer.....Joseph P. Ernst

## ALASKA'S TWO GREAT STATIONS

A large, bold, black graphic of the letter 'K' is positioned on the left side of the advertisement. To its right, the letters 'FAR-' are stacked above 'ENI-', forming the call letters 'K-FAR-ENI-'. The 'K' is a simple, thick-lined block letter. The 'FAR-' and 'ENI-' are also in a bold, sans-serif font, with the hyphens being slightly smaller than the letters.

# FAR-

**FAIRBANKS, ALASKA**

**10,000 Watts—660 Kc.**

Covering the greater portion of the rich Alaska market, and serving the world's largest placer gold mining fields—Alaska's huge military bases—the Mantanuska farming area—the Alaska Railroad Belt—the North Pacific fishing industry—and Alaska's **BOOMING** civilian population.

**ANCHORAGE, ALASKA**

**5,000 Watts — 550 Kc.**

# ENI-

*(KENI will be on the air approximately April 1, 1948. We invite you to write us for full particulars—including our attractive combination rates).*

*National Advertising Manager*

**GILBERT A. WELLINGTON**

1011 American Bldg., Seattle 4, Wash.

# TERRITORIES — — POSSESSIONS

## Alaska

### K B Y R (CP)

#### ANCHORAGE

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Keith Copper  
Business Address.....Box 1296

### K E N I\*

#### ANCHORAGE—EST. 1948

Frequency: 550 Kc.....Power: 5000 Watts  
Owned-Operated By..Midnight Sun Bcstg. Co.  
Business-Studio Address.....4th Ave. Bldg.  
Transmitter Location.....Chester Creek  
Air Time.....6:30 a.m.-12 M.  
News Service.....PA  
Transcription Service.....Thesaurus  
Representative.....Gilbert Wellington  
Membership.....NAB  
President.....Austin E. Lathrop  
General-Station Manager..Alvin O. Bramstedt  
Program Director.....Allan B. Walker  
Chief Engineer.....Jack M. Walden

\* Scheduled to go on air May 1, 1948

### K F Q D

#### ANCHORAGE—EST. 1924

ALASKA BROADCASTING SYSTEM—KBS  
Frequency: 790 Kc.....Power: 5000 Watts  
Owned-Operated By.....Alaska Bcstg. Co.  
Business Address.....Securities Bldg., Seattle  
1, Wash.  
Phone Number.....Main 8637  
Air Time.....18 hrs. daily  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Pan American  
Owner, General Manager...Wm. J. Wagner  
Commercial Manager.....Ken B. Laughlin  
Program Director.....Jay Stauter  
Chief Announcer.....Tom Durrant  
Chief Engineer.....Robert Nichols

### K F A R

#### FAIRBANKS—EST. 1939

#### ARMED FORCES RADIO SERVICE

Frequency: 660 Kc.....Power: 10,000 Watts

Owned-Operated By..Midnight Sun Bcstg. Co.  
Business-Studio Address.....Lathrop Bldg.  
Phone Number.....East 380-A  
Transmitter Location.....Farmer's Loop Rd.  
Air Time.....7 a.m.-12 M.  
News Service.....PA  
Transcription Service.....Thesaurus  
Representative.....Gilbert A. Wellington  
Membership.....NAB  
President.....Austin E. Lathrop  
General-Station Mgr.....Alvin O. Bramstedt  
Program Director.....Allan B. Walker  
Production Manager, Chief  
Announcer.....Arvid Erickson  
Musical Director.....Jean Stevens  
Chief Engineer.....August G. Hiebert  
Farm Editor.....Loren T. Oldroyd

### K F R B

#### FAIRBANKS—EST. 1924

#### ALASKA BCSTG. SYSTEM—KBS

Frequency: 1290 Kc.....Power: 1000 Watts  
Owned-Operated By.....Alaska Bcstg. Co.  
Business Address.....Securities Bldg., Seattle  
1, Wash.  
Phone Number.....Main 8637  
Air Time.....18 hrs. daily  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Pan American  
Owner, General Manager...Wm. J. Wagner  
Commercial Manager.....Ken B. Laughlin  
Program Director.....Jay Stauter  
Chief Engineer.....Robert Nichols

### K I N Y

#### JUNEAU—EST. 1936

#### ALASKA BROADCASTING SYSTEM—KBS

Frequency: 1460 Kc.....Power: 5000 Watts  
Owned-Operated By.....Alaska Bcstg. Co.  
Business Address.....Fox 1040, Anchorage  
Phone Number.....Main 143  
Studio Address.....Decker Bldg, Juneau  
Transmitter Location..Rock Fill, South Juneau  
Air Time.....8 a.m.-10:17 p.m.  
News Service.....AP  
Transcription Service.....Keystone  
Representative.....Pan American  
Membership.....NAB  
Owner.....William J. Wagner  
Station Mgr., Pgm. Dir.....Richard Peter  
Chief Announcer.....John Quilico  
Chief Engineer.....O. A. Thorgaard

# Alaska

## K T K N

KETCHIKAN—EST. 1942

CBS

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Wm. J. Wagner  
 Manager.....Jim Fletcher  
 Program Director.....Jim Kemp  
 Chief Engineer.....Al Frazee

## K I B H (CP)

SEWARD

Frequency: 1340 Kc.....Power: 250 Watts  
 Business Address....Box 1040, 412 4th Ave.,  
 Owned-Operated By.....Wm. J. Wagner  
 Anchorage, Alaska  
 Owner.....Wm. J. Wagner

# Hawaii

## K H B C

HILO—EST. 1936

CBS—HAWAIIAN BCSTG. SYSTEM, LTD.  
 Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..Hawaiian Bcstg. System,  
 Ltd.  
 Business Address.....P. O. Box 1476  
 Phone Number.....3877; 2216  
 Transmitter-Studio Location..1283 Kalaniana'ole  
 Ave.  
 Air Time....6 a.m.-11 p.m.; 6:30 a.m.-11 p.m.,  
 Sun.  
 News Service.....AP, INS  
 Transcription Service.....Standard, World  
 Representative.....Free & Peters  
 President, General Mgr.....J. H. Worrall  
 Station Manager.....C. T. Thrumston  
 Commercial Manager.....Rex Wills, II  
 Program Director.....Marion Stutes  
 Chief Engineer.....Charles Lynn Rhoads

## K I P A

HILO—EST. 1947

MBS—DON LEE

Frequency: 1110 Kc.....Power: 1000 Watts

Owned-Operated By..Big Island Bcstg. Co.,  
 Ltd.

Business-Studio Address..140 Haili St., P. O.  
 Box 1602

Phone Number.....2177-8; 3858  
 Transmitter Location.....4.5 mi. W. of Hilo  
 Air Time.....6 a.m.-11:05 p.m.  
 News Service.....UP  
 Transcription Service..Thesaurus, Lang-Worth  
 Representative.....John Blair  
 General-Station Manager.....A. H. Green  
 Commercial-Sales Promotion

Manager.....R. B. Groesbeck  
 Program-Musical Director.....Ethyl Green  
 Publicity Director.....Tom O'Brien  
 Chief Engineer.....H. L. Marques

## K G M B

HONOLULU—EST. 1936

CBS

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By..Hawaiian Bcstg. System,  
 Ltd.

Business-Studio Address..1534 Kapiolani Blvd.  
 Phone Number.....Honolulu 2323  
 Transmitter Location...1534 Kapiolani Blvd.  
 Air Time.....5:45 a.m.-12:30 a.m.  
 News Service.....UP  
 Transcription Service..Standard, AMP, World  
 Representative.....Free & Peters  
 President, General-Station-Commercial  
 Manager.....J. Howard Worrall  
 Sales Promotion Manager, Program

Director.....E. Fitz Donnell, Jr.  
 Production Manager...Joe Lawrence Worthy  
 Publicity Director.....Louis T. Dwyer  
 Chief Announcer.....Leo Rumsey  
 Chief Engineer.....Ernest G. Lindemann

## K G U

HONOLULU—EST. 1922

NBC

Frequency: 760 Kc.....Power: 2500 Watts  
 Owned-Operated By.....Marion A. Mulrony  
 Address.....P. O. Box 3110  
 Phone Number.....2311  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Air Time.....6 a.m.-11 p.m.  
 Representative.....The Katz Agency  
 Pres.-Exec.-Gen. Mgr.....Lorrin P. Thurston  
 Comm.-Ass't Mgr.....George T. Plummer  
 Program Director.....Linton Latimer  
 Sales & Prom. Mgr.....Bernard E. Cooney  
 Station Manager-Chief Engr....M. A. Mulrony

# KHON

HONOLULU—EST. 1946

MBS—DON LEE—ALOHA NETWORK

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Operated By...Aloha Bcstg. Co., Ltd.  
 Business Address.....P. O. Box 1380  
 Phone Number .....95295  
 Transmitter-Studio Location...1810 Makanoe Lane

Air Time.....6 a.m.-11:30 p.m.  
 News Service .....UP  
 Transcription Service...Lang-Worth, Capitol, Standard, MacGregor

Representative .....John Blair  
 Membership .....NAB  
 President.....R. M. Fitkin  
 Station Manager.....Webley Edwards  
 Commercial Manager.....L. Roy Turner  
 Program Director.....Alexa Cogswell  
 Chief Announcer.....Kenneth McCoy  
 Chief Engineer.....Ira G. Mercer

# KPOA

HONOLULU—EST. 1946

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Island Bcstg. Co.  
 Business-Studio Address...1330 Beratania St., P. O. Box 3499

Phone Number .....95281  
 Transmitter Location...Kapolani & Date Sts.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service .....Lang-Worth

Representative .....Ed. Petry  
 Membership .....NAB  
 President, General-Station Mgr..John Keating

Commercial Manager.....Richard Downie  
 Sales Promotion Manager.....R. J. McCollum  
 Program-Publicity Director.....Don Klein

Production Manager.....Hal Lewis  
 Chief Announcer.....Larry Grant  
 Musical Director.....Wm. Silva  
 Chief Engineer.....Robt. Bird

# KULA

HONOLULU—EST. 1947

ABC

Frequency: 690 Kc.....Power: 10,000 Watts  
 Owned-Operated By...Pacific Frontier Bcstg. Co., Ltd.

Business Address.....P. O. Box 1479  
 Phone Number .....90926  
 Studio Address.....1585 Kapiolani Blvd.

Transmitter Location.....4617 Kalaniana'ole Highway

Air Time.....5 a.m.-12 M.

News Service .....UP  
 Transcription Service .....Capitol

Representative .....Avery-Knodel  
 Membership .....NAB

President, Board of Directors...Harold T. Kay  
 General-Station Manager..Frank V. Webb, Jr.  
 Program Director.....Robert F. Shield  
 Musical Librarian.....Patricia Rivas

# KTOH

LIHUE, KAUAI—EST. 1940

MBS—DON LEE—ALOHA BCSTG. SYSTEM  
 Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..Garden Island Publishing Co.

Business-Studio Address.....Box 1748  
 Phone Number.....261, 361  
 Transmitter Location.....1 mi. N.E. of Lihue, Kauai

Air Time.....16¼ hrs. daily  
 News Service .....UP

Transcription Service.....Standard, Capitol  
 Representative .....John Blair

Membership .....NAB  
 General Manager.....Charles J. Fern

Commercial Manager.....Dwight Mossman  
 Program Director.....Raymond K. Sasaki  
 Chief Engineer.....Katashi Nose

# KMVI

WAILUKU—EST. 1947

MBS—ALOHA NETWORK

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Operated By...Maui Publishing Co., Ltd.

Business Address.....P. O. Box 374  
 Phone Number .....996  
 Transmitter-Studio Location..Waahumanu Ave.

Air Time.....6 a.m.-11 p.m.  
 News Service .....UP

Transcription Service...Standard, MacGregor, Lang-Worth, Cole

Representative .....John Blair  
 Membership .....NAB

President.....J. Walter Cameron  
 General Manager.....Ezra J. Crane

Commercial Manager.....Charles C. Young  
 Program Director.....Richard E. Mawson

Chief Announcer.....Martin Sebastian  
 Musical Director.....Robert Cooke

Chief Engineer.....Robert Jones

*The Link of the Americas*

**W N E L**

**SAN JUAN, PUERTO RICO**

**5000 Watts**

— **Full Time** —

**860 Kc**

**DIRECTIONAL ANTENNA**

**N.B.C. AFFILIATE**

**W N E L**

**JUAN PIZA**

**New York Office:  
470 Park Avenue**

**ELdorado 5-6788**

**Puerto Rico**

**W C M N**

**ARECIBO—EST. 1947**

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Operated By... Caribbean Bcstg. Co.  
 Business Address... Box 755  
 Phone Number... 589  
 Pres.-Gen.-Comm. Mgr.... Byron Mitchell Jr.  
 Program Director... Grimaldi Grau  
 Chief Engineer... Jose Soler

**W K V M**

**ARECIBO—EST. 1946**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By... American Colonial Bcstg. Co.

**W R I A**

**CAGUAS—EST. 1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Inter-American Radio  
 Business Address... Aguilera & Corchado Sts.  
 Phone Number... 678  
 Pres.-Gen. Mgr.... Eduardo Biascochea  
 Commercial Manager... Jorge L. Arzuaga  
 Prom. Mgr.-Prog. Dir.... Fermin F. Bonnin  
 Chief Engineer... Eduardo Biascochea

**W M D D**

**FAJARDO—EST. 1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Madrazo & Diaz Atilas  
 Business Address... Bunoz Rivera esq. Barcelo  
 Phone Number... 132  
 Transcription Service... SESAC  
 Owners... Madrazo Atilas, Diaz Atilas  
 Gen.-Comm. Mgr.... Agustin R. Camunas  
 Program Director... Ruben Diaz Atilas  
 Chief Engineer... George Schellhas

**W E C W**

**MAYAGUEZ—EST. 1946**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Electronics Corp. of P.R.  
 Business Address... P. O. Box 791  
 Phone Number... 990  
 Studio Address... Post & Palmer Sts.  
 Transmitter Location... Guanajibo Rd.  
 Air Time... 6:30 a.m.-10:30 p.m.  
 Membership... P. R. Assn. of Broadcasters  
 President, General Mgr.... Santiago E. Caino  
 Program Director... Osvaldo Domenech  
 Chief Announcer... Anibal Irizarry  
 Musical Director... Harold Rivera  
 Chief Engineer... Jesús M. Avilés

**W K J B**

**MAYAGUEZ—EST. 1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Jose' Bechara Jr.  
 Business Address... Box 1293  
 Phone Number... 983  
 Studio Address... Minerva St. No. 8  
 Transmitter Location... Guanajibo Ave.  
 Air Time... 16¼ hrs. daily  
 Pres.-Gen. Mgr.... Jose' Bechara Jr.  
 Sta.-Comm.-Sales Prom Mgr... Rafael Izquierdo  
 Prog.-Musical Director... Arturo Cortes  
 Production Manager... Dieguita Rivera  
 Publ. Dir. Chief Announcer... Gilbert Mamary  
 Chief Engineer... Henry Fishbach

**W O R A**

**MAYAGUEZ—EST. 1944**

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Operated By... Radio Americas Corp.  
 Business Address... Box 43  
 Phone Number... 1150  
 News Service... AP  
 President... Maj. Alfred R. de Arellano Jr.  
 General Manager... David Brown  
 Commercial Manager... Plinio Gonzalez  
 Promotion Manager... Reinaldo M. Dupont  
 Program Director... Juan Llibre  
 Chief Engineer... Rafael Perez

**W P B P**

**MAYAGUEZ—EST. 1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Paradise Bcstg. Co.  
 Phone Number... 24  
 Partners... Jose M. Sepulveda, Jose M. Rodriguez Quinones

**W P R A**

**MAYAGUEZ—EST. 1937**

BBC

Frequency: 990 Kc. Power: 10,000 Watts  
 Owned-Operated By... Porto Rico Adv. Co.  
 Business Address... P. O. Box 869  
 Phone Number... 269, 869  
 Studio Address... Rio Street corner of Mackinley St.  
 Transmitter Location... Barrio Sabanetas  
 Air Time... 16½ hrs. daily  
 Representative... Cox & Tanz  
 Membership... NAB  
 President, General Manager... Andres Camara  
 Station Manager... Luis E. Freyre  
 Commercial Manager... Virginia Di Cristina  
 Program Director... Esteban Rosado Baez  
 Production Manager... Natividad Lopez  
 Chief Engineer... Luis E. Freyre

**2,000,000  
AMERICAN CITIZENS  
IN  
PUERTO RICO**



THEIR YEARLY PURCHASES FROM THE UNITED STATES AMOUNT TO THE IMPRESSIVE FIGURES OF \$225,000,000. AND MORE IMPRESSIVE IS THE FACT THAT THEIR PREFERRED DIAL IS WIAC.

HERE INDEED IS A MARKET THAT SHOULD NOT BE OVERLOOKED. WIAC OFFERS YOU FULL COVERAGE OF PUERTO RICO, THE VIRGIN ISLANDS AS WELL AS PARTIAL COVERAGE OF ALL THE WEST INDIES.

**WIAC**

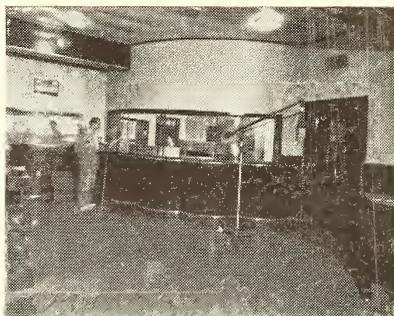
**5000 WATTS**

**580 K C**

WRITE FOR FURTHER DETAILS  
RADIO STATION WIAC, INC.

P. O. Box 4504

SAN JUAN, PUERTO RICO



WAPA is Puerto Rico's first  
10,000 watt station.

Puerto Rico is the \$200,000,000 market  
in the Caribbean where the Americas meet.

**"THE VOICE OF THE CARIBBEAN"**

680 kc — San Juan, Puerto Rico — 10,000 watts

**WAPA**

**FIRST in POWER—PROGRAMS—PERFORMANCE**

*Represented by*

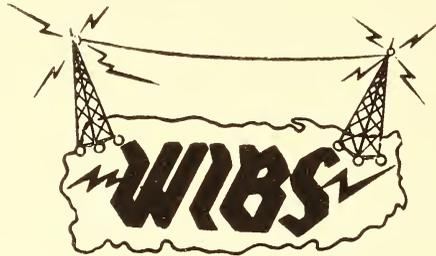
**PAUL H. RAYMER COMPANY**

**José Ramón Quiñones**  
*Owner*

**Harwood Hull, Jr.**  
*General Manager*

WAPA reaches all Puerto Rico and beyond to  
the shores of South and Central America.

Puerto Rico has more radios per 1,000  
people than any country in the Caribbean.



## **RADIO STATION WIBS**

VOICE OF THE TROPICS  
**SAN JUAN, PUERTO RICO**

BOX 4809 — TELEPHONE 2-1558

STUDIOS AND OFFICES:

1105 FDEZ. JUNCOS AVE. — STOP 17

10,000 WATTS — 740 KILOCYCLES

FULL COVERAGE — DIRECTIONAL ANTENNA

NEWS COMMENTATOR — PRODUCER — ANNOUNCER

## **EMILY AULL**

Transradio Press News—WNEL—1942

Musical America—WNEL—1943 and 1944

International Highlights—WNEL—1943 and 1944

Melody Time—WIAC—1944

Associated Press News—WIAC—1944 and 1945

Musical America—WIAC—1945 and 1946

Preludio—WIAC—1946

Starlight—WIAC—1947

Unity Viewpoint—WAPA—1947

Sunset—WIBS—1947

**WARNER AULL**, announcer in English, Spanish and Portuguese.

Warner Aull has appeared as guest announcer on **WKAQ**

P. O. Box 4528

**SAN JUAN, PUERTO RICO**

## W P A B

PONCE—EST. 1939

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Operated By...Portorican American  
 Business-Studio Address...17, León St.  
 Phone Number...783, 1177  
 Air Time...Unlimited  
 News Service...AP  
 Membership...NAB  
 Treasurer-Manager...A. Giménez Aguayo  
 Commercial Manager...Antonio Miró  
 Chief Engineer...Fernando Zapater, Jr.

## W P R P

PONCE—EST. 1936

Frequency: 1420 Kc. Power: 250 Watts  
 Owned-Operated By...Voice of Puerto Rico, Inc.

## W A P A

SAN JUAN—EST. 1947

MBS—ABC

Frequency: 680 Kc. Power: 10,000 Watts  
 Owned-Operated By...José Ramón Quiñones  
 Business Address...Box 4563  
 Phone Number...2-1448; 2-4271  
 Studio Address...357 Ponce de León Ave.  
 Transmitter Location...Guaynabo, P. R.  
 Air Time...6 a.m.-11 p.m.  
 Transcription Service...Thesaurus  
 Representative...Paul H. Raymer  
 President...José Ramón Quiñones  
 General-Commercial Mgr...Harwood Hull, Jr.  
 Program Director...Santiago García  
 Musical Director...Alicia Moreda  
 Chief Engineer...José A. Fernández  
 Farm Editor...Guillermo Atilés

(See Page 701)

## W I A C

SAN JUAN—EST. 1947

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By...Radio Station WIAC, Inc.  
 Business Address...Box 4504  
 Phone Number...2-0014  
 Studio Address...Ponce de León 654  
 Transmitter Location...Isla Verde Road  
 Air Time...6 a.m.-12 M.  
 News Service...AP  
 Transcription Service...Standard  
 Membership...NAB  
 President...Mrs. Enrique Abarca  
 General-Station Manager...Tomás Muñiz  
 Commercial Manager...Enrique Abarca  
 Program Director...Rafael H. Benítez  
 Production Manager...Edwin Figueroa  
 Musical Director...Mrs. E. Babin  
 Chief Engineer...Alfonso Sánchez

(See Page 700)

## W I T A

SAN JUAN—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By...Electronic Enterprises  
 Business Address...Box 3726, Santuroe P. R.  
 Transcription Service...SESAC  
 President...V. H. Meador  
 General Manager...Antonio Alfonso  
 Chief Engineer...George Mayer

## W N E L

SAN JUAN—EST. 1935

NBC

Frequency: 860 Kc. Power: 5000 Watts  
 Owned-Operated By...Juan Piza  
 Business Address...258 Brau St.  
 Phone Numbers...2-1300, 2-1309  
 Transmitter Location...Green Island  
 Air Time...6 a.m.-12 M.  
 Membership...NAB  
 Owner...Juan Piza  
 General Mgr...Eli B. Canel  
 Commercial Mgr...Rodulfo Blanco  
 Adv. & Sales Promotion Mgr...Camilo Fraticelli  
 Chief Engineer...Robert Marrye

(See Page 698)

## W K A Q

SAN JUAN—EST. 1922

CBS

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By...Radio Corp. of P. R.  
 Business Address...WKAQ Bldg.  
 Phone Number...2-2021  
 News Service...AP  
 Transcription Service...Associated  
 Representative...Clark-Wandless  
 Membership...NAB  
 General-Station Manager...A. P. del Valle  
 Commercial Manager...J. C. Irizarry  
 Chief Engineer...Paul A. Girard

## W I B S

SANTURCE—EST. 1947

Frequency: 740 Kc. Power: 10,000 Watts  
 Owned-Operated By...Jose E. del Valle  
 Business Address...52 Wilson St.  
 Transmitter Location...Sabana Seca  
 Air Time...6 a.m.-11 p.m.  
 Owner...Jose E. del Valle  
 General Mgr...Adolfo Garcia Veve  
 Office Mgr...Josefina Llobet  
 Program Dir...Herdy Yumar  
 Musical Dir...Luis Benjamin  
 Chief Engineer...Rafael Jose Acosta

# CBC NETWORKS COVER

*Canada*



**Serving...**

## ALL REGIONS FROM ATLANTIC TO PACIFIC

- extensive national coverage
- intensive regional coverage
- ON THREE NETWORKS
- IN TWO LANGUAGES

Yours through the facilities of the CBC whose networks bring to Canadian homes a variety of daily radio entertainment unsurpassed anywhere. MUSIC . . . DRAMA . . . NEWS . . . SPORTS all the best from the national and international fields assure a sponsor on a CBC network of a large, interested and responsive audience.

### **CBC DOMINION NETWORK**

30 basic and 14 supplementary stations. Intensive coverage of all major markets in all regions.



### **CBC TRANS-CANADA NETWORK**

24 basic and 9 supplementary stations. Comprehensive coverage coast to coast.

### **CBC FRENCH NETWORK**

13 stations. Thorough coverage of Quebec and contiguous French speaking areas. Available in conjunction with either Trans-Canada or Dominion network.

**COMMERCIAL  
DIVISION**

**CANADIAN BROADCASTING CORPORATION**  
354 JARVIS ST., TORONTO, ONT. 1231 ST. CATHERINE ST. W., MONTREAL, 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.

Dean Adrien Pouliot, Laval University, Que.

Dr. G. Douglas Steel, Charlottetown, P.E.I.

John J. Bowler, Calgary, Alta.

(H. M. Palmer, secretary, 140 Wellington St.,  
Ottawa, Ont.)

(one vacancy)

### 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 and Ad-  
ministrative Services

G. W. Richardson, Assistant Director of Per-  
sonnel and Administrative Services

K. M. Kelly, Supervisor of Personnel and Wel-  
fare

Marcel Carter, Supervisor of Administrative  
Services

A. E. Tetu, Chief of Records

V. F. Segee, Editor, "RADIO" (CBC Staff Maga-  
zine)

(354 Jarvis Street, 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 Secre-  
tary to Board of Governors

### Commercial Division

354 Jarvis St., Toronto 5, Ont.

E. A. Weir, Commercial Manager

W. E. Powell, Assistant Commercial Manager

W. R. Johnson, Supervisor of Acceptance and  
Production

T. T. Odell, Sales Representative

L. E. Pegg, 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 Programs  
Charles Jennings, General Supervisor of Pro-  
grams

Harry J. Boyle, Program Director Trans-Canada  
Network

H. G. Walker, Manager, Dominion Network

Andrew Allan, Supervisor of Drama

W. H. Brodie, Supervisor of Broadcast Lan-  
guage

D. Claringbull, Manager, Personnel and Ad-  
ministrative Services

W. J. Dunlop, Special Assistant, Religious and  
Institutional Broadcasts

Mary Grannan, Children's Broadcasts

H. E. S. Hamilton, Technical Liaison Officer  
(Engineering Division)

H. Hilliard, Supervising Engineer (Toronto Area)

E. W. Jackson, Traffic Manager

J. M. Kannawin, Supervisor of Presentation

R. S. Lambert, Supervisor of School Broadcasts

Elizabeth D. Long, Women's Interests

J. N. Mogridge, Supervisor of Program Clear-  
ance

D. C. McArthur, Chief News Editor

Neil M. Morrison, Supervisor of Talks and  
Public Affairs

Fergus Mutrie, Supervisor of Farm Broadcasts

H. Z. Palmer, Program Administrative Officer

A. E. Powley, News Features Editor

J. Frank Willis, Supervisor of Feature Broad-  
casts

# 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	See Page	Call Letters	City	See Page
CBA	Sackville, N. B.	714	CJCB	Sydney, N. S.	715
CBF	Montreal, Que.	725	CJCH	Halifax, N. S.	715
CBH	Halifax, N. S.	715	CJCI	Calgary, Alta.	708
CBJ	Chicoutimi, Que.	725	CJCS	Stratford, Ont.	721
CBK	Watrous, Sask.	730	CJDC	Dawson Creek, B. C.	709
CBL	Toronto, Ont.	721	CJEM	Edmundston, N. B.	713
CBM	Montreal, Que.	725	CJFX	Antigonish, N. S.	715
CBO	Ottawa, Ont.	719	CJGX	Yorktown, Sask.	730
CBR	Vancouver, B. C.	711	CJIB	Vernon, B. C.	711
CBV	Quebec City, Que.	727	CJIC	Sault Ste. Marie, Ont.	721
CFAB	Windsor, N. S.	716	CJKL	Kirkland Lake, Ont.	718
CFAC	Calgary, Alta.	708	CJLS	Yarmouth, N. S.	716
CFAR	Flin Flon, Man.	712	CJNB	North Battleford, Sask.	729
CFBC	Saint John, N. B.	714	CJOB	Winnipeg, Man.	712
CFCF	Montreal, Que.	726	CJOC	Lethbridge, Alta.	709
CFCH	North Bay, Ont.	719	CJOR	Vancouver, B. C.	711
CFCN	Calgary, Alta.	708	CJRL	Kenora, Ont.	718
CFCO	Chatham, Ont.	717	CJSO	Sorel, Que.	728
CFCY	Charlottetown, P. E. I.	724	CJVI	Victoria, B. C.	711
CFGP	Grande Prairie, Alta.	708	CKAC	Montreal, Que.	726
CFJC	Kamloops, B. C.	709	CKBI	Prince Albert, Sask.	729
CFJM	Brockville, Ont.	716	CKBW	Bridgewater, N. S.	715
CFJP	Riviere-Du-Loup, Que.	727	CKCH	Hull, Que.	725
CFNB	Fredericton, N. B.	713	CKCK	Regina, Sask.	729
CFOR	Orilla, Ont.	719	CKCL	Truro, N. S.	716
CFOS	Owen Sound, Ont.	720	CKCO	Ottawa, Ont.	719
CFPA	Port Arthur, Ont.	720	CKCR	Kitchener, Ont.	718
CFPL	London, Ont.	718	CKCV	Quebec, Que.	727
CFPR	Prince Rupert, B. C.	710	CKDO	Oshawa, Ont.	719
CFQC	Saskatoon, Sask.	730	CKCW	Moncton, N. B.	714
CFRA	Ottawa, Ont.	719	CKEY	Toronto, Ont.	723
CFRB	Toronto, Ont.	723	CKFI	Fort Frances, Ont.	717
CFRN	Edmonton, Alta.	708	CKGB	Timmins, Ont.	721
CHAB	Moose Jaw, Sask.	729	CKLN	Nelson, B. C.	710
CHAD	Amos, Que.	724	CKLW	Windsor, Ont.	723
CHAT	Medicine Hat, Alta.	709	CKMO	Vancouver, B. C.	711
CHEF	Granby, Que.	725	CKNB	Campbelton, N. B.	713
CHEX	Petersborough, Ont.	720	CKNW	New Westminster, B. C.	710
CHGS	Summerside, P. E. I.	724	CKNX	Wingham, Ont.	723
CHLN	Three Rivers, Que.	728	CKOC	Hamilton, Ont.	717
CHLP	Montreal, Que.	726	CKOV	Kelowna, B. C.	709
CHLT	Sherbrooke, Que.	728	CKOX	Woodstock, Ont.	724
CHML	Hamilton, Ont.	717	CKPC	Brantford, Ont.	716
CHNC	New Carlisle, Que.	727	CKPG	Prince George, B. C.	710
CHNO	Sudbury, Ont.	721	CKPR	Fort William, Ont.	717
CHNS	Halifax, N. S.	715	CKRC	Winnipeg, Man.	713
CHOK	Sarnia, Ont.	721	CKRM	Regina, Sask.	730
CHOV	Pembroke, Ont.	720	CKRN	Rouyn, Que.	728
CHRC	Quebec, Que.	727	CKRS	Jonquiere, Que.	725
CHSJ	Saint John, N. B.	714	CKSB	St. Boniface, Man.	712
CHUM	Toronto, Ont.	723	CKSF	Cornwall, Ont.	717
CHVC	Niagara Falls, Ont.	719	CKSO	Sudbury, Ont.	721
CHWK	Chilliwack, B. C.	709	CKTB	St. Catharines, Ont.	720
CJAD	Montreal, Que.	726	CKTS	Sherbrooke, Que.	728
CJAT	Trail, B. C.	711	CKVD	Val D'Or, Que.	728
CJAV	Port Alberni, B. C.	710	CKVL	Verdun, Que.	729
CJBC	Toronto, Ont.	723	CKWS	Kingston, Ont.	718
CJBQ	Belleville, Ont.	716	CKWX	Vancouver, B. C.	711
CJBR	Rimouski, Que.	727	CKX	Brandon, Man.	712
CJCA	Edmonton, Alta.	708	CKY	Winnipeg, Man.	713

# ALBERTA

## C F A C

CALGARY—EST. 1922

CBC TRANS-CANADA-FOOTHILLS NETWORK  
Frequency: 960 Kc. Power: 5000 Watts  
Owned-Operated By... Calgary Bcstg. Co.  
Business-Studio Address... 1000 Southam Bldg.  
Phone Number ..... R-1036  
Transmitter Location..... Midnapore, Alta  
Air Time..... 6 a.m.-12 M.; 8 a.m.-12 M., Sun.  
News Service..... Press News; BUP  
Transcription Service..... Thesaurus, World,  
Associated  
Representative..... All-Canada; Weed  
Membership..... CAB-BBM  
President..... H. R. Carson  
Station Manager..... A. M. Cairns  
Commercial Manager..... F. R. Shaw  
Production Manager..... P. Freeman  
Publicity Director..... W. Sutton  
Chief Announcer..... A. Barker  
Chief Engineer..... E. C. Connor

## C F C N

CALGARY—EST. 1922

CBC—DOMINION NETWORK

Frequency: 1060 Kc. Power: 10,000 Watts  
Owned-Operated By... The Voice of the Prairie,  
Ltd.  
Business-Studio Address..... Toronto General  
Trusts Bldg.  
Phone Number ..... M1161  
Transmitter Location..... 9 mi. S. of Calgary  
Air Time..... 6:30 a.m.-12 M.  
News Service..... Press News-BUP  
Transcription Service... Standard, Lang-Worth,  
UTS  
Representative... Radio Representatives, Adam  
J. Young, Jr.  
Membership..... CAB, BBM  
President, General Manager..... H. G. Love  
Commercial Manager..... E. H. McGuire  
Program Director..... Jas. A. Love  
Publicity Director..... G. L. Carter  
Chief Announcer..... E. A. Q. Bown  
Chief Engineer..... Robt. Lamb  
Farm Editor..... Lorne Stout

## C J C J

CALGARY—EST. 1927

CBC—ALBERTA

Frequency: 1140 Kc. Power: 100 Watts  
Owned-Operated By..... The Albertan  
Publishing Co.  
Address ..... Victory Bldg.  
Phone Number..... Main 9966  
Transmitter Location..... Grandview Heights  
Air Time..... 18 hours daily  
Representative..... Alexander McGillvra  
Transcription Service..... SESAC

News Service ..... BUP  
Membership ..... CAB  
President..... G. M. Bell  
Manager..... D. H. MacKay  
Commercial Manager..... Fred C. Colborne  
Prod.-Prom. Mgr..... N. R. Pringle  
Chief Engineer..... Des Readwin

## C F R N

EDMONTON—EST. 1934

CBC—DOMINION NETWORK

Frequency: 1260 Kc. Power: 5000 Watts  
Owned-Operated By... Sunwapta Bcstg. Co.  
Business-Studio Address..... 109 CPR Bldg.  
Phone Number ..... 22101  
Transmitter Location... Jasper Highway—6 mi.  
W. of Edmonton  
Air Time..... 6:30 a.m.-12 M.  
News Service ..... BUP  
Transcription Service... Lang-Worth, Standard,  
Cole, UTS  
Representative ..... Radio Representatives  
Membership ..... CAB  
President, General-Station Mgr..... G. R. A. Rice  
Assistant Mgr..... A. J. Hopps  
Commercial Manager..... C. R. Holmes  
Program Director..... G. A. Duffield  
Publicity Director..... T. A. Graham  
Musical Director..... J. Forbes  
Chief Engineer..... F. G. A. Makepeace

## C J C A

EDMONTON—EST. 1922

TRANS-CANADA NETWORK—CBC

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Operated By... Taylor & Pearson Bcstg.  
Co.  
Business-Studio Address..... Birks Bldg.  
Phone Number ..... 26131  
Transmitter Location ..... Ellerslie  
Air Time..... 6:15 a.m.-12 M.  
News Service ..... CP  
Transcription Service..... World, Thesaurus,  
Standard  
Representative ..... All-Canada, Weed  
Manager..... G. S. Henry  
Assistant Manager..... R. L. Barnes  
Commercial Manager..... A. H. Nicholl  
Sales Promotion Manager..... T. A. Shandro  
Production Manager..... Dalt Elton  
Chief Engineer..... Frank Hollingworth

## C F G P

GRANDE PRAIRIE—EST. 1937

CBC—TRANS-CANADA-FOOTHILLS NET.

Frequency: 1050 Kc. Power: 1000 Watts  
Owned By..... Northern Bcstg. Corp., Ltd.  
Operated By... Taylor, Pearson & Carson, Ltd.

Business-Studio Address...Richmond Ave. & 99th St.  
 Phone Number.....Private Exchange No. 109  
 Transmitter Location.....Clairmont Highway  
 Air Time.....6:55 a.m.-11:30 p.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus, Cole  
 Representative.....All-Canada, Weed  
 Membership.....CAB, WAB  
 President.....J. Thomson  
 General-Station Mgr.....Arthur J. Balfour  
 Commercial-Sales Promotion  
 Manager.....John Soars  
 Program Director.....Gordon Cockburn  
 Production Manager.....Frank Thompson  
 Publicity Director.....Kay Anderson  
 Chief Announcer.....John Wilson  
 Musical Director.....Gordon Pearcy  
 Chief Engineer.....R. H. Williams

## CJOC

LETHBRIDGE—EST. 1926

TRANS-CANADA

Frequency: 1220 Kc.....Power: 5000 Watts  
 Owned-Operated By...Lethbridge Bcstg. Ltd.  
 Address.....Marquis Hotel Bldg.  
 Phone Number.....3161  
 Transmitter Location.....Broxburn, Alberta  
 Air Time.....18 hours daily

News Service.....PN  
 Transcription Service.....NBC, Thesaurus,  
 Lang-Worth  
 Representative.....Weed, All-Canada  
 General Manager.....William Guild  
 Commercial Manager.....Cameron A. Perry  
 Prog. Manager.....George A. Brown  
 Promotion Director.....Norman V. Fisher  
 Chief Engineer.....Robert E. Reagh

## CHAT

MEDICINE HAT—EST. 1946

DOMINION SUPPLEMENTARY

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Operated By...Monarch Bcstg. Co., Ltd.  
 Business-Studio Address.....520 First St.  
 Phone Number.....2821-2-3  
 Transmitter Location.....Roytal, Alberta  
 Air Time.....6:30 a.m.-11:30 p.m.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....All-Canada, Weed  
 Membership.....CAB  
 President.....J. H. Yuill  
 Station-Commercial Mgr.....R. J. Buss  
 Program Director.....Bart Brown  
 Publicity Director.....Bette Kreller  
 Chief Engineer.....J. M. Ellis

# —BRITISH COLUMBIA—

## CHWK

CHILLIWACK—EST. 1927

CBC—DOMINION NETWORK

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Fraser Valley Bcstrs.  
 Ltd.  
 Business-Studio Address...50 Yale Rd. East  
 Phone Number.....7511-21  
 Transmitter Location.....Prest Rd.  
 Air Time.....7 a.m.-10:30 p.m.  
 Transcription Service.....UTS, Cole  
 Representative.....All-Canada, Weed  
 President.....C. Casey Wells  
 General Manager.....Jack Pilling  
 Commercial Manager.....W. G. Teetzel  
 Production Manager.....J. M. MacLachlan  
 Chief Engineer.....Jack Pilling

## CFJC

KAMLOOPS—EST. 1926

TRANS-CANADA

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned By.....Sentinel Publ., Ltd.  
 Operated By.....Radio Station CFJC  
 Address.....310 St. Paul St.  
 Phone Number.....1021  
 Transmitter Location.....North Kamloops  
 Air Time.....16 hours daily  
 Representative...All-Canada Radio Facilities,  
 Ltd.; Weed & Co.  
 News Service.....PN  
 Membership.....CAB, BBM  
 General Manager.....Ian G. Clark  
 Director.....Walter Harwood  
 Commercial Manager.....R. J. Innes

## CJDC

DAWSON CREEK—EST. 1947

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Wilma Moore  
 Business Address.....Dawson Creek  
 Station Manager.....Gordon H. Cummings

## CKOV

KELOWNA—EST. 1931

CBC

Frequency: 630 Kc.....Power: 1000 Watts  
 Owned-Operated By...Okanagan Bcstrs. Ltd.  
 Business-Studio Address.....Radio Bldg.  
 Phone Number.....200-496

Transmitter Location..Okanagan Mission, B. C.  
 Air Time.....16 hrs. daily  
 News Service.....Press News  
 Transcription Service.....World, Thesaurus,  
 Lang-Worth, SESAC  
 Representative.....All-Canada, Weed  
 Membership.....CAB  
 Managing-Director.....J. W. B. Browne  
 Station Manager.....J. Reg. Beattie  
 Program Director.....J. D. Bews  
 News Editor, Publicity Director.....E. S. Frost  
 Chief Engineer.....J. Fred Weber

**CKLN**

**NELSON—EST. 1939**  
 CBC—TRANS-CANADA

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...News Publishing Co.  
 Business Address.....Box 250  
 Phone Number.....19  
 Transmitter-Studio Location.....Radio Ave.  
 Air Time.....16 hrs. daily  
 News Service.....PN  
 Transcription Service.....World  
 Representative.....Horace N. Stovin, John E.  
 Baldwin, Adam J. Young, Freemantle Radio  
 Membership.....NAB  
 General Manager.....Joan Orr  
 Sales Promotion Manager.....H. LeMoynne  
 Program Director.....J. Orr  
 Production Manager.....S. Petersen  
 Chief Announcer, Musical  
 Director.....Telford Oliver  
 Chief Engineer.....Tom Walsh  
 Sports Announce.....Tom Mableson

**CKNW**

**NEW WESTMINSTER—EST. 1944**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....International Bcstg. Co., Ltd.  
 Operated By.....Wm. Rea, Jr.  
 Business-Studio Address.....732 Columbia St.,  
 Windsor Hotel  
 Phone Number.....3000  
 Transmitter Location.....Lulu Island, B. C.  
 Air Time.....24 hrs. daily  
 News Service.....AP, INS  
 Transcription Service.....Associated, World,  
 Cole, Keystone  
 Representative..Radio Representatives, Forjoe  
 Membership.....BMB  
 President, General-Station Manager, Program  
 Director.....Wm. Rea, Jr.  
 Commercial Manager.....D. M. Armstrong  
 Sales Promotion Manager.....Doug. Bruce  
 Production Manager.....G. M. Reid  
 Publicity Director.....Sheila Hassell  
 Chief Announcer.....Bill Duncan  
 Musical Director.....Phil Baldwin  
 Chief Engineer.....Bill Collins

**CJAV**

**PORT ALBERNI—EST. 1946**

Chief Engineer.....G. Henderson  
 Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....CJAV Ltd.  
 Address.....3rd Ave. N. 2 Redford Rd.  
 Air Time.....7:30 a.m.-10:30 p.m.  
 News Service.....PN  
 Transcription Service.....Lang-Worth  
 Representative.....Radio Representatives  
 Membership.....CAB  
 President.....Margaret Rea  
 General Manager.....Charles J. Rudd  
 Program Director.....Ken E. Hutchinson  
 Commercial Manager.....Charles Patrick  
 Chief Engineer.....Hugh Holloway

**CALL LETTERS TO BE ASSIGNED  
 POWELL RIVER**

Frequency: 1490 Kc.....Power: 520 Watts  
 Owned-Operated By.....Al Harvey Alagard  
 Business Address.....Powell River  
 Owner-Gen. Mgr.....Al Harvey Alagard

**CKPG**

**PRINCE GEORGE—EST. 1945**

CBC—TRANS-CANADA

Frequency: 550 Kc.....Power: 250 Watts  
 Owned-Operated By..Radio Station CKPG Ltd.  
 Business-Studio Address.....Ritz-Kiefer Hall  
 Phone Number.....140  
 Transmitter Location..South Fort George, B. C.  
 Air Time.....Unlimited  
 Transcription Service.....UTS  
 Representative.....All-Canada, Weed  
 Membership.....CAB  
 President.....Frank H. Elphicke  
 Station Manager.....Cecil G. Elphicke  
 Commercial Manager.....Jack E. Carbutt  
 Sales Promotion Manager.....John V. Boales  
 Chief Announcer.....Art G. Hall  
 Chief Engineer.....Ray J. Tate

**CFPR**

**PRINCE RUPERT—EST. 1938**

CBC TRANS-CANADA—CBC PACIFIC

Frequency: 1240 Kc.....Power: 50,000 Watts  
 Owned By..Northwest Broadcast & Service Co.  
 Operated By.....Canadian Bcstg. Corp.  
 Business-Studio Address.....336 Second Ave.  
 Phone Number.....863  
 Transmitter Location.....Prince Rupert, B. C.  
 Air Time.....13½ hrs. daily  
 News Service.....CBC  
 President (CBC).....Dr. Augustin Frigon  
 General-Station Manager...C. H. Insulander  
 Program Director.....Lloyd Morris

## CJAT

TRAIL—EST. 1932

CBC

Frequency: 610 Kc. Power: 1000 Watts  
 Owned-Operated By...Kootenay Bcstg. Co.  
 Business-Studio Address...815 Victoria St.  
 Phone Number...737, 1243  
 Transmitter Location...Warfield, B. C.  
 Air Time...Unlimited  
 News Service...Press News  
 Transcription Service...Thesaurus  
 Representative...All-Canada, Weed  
 President...E. W. Hazlewood  
 Station Manager...Eric C. Aylen  
 Commercial Manager...Norman A. Harrod  
 Program Director...Joseph P. Kobluk  
 Chief Announcer, Musical Dir...Peter Barker  
 Chief Engineer...Gordon L. Fairweather

## CBR

VANCOUVER—EST. 1925

CBC TRANS-CANADA—CBC PACIFIC

Frequency: 1130 Kc. Power: 5000 Watts  
 Owned-Operated By...Canadian Bcstg. Corp.  
 Business-Studio Address...701 Hornby St.  
 Phone Number...MARine 6121  
 Transmitter Location...Lulu Island, B. C.  
 Air Time...17 hrs. daily  
 News Service...CP, BUP, Reuters  
 Membership...BMB  
 President (CBC)...Dr. Augustin Frigon  
 Regional Representative...Kenneth Caple  
 Commercial Manager (CBC)...E. A. Weir  
 Program Director...Kenneth P. Caple  
 Publicity Director...Patrick C. Keatley  
 Chief Engineer...A. B. Ellis  
 Farm Editor...T. A. L. Leach

## CJOR

VANCOUVER—EST. 1926

CBC—DOMINION NETWORK

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Operated By...CJOR Ltd.  
 Business-Studio Address...846 Howe St.  
 Phone Number...MARine 6464  
 Transmitter Location...Lulu Island, B. C.  
 Air Time...Unlimited  
 News Service...PN, BUP  
 Transcription Service...Thesaurus, UTS, SESAC  
 Representative...H. N. Stovin, Adam J. Young  
 Membership...CAB  
 President, General-Station  
 Manager...George C. Chandler  
 Commercial Manager...Don Laws  
 Sales Promotion Manager...Jim Willis  
 Program Director...Ross Mortimer  
 Production Manager...Dick Diespecker  
 Musical Director...Wallie Peters  
 Chief Engineer...A. H. Chandler

## CKMO

VANCOUVER—EST. 1922

Frequency: 1400 Kc. Power: 1000 Watts  
 Owned-Operated By...British Columbia  
 Broadcasting System, Ltd.

Address...812 Robson St.  
 Phone Number...MARine 1271-2  
 News Service...British United Press, PN  
 Representative...Nat'l Bcstg. Sales  
 Transcription Service...Standard, Associated  
 Membership...CAB  
 President...Mrs. R. J. Sprout  
 Manager...R. T. Bowman  
 Promotion Manager...Phil J. Baldwin  
 Chief Engineer...R. Whiteside

## CKWX

VANCOUVER—EST. 1923

MBS—DON LEE

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Operated By...Western Bcstg. Co. Ltd.  
 Business-Studio Address...543 Seymour St.  
 Phone Number...MARine 3344  
 News Service...PN, BUP  
 Transcription Service...Lang-Worth, World  
 Representative...All-Canada, Weed  
 Membership...CAB, BBM  
 President...Arthur Holstead  
 Manager, Station Mgr...Frank H. Elphicke  
 Sales Manager...Jack Sayers  
 Promotion Manager...Don McKim  
 Chief Engineer...Jack Gordon

## CJIB

VERNON—EST. 1947

Frequency: 940 Kc. Power: 1000 Watts  
 Owned-Operated By...Interior Bcstg. Ltd.  
 Business Address...Bagnall Block  
 News Service...PN  
 Phone Number...834  
 Representative...Stovin  
 General Manager...John Ferguson  
 Production Manager...Don McGibbon

## CJVI

VICTORIA—EST. 1941

DOMINION

Frequency: 900 Kc. Power: 1000 Watts d.,  
 250 Watts n.  
 Owned-Operated By...Island Bcstg. Co., Ltd.  
 Phone Number...Garden 2014, Beacon 1911  
 News Service...PN  
 Transcription Service...NBC, World, Cole  
 Representative...Weed, All-Canada  
 President...H. R. Carson  
 General Manager...M. V. Chesnut  
 Commercial Manager...L. Hallberg  
 Program Director...R. T. Batey  
 Promotion Manager...A. H. Worthington  
 Chief Engineer...J. Sommers

# MANITOBA

## CKX

BRANDON—EST. 1923

DOMINION

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Manitoba Tel. Sys.  
 Address.....8th Street & Princess Ave.  
 Phone Number.....4532  
 Air Time.....7:30 a.m.-11:30 p.m.  
 Transcription Service.....Thesaurus, World,  
 Lang-Worth  
 Representative.....Stovin, Young  
 News Service.....BUP  
 General Manager.....W. F. Seller  
 Commercial Manager.....W. T. Grigg  
 Chief Engineer.....Claude Snider

## CFAR

FLIN FLON—EST. 1937

TRANS-CANADA

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Operated By...Arctic Radio Corp., Ltd.  
 Address.....75 Hill St.  
 Phone Number.....590  
 Air Time.....Shares Time  
 News Service.....BUP  
 Transcription Service.....Associated

Representative.....H. N. Stovin (Canada);  
 Adam J. Young (U.S.A.)  
 President.....J. G. Mundie  
 Manager.....G. B. Quinney  
 Chief Engineer.....Gordon Woodward

## CKSB

ST. BONIFACE—EST. 1946

Frequency: 1250 Kc.....Power: 1000 Watts  
 Owned-Operated By..Radio St. Boniface, Ltd.  
 Address.....607 College St.  
 Phone Number.....204, 865-6  
 Air Time.....16 hours daily  
 News Service.....BUP  
 Transcription Service.....Associated  
 Membership.....CAB  
 Representative.....C. W. Wright, Young  
 President.....Dr. Henri Guyot  
 Vice President.....R. Couture  
 Gen.-Comm. Mgr.....Louis E. Leprohon  
 Prog. Dir.-Prom. Mgr.....Rene Dussault  
 Chief Engineer.....D. R. Thomson

## CJOB

WINNIPEG—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Blick Bcstg. Ltd.

# YOU CONTROL TIME AND AUDIENCE WITH SPOT-BROADCASTING!

‘SPOT-BROADCASTING’ means simply putting on your radio show at *desirable times* over individual stations.

It is the opposite to buying stations ‘holus-bolus’ (either regionally or nationally), without regard for different time zones or listening habits.

When you *spot-broadcast*, you are really building your *own* network . . . tailor-made to suit your time, coverage and budget needs. You select the stations that cover *your markets*, choosing from twenty-nine All-Canada stations across the country. You select the peak *local times* you want for best effect, unhampered by time-zone troubles.

Whatever the nature of your radio problem: timing, coverage, budget or all of these—ask the ALL-CANADA man to help you with spot-broadcasting!



ALL-CANADA RADIO FACILITIES  
*Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

Operated By.....Radio Station CJOB  
 Business-Studio Address.....Lindsay Bldg.  
 Phone Number.....96, 374  
 Transmitter Location.....St. Boniface, Man.  
 Air Time.....24 hrs. daily  
 News Service.....CP, BUP  
 Transcription Service.....World, Associated.  
 Standard, Exclusive  
 Representative..A. J. Messner, Broadcast Rep-  
 resentatives Ltd.  
 Membership.....BMI  
 President, General Manager.....J. O. Blick  
 Commercial Manager.....A. J. Messner  
 Program Director.....C. E. Farey  
 Chief Announcer.....Geo. Davies  
 Chief Engineer.....R. V. Durie

## CKRC

WINNIPEG—EST. 1934

CBC—DOMINION

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated By...Transcanada Commu-  
 nications Ltd.  
 Business-Studio Address...300 Carlton St.,  
 Free Press Bldg.  
 Phone Number.....92266  
 Transmitter Location.....St. Vital  
 Air Time.....Unlimited  
 News Service.....BUP, CP  
 Transcription Service..Lang-Worth, Standard,  
 World  
 Representative.....Weed; All-Canada

# NEW BRUNSWICK

## CKNB

CAMPBELLTON—EST. 1939

CBC-DOMINION NET.K-MARITIME NET.

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Operated By..Restigouche Bcstg. Co.  
 Business Address.....P. O. Box 840  
 Phone Number.....8  
 Transmitter Location.....Maple Green, N. B.  
 Air Time.....Unlimited  
 Transcription Service.....All-Canada  
 Representative.....All-Canada, Weed  
 Membership.....CAB, BBM  
 President.....J. Wesley MacDonald  
 Managing Director.....Dr. Charles H. Houde  
 Station Manager.....Stan Chapman  
 Program Director.....Jim Woods  
 Chief Engineer.....L. P. Paquet

## CJEM

EDMUNDSTON—EST. 1944

FRENCH NET. (SUPPLEMENTARY)

Frequency: 1230 Kc.....Power: 250 Watts

Membership.....CAB, BBM  
 President.....V. Sifton  
 Station Manager.....G. Gaeitz  
 Commercial Manager.....V. Staples  
 Sales Promotion Manager, Publicity  
 Director.....Kay Parkin  
 Program Director, Production  
 Manager.....J. M. Hill  
 Chief Announcer.....J. Thompson  
 Musical Director.....H. Brittain  
 Chief Engineer.....A. W. Hooper

## CKY

WINNIPEG—EST. 1923

CBC—TRANS-CANADA

Frequency: 990 Kc.....Power: 15,000 Watts  
 Owned-Operated By....Manitoba Telephone  
 System  
 Business-Studio Address.....Telephone Bldg.  
 Phone Number.....92191  
 Transmitter Location..St. Francois Xavier, Man.  
 Air Time.....7 a.m.-12 M.  
 News Service.....BUP, CP  
 Transcription Service.....Thesaurus  
 Representative..H. N. Stovin; Adam J. Young  
 Membership.....CAB  
 Station Manager.....W. A. Duffield  
 Commercial Manager.....Wilf Carpentier  
 Program Director.....R. H. Roberts  
 Production Manager.....Wilf Davidson  
 Publicity Director.....D. R. P. Coats  
 Chief Announcer.....Thom Benson  
 Chief Engineer.....George Henderson

Owned-Operated By..Edmundston Radio Ltd.  
 Business Address.....Box 812, Canada Rd.  
 Phone Number.....296  
 Studio Address.....99 Canada Rd.  
 Transmitter Location.....Iroquois, N. B.  
 Air Time.....7 a.m.-11:15 p.m.  
 News Service.....PN  
 Transcription Service.....World  
 Representative...Horace N. Stovin, Adam J.  
 Young, Jr.  
 Membership.....BBM  
 President.....Dr. C. P. Laporte  
 General Manager.....R. W. Leclair  
 Program Director.....Bertrand Potvin  
 Chief Engineer.....Cyrille Fournier

## CFNB

FREDERICTON—EST. 1923

CBC TRANS-CANADA

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Operated By..Jas. S. Neill & Sons Ltd.  
 Business-Studio Address.....York St.  
 Phone Number.....1955

Transmitter Location...New Maryland, York  
Co., N. B.  
Air Time .....Fulltime  
News Service.....PN, BUP  
Transcription Service....NBC, Standard, Cole  
Representative .....ACRF, Weed  
Membership .....CAB, BBM  
President.....J. Gordon Neill  
Vice Pres. Station Mgr.....D. Malcolm Neill  
Program-Publicity Director....C. Austin Moore  
Chief Announcer.....J. Everett Palmer  
Chief Engineer.....Glenn D. Love

**CKCW**

**MONCTON—EST. 1934**  
CBC

Frequency: 1220 Kc.....Power: 5000 Watts  
Owned-Operated By...Moncton Bcstg., Ltd.  
Business-Studio Address...K. of P. Bldg., Corner  
Bonaccord & Gordon Sts.  
Phone Number .....9111-2-3  
Transmitter Location.....Cherryfield, N. B.  
Air Time .....7 a.m.-12:15 a.m.  
News Service .....BUP  
Transcription Service....Lang-Worth, World,  
UTS  
Representative ...Joseph Hershey McGillvra,  
Horace N. Stovin  
Membership .....CAB, BBM  
President-Owner, Manager.....F. A. Lynds  
Commercial Manager.....Clair Chambers  
Program Director.....Thomas Rafferty  
Chief Engineer.....A. J. White

**CBA**

**SACKVILLE—EST. 1939**

CBC TRANS-CANADA—CBC MARITIME  
Frequency: 1070 Kc.....Power: 50,000 Watts  
Owned-Operated By...Canadian Bcstg. Corp.  
Business-Studio Address...100 Sackville St.,  
Halifax, N. S.  
Phone Number .....3-6188  
Transmitter Location.....Sackville, N. B.  
Air Time.....16½ hrs. daily  
News Service .....CP, BUP, Reuters  
Membership .....BMB  
President (CBC).....Dr. Augustin Frigon  
Regional Program Director, Station Manager,  
Program Director.....W. E. S. Briggs  
Regional Engineer.....H. M. Smith  
Farm Editor.....A. K. Morrow

**CFBC**

**SAINT JOHN—EST. 1946**  
CBC DOMINION

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Operated By...Fundy Bcstg. Co. Ltd.  
Business-Studio Address.....4 Carelton St.  
Phone Number .....3-2421  
Transmitter Location.....Sheldon Pt.

Air Time.....17½ hrs. daily  
News Service .....BUP  
Transcription Service.....Thesaurus, Cole  
Representative .....Weed; All-Canada  
General Manager.....Norman Botterill

**CHSJ**

**SAINT JOHN—EST. 1934**  
CBC—TRANS-CANADA

Owned-Operated By...New Brunswick Bcstg.  
Co. Ltd.  
Business-Studio Address.....14 Church St.  
Phone Number .....3-3304  
Transmitter Location.....Coldbrook, N. B.  
Air Time.....6 a.m.-12:15 a.m.  
News Service .....PN  
Transcription Service....World, Lang-Worth,  
Associated, Standard, UTS  
Representative...Horace N. Stovin; Adam J.  
Young, Jr.  
Membership .....CAB  
Station Manager.....George A. Cromwell  
Program Director.....Cleve G. Stillwell  
Production Manager.....Earl McCarron  
Publicity Director.....Agnes M. Glennie  
Chief Engineer.....J. G. Bishop  
Farm Editor.....L. C. Rudolf

Keep your eye

on **CHSJ**

**Saint John  
Canada**

Reaching a vital  
Market Day and  
Night with

**5000 Watts**

**CHSJ**

SAINT JOHN, N. B., CANADA

Also operating on Frequency Modulation  
250 watts

*Representatives*

H. N. Stovin & Co.—Canada  
Adam J. Young, Jr., Inc.—U. S. A.

# NOVA SCOTIA

## CJFX

ANTIGONISH—EST. 1943

DOMINION

Frequency: 580 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Atlantic Bcstrs, Ltd.  
 Address . . . . . Broadcasting Bldg.  
 Phone Number . . . . . 66  
 Transmitter Location . . . . . New Glasgow Rd.  
 Air Time . . . . . 7:25 a.m.-12:15 a.m.  
 News Service . . . . . PN  
 Transcription Service . . . . . United, Lang-Worth  
 Representative . . . . . James L. Alexander (Canada);  
 Adam J. Young, Jr., Inc. (U.S.A.)  
 President-General Mgr. . . . . J. Clyde Nunn  
 Commercial Manager . . . . . R. J. Ricketts  
 Promotion Manager . . . . . James Burroughs  
 Chief Engineer . . . . . Gordon C. MacDougall

## CKBW

BRIDGEWATER—EST. 1947

Frequency: 1000 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Acadia Bcstg. Co. Ltd.  
 Business Address . . . . . King St.  
 News Service . . . . . PN  
 Transcription Service . . . . . Associated  
 Representative . . . . . All-Canada  
 President . . . . . C. J. Morrow  
 Vice President . . . . . W. P. Bickle  
 Secy.-Treas. . . . . Charles Lamb  
 General Manager . . . . . J. F. Hirtle  
 Chief Engineer . . . . . J. W. Essex

## CBH

HALIFAX—EST. 1944

CBC TRANS-CANADA—CBC MARITIMES

Frequency: 1240 Kc. . . . . Power: 100 Watts  
 Owned-Operated By . . . . . Canadian Bcstg. Corp.  
 Business-Studio Address . . . . . 100 Sackville St.  
 Phone Number . . . . . 3-6188  
 Transmitter Location . . . . . Sackville, N. B.  
 Air Time . . . . . 16½ hrs. daily  
 News Service . . . . . CP, BUP, UP, Reuters  
 National Sales Office . . . . . CBC Commercial Div.  
 Membership . . . . . BMB  
 President (CBC), General  
 Manager . . . . . Dr. Augustin Frigon  
 Regional Program Director, Station Manager,  
 Program Director . . . . . W. E. S. Briggs  
 Regional Engineer . . . . . H. M. Smith  
 Farm Editor . . . . . A. K. Morrow

## CHNS

HALIFAX—EST. 1926

CBC—DOMINION NETWORK

Frequency: 960 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Maritime Bcstg. Co. Ltd.

Business-Studio Address . . . . . Broadcasting House,  
 10 Tobin St., P. O. Box 400

Phone Number . . . . . 3-8318  
 Transmitter Location . . . . . Rockingham, Halifax  
 County, N. S.  
 Air Time . . . . . 6:30 a.m.-11:15 p.m.; 8 a.m.-11:15  
 p.m., Sun.  
 News Service . . . . . CP, BUP  
 Transcription Service . . . . . Thesaurus, Lang-Worth,  
 World, UTS  
 Representative . . . . . All-Canada  
 Membership . . . . . CAB, BMB  
 President . . . . . Andrew W. Robb  
 Managing Director . . . . . Wm. Coates Borrett  
 Station Manager . . . . . Gerald Redmond  
 Commercial-Sales Promotion  
 Manager . . . . . Harry A. L. Stephen  
 Program Director, Production Manager, Chief  
 Announcer . . . . . John Funston  
 Publicity Director . . . . . Donald LeBlanc  
 Musical Director . . . . . Richard L. Fry  
 Chief Engineer . . . . . Arthur W. Greig

## CJCH

HALIFAX—EST. 1944

Frequency: 920 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Chronicle Co. Ltd.  
 Business-Studio Address . . . . . Lord Nelson Hotel  
 Phone Number . . . . . 3-7311  
 Transmitter Location . . . . . St. Margaret's Bay Rd.  
 Air Time . . . . . 7 a.m.-12 M.; 9 a.m.-12 M., Sun.  
 News Service . . . . . PN  
 Representative . . . . . Joseph Hershey-McGillvray;  
 Horace N. Stovin  
 Membership . . . . . CAB  
 Chief Executive . . . . . B. Pearson McCurdy  
 Station Manager . . . . . Finlay MacDonald  
 Commercial Manager . . . . . Howard E. Gerard  
 Program Director . . . . . E. F. MacDonald  
 Production Manager . . . . . J. Clyde Douglas  
 Publicity Director . . . . . Sydney Pilkington  
 Chief Engineer . . . . . A. Reginald McWilliams

## CJCB

SYDNEY—EST. 1929

CBC TRANS-CANADA

Frequency: 1270 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Eastern Bcstrs, Ltd.  
 Business-Studio Address . . . . . Radio Bldg.  
 Phone Number . . . . . 209-1145  
 Transmitter Location . . . . . South Bar, Cape  
 Breton, N. S.  
 Air Time . . . . . 7:40 a.m.-12 M.  
 News Service . . . . . PN  
 Transcription Service . . . . . Thesaurus, UTS  
 Representative . . . . . All-Canada, Weed  
 Membership . . . . . CAB  
 President, Station Manager . . . . . N. Nathanson  
 Commercial Manager . . . . . R. M. Burchell

Sales Promotion Manager, Publicity  
 Director.....C. J. McDougall  
 Program-Musical Director.....T. C. Robertson  
 Chief Announcer.....O. W. Loeb  
 Chief Engineer.....A. Vernon

**CKCL**

TRURO—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....John A. Manning  
 Business Address.....7 Pleasant St.  
 Executive.....John A. Manning

**CFAB**

WINDSOR—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Avard M. Bishop  
 Address.....Pulsifer Bldg.  
 Phone Number.....496  
 Transmitter Location.....Falmouth  
 Air Time.....6:55 a.m. to 9 p.m.  
 News Service.....PN  
 Transcription Service.....United, Cole  
 Representative.....James L. Alexander  
 (Canada); Adam J. Young, Jr., Inc. (U.S.A.)

Pres.-Gen.Mgr. ....Avard M. Bishop  
 Program Director.....Willard A. Bishop  
 Comm.-Prom. Mgr.....Gene Alton  
 Chief Engineer.....A. M. Bishop

**CJLS**

YARMOUTH—EST. 1934

CBC-DOMINION NET.-MARITIME REGIONAL  
 Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Gateway Bcstg. Co. Ltd.  
 Operated By.....Laurie L. Smith  
 Business Address.....Drawer 440  
 Phone Number.....500  
 Studio Address.....222 Main St.  
 Transmitter Location.....Brooklyn, Yarmouth  
 County, N. S.  
 Air Time.....16½ hrs. daily  
 News Service.....PN  
 Transcription Service.....UTS, Lang-Worth, All-  
 Canada  
 President, General-Station-Commercial  
 Manager.....Laurie L. Smith  
 Program Director, Chief  
 Announcer.....Kenneth Dougan  
 Chief Engineer.....Donald L. Smith

**ONTARIO**

**CJBQ**

BELLEVILLE—EST. 1946

CBC—DOMINION

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By... Quinte Bcstg. Co. Ltd.  
 Business-Studio Address.....11 Victoria Ave.  
 Phone Number.....Belleville 3200  
 Transmitter Location.....Thurlow Township,  
 Hastings County  
 Air Time...7 a.m.-11 p.m.; 8:30 a.m.-11 p.m.,  
 Sun.  
 News Service.....PN  
 Transcription Service.....World, Thesaurus  
 Representative.....H. N. Stovin, Adam J.  
 Young, Jr.  
 Membership.....CAB  
 President.....A. McLean Haig  
 Station Manager.....W. H. Stovin  
 Commercial Manager.....J. H. MacDonald  
 Program Director.....W. E. Arnold  
 Publicity Director.....D. Whelan  
 Chief Engineer.....J. B. Buchanan  
 Farm Editor.....P. Flagler

Owned-Operated By.....Telephone City  
 Broadcast, Ltd.  
 Address.....49-51 Colborne St.  
 Phone Number.....5140-1  
 Air Time.....6 a.m. to 11:30 p.m.  
 News Service.....BUP  
 Transcription Service.....World, United  
 Representative.....J. L. Alexander  
 Pres.-Gen. Mgr.....Mrs. F. D. Buchanan  
 Program Director.....Tom Potter  
 Chief Engineer.....C. Anguish

**CFJM**

BROCKVILLE—EST. 1943

CBC—DOMINION NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By...Eastern Ontario Bcstg. Co. Ltd.  
 Business-Studio Address.....Revere Hotel  
 Phone Number.....4628  
 Transmitter Location.....P escott Highway  
 Air Time.....7 a.m.-11:15 p.m.  
 News Service.....BUP  
 Transcription Service.....UTS, Trans-Canada  
 Representative.....H. N. Stovin, Adam J.  
 Young, Jr.  
 Membership.....NAB, CAB  
 Owner, General-Station-Commercial  
 Manager.....Jack R. Radford  
 Program Director.....Fred J. Ball  
 Chief Engineer.....Fred J. Ball

**CKPC**

BRANTFORD—EST. 1923

DOMINION

Frequency: 1380 Kc.....Power: 1000 Watts

# CFCO

CHATHAM—EST. 1926  
DOMINION

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Operated By John Beardall  
Business Address P. O. Box 275  
Phone Number 2626  
Studio Address William Pitt Hotel  
Transmitter Location William Pitt Hotel  
Air Time 7:15 a.m. to 12:30 p.m.  
News Service BUP  
Transcription Service Cole  
Owner-Gen. Manager John Beardall  
Comm.-Prom. Manager Peter Kirkey  
Program Director George Sulman  
Chief Engineer Gordon Brooks

# CKSF

CORNWALL—EST. 1945  
CBC DOMINION (SUPPLEMENTARY)

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Standard-Freeholder  
Business-Studio Address 36 Pitt St.  
Phone Number 1703  
Transmitter Location Toll Gate Rd.  
Air Time 6:45 a.m.-11:15 p.m.  
News Service CP, PN  
Transcription Service World, All-Canada  
Representative Horace N. Stovin  
Membership CAB, BBM  
General Manager H. Duncan Wightman  
Station-Commercial Mgr. H. Harrison Flint  
Sales Promotion Manager Burton Heward  
Program Director E. Norman Bailey  
Publicity Director Richard Hynes  
Chief Engineer Mahlon Clark

# CKFI

FORT FRANCES—EST. 1944  
CBC DOMINION (SUPPLEMENTARY)

Frequency: 1340 Kc. Power: 250 Watts  
Owned By Radio Station CKFI  
Business Address Ft. Frances, Ont., or  
International Falls, Minn.  
Phone Number Ft. Frances 200  
Studio Address Wells Bldg.  
Transmitter Location Pither's Point Pk.  
Air Time Unlimited  
News Service BUP  
Representative The Walker Co.  
President J. G. McLaren  
General Manager W. H. McLellan  
Commercial Manager R. S. Mitchner  
Program Director Fred Sear  
Musical Director Norman Fagerdahl  
Chief Engineer R. Martin

# CKPR

FORT WILLIAM-PORT ARTHUR  
EST. 1931

TRANS-CANADA NETWORK—CBC  
Frequency: 580 Kc. Power: 1000 Watts  
Owned-Operated By Dougall Motor Car Co.  
Business-Studio Address 106 South May St.  
Phone Number S. 315  
Transmitter Location Memorial Ave., Port  
Arthur, Ont.  
Air Time 7:30 a.m.-11:30 p.m.  
News Service PN  
Transcription Service Thesaurus, UTS  
Representative H. N. Stovin, Radio Rep-  
resentatives, Adam Young, All-Canada  
Membership CAB, BBM  
President H. F. Dougall  
Station Manager George Jeffrey  
Production Manager Robert Baker  
Chief Engineer W. T. Ross

# CHML

HAMILTON—EST. 1927  
CBC

Frequency: 900 Kc. Power: 5000 Watts  
Owned-Operated By Maple Leaf Bcstg. Co.  
Business-Studio Address 36 James St. S.  
Phone Number 7-1595  
Transmitter Location Vinemount, Ont.  
Air Time 5:55 a.m.-1:10 a.m.; 7:45 a.m.-1:10  
a.m., Sun.  
News Service UP  
Transcription Service Standard, Associated,  
UTS  
Representative Metropolitan; Horace N.  
Stovin, Adam J. Young, Jr.  
President, General Manager Kenneth D. Soble  
Station Manager Tom Darling  
Commercial Manager W. D. Whitaker  
Sales Promotion Manager, Publicity  
Director E. S. Stock  
Program Director, Production  
Manager Spencer Gordon  
Chief Announcer Paul Hanover  
Musical Director Roy Milne  
Chief Engineer O. R. Smith  
Farm Editor Wallace Ford

# CKOC

HAMILTON—EST. 1922

TRANS-CANADA (SUPPLEMENTARY)—CBC  
Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Operated By Wentworth Radio Bcstg.  
Co. Ltd.  
Business-Studio Address King William & John  
Sts.  
Phone Number 7-4484  
Transmitter Location Elfrida, Ont.

Air Time.....Unlimited  
 News Service.....AP, PN  
 Transcription Service.....Thesaurus, World,  
 Lang-Worth  
 Representative.....All-Canada; Weed & Co.  
 Membership.....CAB, BBM  
 President.....Harold R. Carson  
 Station Manager.....W. T. Cranston  
 Commercial Manager.....L. A. Westmoreland  
 Asst. Manager.....J. Lyman Potts  
 Production Manager, Farm Editor.....R. Amos  
 Chief Engineer.....Leslie Horton

## CJRL

**KENORA—EST. 1938**  
 DOMINION

Frequency: 1220 Kc.....Power: 1000 Watts  
 Owned By.....James Richardson & Sons, Ltd.  
 Operated By.....Kenora Bcstg. Co., Ltd.  
 Address.....Brydon Block, Main St.  
 Phone Number.....717  
 Transmitter Location.....Jaffray Township  
 Air Time.....7:30 a.m. to 11 p.m.  
 News Service.....PN  
 Transcription Service.....Thesaurus  
 Representative.....H. N. Stovin & Co.  
 Membership.....CAB  
 Supervisor.....A. L. Garside  
 Commercial Manager.....G. A. McLean  
 Program Manager.....M. C. Cooke  
 Promotion Manager.....G. Walberg  
 Chief Engineer.....Douglas Jones

## CKWS

**KINGSTON—EST. 1942**  
 TRANS CANADA

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Brookland Co., Ltd.  
 Address.....304 King St.  
 Phone Number.....4405  
 Transmitter Location.....Wolfe Island  
 Air Time.....6:30 a.m. to 12:10 a.m.  
 News Service.....CPN  
 Transcription Service.....Thesaurus,  
 Standard, Lang-Worth  
 Representative.....National Broadcast Sales  
 (Canada); Donald Cooke, Inc. (U.S.A.)  
 Membership.....CAB  
 President.....Senator W. R. Davies  
 Station Manager.....Roy W. Hofstetter  
 Commercial Manager.....Russell Baer  
 Program Director.....J. Kirkpatrick  
 Chief Engineer.....Burt Coy

## CJKL

**KIRKLAND LAKE—EST. 1934**  
 TRANS CANADA

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Northern Bcstg. Co., Ltd.

Address...Canadian Bank of Commerce Bldg.,  
 Toronto  
 Phone Number.....27  
 Transmitter Location.....Dane, Ontario  
 Air Time.....6 a.m. to 12 midnight;  
 Sunday: 8:45 a.m. to 12 midnight  
 News Service.....PN  
 Transcription Service.....Standard, Thesaurus,  
 Lang-Worth  
 Representative.....National Broadcast Sales  
 (Canada); Donald K. Cooke, Inc. (U.S.A.)  
 Membership.....CAB  
 President.....Roy H. Thomson  
 Manager.....Brian G. Shellon  
 Commercial Manager.....Thomas J. Warner  
 Program Director.....Neil J. Weatherwax  
 Chief Engineer.....Thomas G. Watson

## CKCR

**KITCHENER—EST. 1929**  
 CBC (SUBSIDIARY)

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....K.-W. Bcstg. Co.  
 Operated By.....W. C. Mitchell, G. Liddle  
 Business-Studio Address.....125 King St. W.  
 Phone Number.....3-3628  
 Transmitter Location.....Guelph St.  
 Air Time.....16 hrs. daily  
 News Service.....CPN  
 Transcription Service.....UTS  
 Representative.....William Wright  
 Owners.....W. C. Mitchell; G. Liddle  
 General-Station Manager.....W. C. Mitchell  
 Commercial Manager.....G. Liddle  
 Sales Promotion Manager.....G. Shaw  
 Program Director.....Ed. Manning  
 Chief Announcer.....Ray Sterling  
 Chief Engineer.....Ion Hartman  
 Farm Editor.....Bob Trotter

## CFPL

**LONDON—EST. 1933**  
 DOMINION

Frequency: 1570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....The Free Press  
 Printing Co.  
 Address.....442 Richmond St.  
 Phone Number.....Metcalfe 5200  
 Transmitter Location.....Wellington Rd.  
 Air Time.....7 a.m. to midnight  
 News Service.....PN  
 Transmitted Service.....World, Standard,  
 Lang-Worth  
 Representative.....Weed & Co. (U.S.A.);  
 Horace N. Stovin & Co. (Canada)  
 Membership.....CAB  
 President.....Walter J. Blackburn  
 General Manager.....Donald J. A. Wright  
 Commercial Manager.....Murray T. Brown  
 Program Director.....Bob Reinhart  
 Chief Engineer.....Percy A. Field

## CHVC

NIAGARA FALLS—EST. 1947

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Operated By: B. H. Bedford  
 Business-Studio Address: Rainbow Bridge  
 Phone Number: Niagara Falls, Ont. 4110;  
 Niagara Falls, N. Y. 9801  
 Transmitter Location: Queen Elizabeth Way  
 Air Time: 7 a.m.-1 a.m.  
 News Service: UP, BUP  
 Transcription Service: World  
 Representative: J. P. McKinney, J. L. Alexander  
 Membership: CAB  
 President, General-Station Mgr.: B. H. Bedford  
 Commercial Manager: R. J. Cleland  
 Program Director: Jim Sullivan  
 Chief Engineer: George Slinn

## CFCH

NORTH BAY—EST. 1931  
 TRANS-CANADA

Frequency: 800 Kc. Power: 1000 Watts  
 Owned-Operated By: Northern Bcstg. Co., Ltd.  
 Address: Front St.  
 Phone Number: 2400  
 Transmitter Location: Callander Highway  
 Air Time: 7:45 a.m. to 12:15 p.m.  
 News Service: PN  
 Transcription Service: Thesaurus, United,  
 Lang-Worth  
 Representative: National Broadcast Sales  
 President: Roy H. Thomson  
 General Manager: Jack M. Davidson  
 Station Manager: Cliff Pickrem  
 Commercial Manager: Keith Packer  
 Prog. Dir.-Prom. Mgr.: Phil Claxton

## CFOR

ORILLIA—EST. 1945

DOMINION NETWORK, CBC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Gordon E. Smith  
 Business-Studio Address: 32 Mississaga St.  
 Phone Number: 187, 2126  
 Transmitter Location: Orillia Township  
 Air Time: 7:25 a.m.-12:15 a.m.  
 News Service: BUP  
 Transcription Service: Thesaurus, UTS  
 Representative: H. N. Stovin, Adam J. Young, Jr.  
 Membership: CAB, BBM  
 President, General Mgr.: Gordon E. Smith  
 Commercial Manager: Gordon Garrison  
 Program Director: Francis R. Kirton  
 Chief Announcer: Richard Mungham  
 Musical Director: Russ Waters  
 Chief Engineer: James Nash  
 Farm Editor: James McGarvey

## CKDO

OSHAWA—EST. 1946

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Operated By: Tom W. Elliott  
 Address: 70 King St. E.  
 Phone Number: 4481  
 Studio Address: c/o Genosha Hotel  
 Transmitter Location: E. Whitby Township  
 Air Time: 6:30 a.m. to 11 p.m.  
 News Service: PN  
 Transcription Service: Thesaurus, World  
 Representative: James L. Alexander  
 Membership: CAB  
 President-Managing Dir.: Tom W. Elliott  
 Commercial Manager: Willard F. King  
 Program Director: Ross W. Rowlands  
 Promotion Manager: Gordon Sinclair, Jr.  
 Chief Engineer: George Blanchett

## CBO

OTTAWA—EST. 1924

CBC TRANS-CANADA—CBC MIDEAST

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Operated By: Canadian Bcstg. Corp.  
 Business-Studio Address: Chateau Laurier  
 Hotel  
 Phone Number: 2-1151  
 Transmitter Location: Hurdman's Bridge P. O.,  
 Ont.  
 Air Time: 17 hrs. daily  
 News Service: CP, BUP, Reuters  
 Membership: BMB  
 President (CBC): Dr. Augustin Frigon  
 General-Station Manager, Program  
 Director: Charles P. Wright  
 Chief Operator: Maxted Gilbert  
 Farm Editor: W. J. McPherson

## CFRA

OTTAWA—EST. 1947

Frequency: 560 Kc. Power: 1000 Watts  
 Owned-Operated By: Frank Ryan  
 Business Address: Auditorium  
 Phone Number: 3-6241  
 News Service: BUP  
 Transcription Service: Standard, World  
 Representative: All-Canada, Weed  
 President-General Manager: Frank Ryan  
 Commercial Manager: George M. Gowling  
 Program Director: Brian Hodgkinson  
 Chief Engineer: Chester Beachell

## CKCO

OTTAWA—EST. 1924

DOMINION

Frequency: 1310 Kc. Power: 5000 d.; 1090 n.  
 Owned-Operated By: Dr. G. M. Geldert  
 Address: 272 Somerset St., West

Phone Number.....2-3611  
 Air Time.....Unlimited  
 News Service.....PN, BUP  
 Transcription Service..Associated, Lang-Worth  
 Representative.....Wright (Canada);  
 Joseph Hershey McGillvra (U.S.A.)  
 General Manager.....Dr. G. M. Geldert  
 Commercial Manager.....Marsh Yarrow  
 Program Director.....John Pollie  
 Promotion Manager.....Bob Brazil  
 Chief Engineer.....W. H. McLellan

## C F O S

### OWEN SOUND—EST. 1940

CBC—DOMINION (SUPPLEMENTARY)

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owned-Operated By...Grey & Bruce Bcstg.  
 Co., Ltd.

Business-Studio Address..904 Second Ave. E.  
 Phone Number.....1940  
 Transmitter Location...Sydenham Township,  
 Highways 6 & 10

Air Time.....7 a.m.-11:15 p.m.  
 News Service.....PN  
 Transcription Service.....World  
 Representative....Horace N. Stovin; Adam J.  
 Young, Jr.

Membership.....CAB, BBM  
 President.....Howard Fleming  
 General-Station Mgr.....Ralph T. Snelgrove  
 Commercial Manager...William N. Hawkins  
 Sales Promotion Manager...Russell Thomson  
 Program Director.....Denys Ferry  
 Production Manager.....Eve'ett Smith  
 Publicity Director.....Vera Loney  
 Chief Engineer.....William Vallins

## C H E X

### PETERBOROUGH—EST. 1942

CBC DOMINION NETWORK

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned By.....Brookland Co. Ltd.  
 Operated By.....Northern Bcstg. Co. Ltd.  
 Business-Studio Address....400 Water St.  
 Phone Number.....4464-5  
 Transmitter Location..R. R. No. 8, Peterborough  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service.....PN  
 Transcription Service.....UTS, Thesaurus,  
 Lang-Worth

Representative.....National Broadcast Sales  
 President.....Sen. Rupert Davies  
 Vice President.....Roy H. Thomson  
 Station Manager.....Harold Burley  
 Commercial Manager.....El Jones  
 Program Director.....Karl E. Monk  
 Publicity Director.....Ruth Panter  
 Chief Engineer.....Bert Crump  
 Farm Editor.....Ron Grant

## C H O V

### PEMBROKE—EST. 1942

DOMINION

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  
 Air Time.....7 a.m. to 11:30 p.m.  
 News Service.....BUP  
 Transcription Service.....Thesaurus  
 Representatives....H. N. Stovin Co. (Canada);  
 Joseph Hershey McGillvra (U.S.A.)

Chief Owner-Gen. Mgr.....E. G. Archibald  
 Commercial Manager.....W. Montaigne  
 Promotion Manager.....Marg. Miller

## C F P A

### PORT ARTHUR—EST. 1944

CBC—DOMINION

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ralph H. Parker  
 Business-Studio Address..Public Utilities Bldg.  
 Phone Number.....North 315  
 Transmitter Location.....Memorial Ave.  
 Air Time.....7:30 a.m.-11:15 p.m.  
 Transcription Service..Lang-Worth, Associated  
 Representative....National Broadcast Sales,  
 Broadcast Representatives, Radio Selling,  
 Weed & Co.

Membership.....CAB, BBM  
 Owner, General-Station Mgr...Ralph H. Parker  
 Commercial Manager.....R. P. MacGowan  
 Program Director.....Edison Gunn

## C K T B

### ST. CATHARINES—1930

CBC—DOMINION (SUPPLEMENTARY)

Frequency: 1550 Kc.....Power: 1000 Watts  
 Owned-Operated By.....The Niagara District  
 Bcstg. Co. Ltd.

Business-Studio Address.....12 Yates St.  
 Phone Number.....5-7351  
 Transmitter Location....Lakeshore Rd., Port  
 Dalhousie, Ont.

Air Time.....6 a.m.-12 M., 8 a.m.-12 M., Sun.  
 News Service.....PN  
 Transcription Service.....Thesaurus, UTS  
 Representative.....National Broadcast Sales,  
 J. H. McGillvra Inc.

Membership.....CAB, BBM  
 President, Station Manager..W. B. C. Burgoyne  
 Managing Director.....H. B. Burgoyne  
 Commercial Manager.....V. A. Lococo  
 Sales Promotion Manager...W. C. Wingrove  
 Production Manager.....W. C. Wheeler  
 Chief Engineer.....W. H. Allen

**CHOK**

**SARNIA—EST. 1946**

TRANS-CANADA

Frequency: 1070 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By... Sarnia Bcstg. Co., Ltd.  
 Address..... 148½ Front St. N.  
 Phone Number..... 4000  
 Air Time..... 6 a.m. to 2 a.m.  
 News Service..... PN  
 Transcription Service..... Thesaurus, Standard  
 Representative..... National Broadcast Sales  
 (Canada); Donald Cooke, Inc. (U.S.A.)  
 President..... H. M. Houston  
 General Manager..... Claude R. Irvine  
 Commercial Manager..... H. M. Edgar  
 Promotion Manager..... Grant Webber  
 Chief Engineer..... Robert F. Cooke

**CJIC**

**SAULT STE. MARIE—EST. 1934**

TRANS-CANADA

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By..... Hyland Bcstg. Co.  
 Address..... Box 504  
 Phone Number..... 3500  
 News Service..... PN  
 Transcription..... United, Thesaurus  
 Representative..... J. L. Alexander, McGillvra  
 Chief Exec-General Mgr..... J. G. Hyland  
 Chief Engineer..... Italo Marinelli

**CJCS**

**STRATFORD—EST. 1927**

DOMINION

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Central Broadcasting Co.  
 Address..... Reynolds Bldg.  
 Phone Number..... 1675  
 Air Time..... 7 a.m. to 11 p.m.  
 News Service..... BUP  
 Transcription Service..... World  
 Representative..... All-Canada Radio Facilities  
 (Canada); Weed & Co. (U.S.A.)  
 Membership..... CAB  
 President-General Mgr..... Frank M. Squires  
 Commercial Manager..... K. S. Lott  
 Program Dir.-Promotion Mgr..... J. E. Phillips  
 Chief Engineer..... John Crigg

**CHNO**

**SUDBURY—EST. 1947**

DOMINION

Frequency: 1440 Kc. Power: 1000 Watts  
 Owned-Operated By... Sudbury Bcstg. Co., Ltd.  
 Business Address..... 166 Elm St.  
 News Service..... PN  
 Transcription Service..... Associated  
 Representative..... Alexander  
 Manager..... A. J. Robinson

**CKSO**

**SUDBURY—EST. 1937**

CBC

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Operated By..... W. E. Mason  
 Business-Studio Address..... 21 Elgin St.  
 Phone Number..... 77505  
 Transmitter Location.... 6 mi. from Sudbury  
 at McFarlane Lake  
 Air Time.. 7 a.m.-12:05 a.m.; 9 a.m.-12:05.. Sun.  
 News Service..... PN  
 Transcription Service..... Thesaurus, World  
 Representative..... All-Canada, Weed & Co.  
 President-Owner..... W. E. Mason  
 General Manager..... W. J. Woodill  
 Salesman..... Bill Knapp  
 Program Director..... Ken Dobson  
 Traffic Manager..... Leila Deegan  
 Librarian..... Jean Macgregor

**CKGB**

**TIMMINS—EST. 1934**

TRANS-CANADA NETWORK—CBC

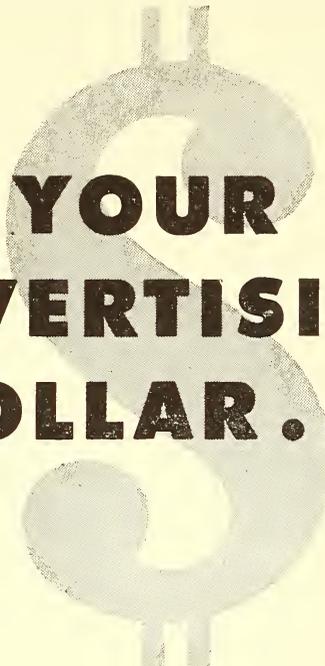
Frequency: 680 Kc. Power: 5000 Watts  
 Owned-Operated By... Northern Bcstg. Co. Ltd.  
 Business-Studio Address.. Corner of Cedar St.  
 S. & Second Ave.  
 Phone Number..... 1500  
 Transmitter Location.... Mountjoy Township  
 Air Time... 6:45 a.m.-12:30 a.m.; 8:15 a.m.-  
 12:10 a.m., Sun.  
 News Service..... PN  
 Transcription Service.. Thesaurus, Lang-Worth,  
 Standard  
 Representative... Canada-National Broadcast  
 Sales; Donald Cooke  
 Membership..... CAB  
 President..... R. H. Thomson  
 General Manager..... J. M. Davidson  
 Station Manager..... H. C. Freeman  
 Commercial Manager..... H. McLay  
 Program-Publicity Director..... E. Courtney  
 Chief Announcer..... Doug Burrows  
 Musical Director..... Bill Nadeau  
 Chief Engineer..... Ernie Mott

**CBL**

**TORONTO—EST. 1927**

CBC TRANS-CANADA—CBC MIDEAST

Frequency: 740 Kc. Power: 50,000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Business-Studio Address..... 354 Jarvis St.  
 Phone Number..... Midway 5481  
 Transmitter Location.... Hornby, Ont.  
 Air Time..... 17 hrs. daily  
 News Service..... CP, BUP, Reuters  
 Membership..... BMB  
 President (CBC)..... Dr. Augustin Frigon



# **YOUR ADVERTISING DOLLAR...**

*on CFRB each advertising dollar buys*

**2,795 potential radio homes after 7:00 p.m.**

**3,475 potential radio homes between 6 and 7 p.m.**

**5,195 potential radio homes at other times.**

**O**N CFRB you reach more listeners per dollar than on any other Toronto station. That's why CFRB's advertisers keep on using the station year after year.

Ask them why they stay! Perhaps they won't quote figures or facts . . . but they'll give you the *real* answer. They stay because they get results! They stay because they reach *more* radio homes, *more* prospects for their product . . . selling an audience that's been growing for twenty years!

**CFRB**  
**TORONTO**

**REPRESENTATIVES:**

**UNITED STATES**

Adam J. Young Jr., Incorporated

**CANADA**

All-Canada Radio Facilities Ltd.

**Ontario's Favourite Radio Station!**

Director-General of  
 Programs . . . . . Ernest L. Bushnell  
 Program Director . . . . . Harry J. Boyle  
 Commercial Manager . . . . . E. A. Weir  
 Program Director . . . . . Harry J. Boyle  
 Supervisor of Presentation . . . . . John Kannawin  
 Supervising Engineer (Toronto  
 Area) . . . . . Howard Hilliard  
 Farm Editor . . . . . W. J. McPherson

**CFRB**  
**TORONTO—EST. 1927**  
 CBS

Frequency: 860 Kc. . . . . Power: 10,000 Watts  
 Owned-Operated By . . . . . Rogers Radio Bcstg.  
 Co. Ltd.  
 Business-Studio Address . . . . . 37 Bloor St. W.  
 Phone Number . . . . . Midway 3515  
 Transmitter Location . . . . . Aurora, Ont.  
 Air Time . . . 6 a.m.-12:35 a.m.; 9 a.m.-12:35 a.m.,  
 Sun.  
 News Service . . . . . BUP, PN  
 Transcription Service . . . . . Lang-Worth, Thesaurus,  
 World, Associated  
 Representative . . . . . Adam J. Young, Jr.; All-  
 Canada  
 Membership . . . . . CAB, BBM  
 President . . . . . Harry Sedgwick  
 Vice-President . . . . . J. Ellsworth Rogers  
 Station Manager . . . . . Lloyd Moore  
 Commercial Manager . . . . . Waldo Holden  
 Program Director . . . . . Wes McKnight  
 Publicity Director . . . . . Ken Marsden  
 Musical Director . . . . . Wishart Campbell  
 Chief Engineer . . . . . Jack Sharpe  
 Farm Editor . . . . . Rex Frost

**CHUM**

**TORONTO—EST. 1945**

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . York Broadcasters, Ltd.  
 Address . . . . . 225 Mutual St.  
 Phone Number . . . . . Elgin 4271  
 Transmitter Location . . . . . Lawrence Ave. & Don  
 Mills Road  
 Air Time . . . . . Sup-up to Sun-down  
 Transcription Service . . . . . Long-Worth, Cole,  
 Associated, United  
 News Service . . . . . BUP  
 Representative . . . . . James L. Alexander  
 President . . . . . John H. Part  
 General-Commercial Mgr. . . . . Roland E. Ford  
 Program Director . . . . . Verne Hill  
 Promotion Manager . . . . . Denis Olerenshaw  
 Chief Engineer . . . . . Aurele Boisvert

**CJBC**

**TORONTO—EST. 1936**

CBC DOMINION—CBC MIDEAST

Frequency: 1010 Kc. . . . . Power: 5000 Watts

Owned-Operated By . . . . . Canadian Bcstg. Corp.  
 Business-Studio Address . . . . . 354 Jarvis St.  
 Phone Number . . . . . Midway 5481  
 Transmitter Location . . . . . Dixie, Ont.  
 Air Time . . . . . 17 hrs. daily  
 News Service . . . . . CP, BUP, Reuters  
 Membership . . . . . BMB  
 President (CBC) . . . . . Dr. Augustin Frigon  
 Director-General of

Programs . . . . . Ernest L. Bushnell  
 Manager, Dominion Network, Program  
 Director . . . . . H. G. Walker  
 Commercial Manager . . . . . E. A. Weir  
 Production Manager . . . . . John Kannawin  
 Supervising Engineer (Toronto  
 Area) . . . . . Howard Hilliard  
 Farm Editor . . . . . W. J. McPherson

**CKEY**

**TORONTO—EST. 1945**

NBC, ABC, MBS, CBC

Frequency: 580 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned By . . . . . Toronto Bcstg. Co.  
 Business-Studio Address . . . . . 444 University Ave.  
 Phone Number . . . . . Waverly 3881  
 Transmitter Location . . . . . Scarboro Heights  
 Air Time . . . . . 24 hrs. daily  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World, Lang-Worth,  
 Standard, Associated  
 Representative . . . . . National Broadcast Sales,  
 Donald Cooke  
 President, General Mgr. . . . . Jack K. Cooke  
 Station-Commercial Manager . . . . . Hal Cooke  
 Sales Promotion Manager . . . . . Harry Witton  
 Program Director . . . . . Don Insley  
 Production Manager, Musical  
 Director . . . . . Ed Houston  
 Publicity Director . . . . . Harry Witton  
 Chief Engineer . . . . . Ernie Swan

**CKLW**

**WINDSOR—EST. 1922**

CBS—MBS

(See Detroit, Mich. Listing)

**CKNX**

**WINGHAM—EST. 1926**

CBC DOMINION (SUPPLEMENTARY)

Frequency: 920 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Radio Station CKNX Ltd.  
 Business Address . . . . . Wingham, Ont.  
 Phone Number . . . . . 158  
 Studio Address . . . . . Josephine St.  
 Transmitter Location . . . . . Belgrave, Ont.  
 Air Time . . . 7 a.m.-11 p.m.; 8 a.m.-11 p.m., Sun.  
 News Service . . . . . UP

• • • ONTARIO - PRINCE EDWARD ISLAND - QUEBEC • • •

Transcription Service.....Thesaurus, Cole,  
Lang-Worth  
Representative .....J. L. Alexander  
President, General Manager, Farm  
Editor .....W. T. Cruickshank  
Station Manager.....J. J. Cruickshank  
Commercial Manager.....T. R. Mathers  
Sales Promotion Manager...G. W. Cruickshank  
Program Director.....J. F. Brent  
Publicity Director.....F. V. Russell  
Chief Announcer.....C. R. Hamilton  
Musical Director.....H. V. Pym  
Chief Engineer.....S. C. Reid

**CKOX**

WOODSTOCK—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By...Oxford Bcstg. Co. Ltd.  
Business Address.....P. O. Box 55  
Phone Number .....2400  
Studio Address.....380 Hunter St.  
Transmitter Location..Sweaburg Rd., Township  
of West Oxford  
Air Time.....7 a.m.-11 p.m.  
News Service .....CPN  
Transcription Service .....World  
Membership .....CAB  
President, General-Station  
Manager.....Monty J. Werry  
Commercial-Sales Promotion  
Manager.....W. Stanley Smith  
Program Director, Production  
Manager.....John B. Starke

**-PRINCE EDWARD ISLAND-**

**CFCY**

CHARLOTTETOWN—EST. 1924

CBC—MARITIME

Frequency: 630 Kc....Power: 5000 Watts d.;  
1000 Watts n.

Owned-Operated By...Island Radio Bcstg. Co.  
Ltd.

Business-Studio Address.....85 Kent St.

Phone Number .....741

Transmitter Location...West Royalty, P.E.I.

Air Time.....7:25 a.m.-12:10 a.m.

News Service .....UP

Transcription Service...Associated, Standard,  
Lang-Worth

Representative.....All-Canada, Weed & Co.

Membership .....CAB

President, Managing Dir., General-Station

Manager .....Lt. Col. K. S. Rogers

Commercial-Program Manager...R. F. Large

Publicity Director.....A. Duffy

Chief Announcer.....C. E. MacArthur  
Musical Director.....Mrs. K. S. Rogers  
Acting Chief Engineer.....A. L. Finley

**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

Air Time.....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

President.....H. T. Holman, Sr.

General Manager.....R. L. Mollison

Program Director.....Albert A. Nicholson

Chief Engineer.....Angus McKie

**QUEBEC**

**CHAD**

AMOS—EST. 1939

CBC (FRENCH SUPPLEMENTARY)

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By...Radio Rouyn Abitibi  
Ltd.

Business Address.....5225 DeGaspé St.,  
Montreal, Que.

Phone Number.....TA 7245

Studio Address...Reilly Block Bldg., Main St.,  
Capitol Theatre Bldg.

Transmitter Location .....Amos

Air Time.....7 a.m.-12 M.

News Service .....CP

Transcription Service .....World

Representative...National Broadcast Sales;  
Weed & Co.

Membership .....CAB, BMB

President .....Hector Authier

General Administrator...Roger Charbonneau

Station Manager.....Jos. DeGuay

Commercial-Sales Promotion Manager,

Publicity Director.....John R. Fox

Program Director.....Jack Linklater

Production Manager.....Maurice Dubois

Chief Engineer.....John J. McGrail

**C B J**

**CHICOUTIMI—EST. 1933**

**CBC TRANS-CANADA—CBC FRENCH**

Frequency: 1580 Kc.....Power: 1000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Business-Studio Address.....286A Racine St.  
 Phone Number.....814; 155  
 Transmitter Location.....4 Larouche Ave.  
 Air Time.....15½ hrs. daily  
 News Service.....CP, BUP, Reuters  
 Membership.....BMB  
 President (CBC), General  
 Manager.....Dr. Augustin Frigon  
 Station Manager, Program

Director.....Vilmond Fortin  
 Commercial Manager.....M. Valiquette  
 Supervisor of Press & Information  
 Service.....Leopold Houle  
 Supervising Broadcast Operator..J. E. Roberts  
 Farm Editor.....Armand Berube

**C H E F**

**GRANBY—EST. 1945**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By... The Granby Bcstg. Co.  
 Ltd.

Business-Studio Address.....7 Johnson St.  
 Phone Number.....353; 392  
 Transmitter Location.....Abbotsford Rd.  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....World, UTS  
 Representative.....Radio Representatives  
 Membership.....CAB, BBM  
 President.....J. A. Bourgault  
 General-Station Manager, Chief  
 Engineer.....Gerard Laliberte

Commercial Manager.....L. Lajoie  
 Program Director.....Al D'Eon  
 Chief Announcer.....J. Riendeau  
 Musical Director.....J. P. Comeau  
 Farm Editor.....G. Boutet

**C K C H**

**HULL—EST. 1933**

**CBC FRENCH**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By...La Cie de Radiodiffusion de  
 Hull CKCH Liée.

Operated By.....Le Droit  
 Business Address.....121 Notre-Dame St.  
 Phone Number.....2-1701  
 Studio Address.....Hull, Que.  
 Transmitter Location.....Chelsea Rd.  
 Air Time.....15 hrs. daily  
 News Service.....PN  
 Transcription Service.....Thesaurus  
 Representative.....Radio Representatives;  
 Adam J. Young

Membership.....CAB, BBM  
 President.....L. J. Billy  
 General Manager.....Aurele Gratton  
 Station-Commercial Mgr.....Raymond Benoit  
 Sales Promotion Manager.....Ernest Lalonde  
 Program Director, Production  
 Manager.....Georges Francon  
 Publicity Director.....Paul DeGranpre  
 Chief Announcer.....Georges Huard  
 Musical Director.....Aurele Groulx  
 Chief Engineer.....Max Gebhardt  
 Farm Editor.....Lucien Michaud

**C K R S**

**JONQUIERE—EST. 1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Henri Lepage  
 Business Address.....223 St. Dominique St.  
 News Service.....PN

**C B F**

**MONTREAL—EST. 1936**

**CBC TRANS-CANADA—CBC FRENCH**

Frequency: 690 Kc.....Power: 50,000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Business-Studio Address...1231 St. Catherine  
 St. W.

Phone Number.....PLateau 7161  
 Transmitter Location.....Vercheres, Que.  
 Air Time.....17 hrs. daily  
 News Service.....CP, BUP, Reuters  
 Membership.....BMB  
 President (CBC), General  
 Manager.....Dr. Augustin Frigon

Director of CBC French  
 Network.....Marcel Ouimet  
 Commercial Manager.....M. Valiquette  
 Program Director.....Marcel Ouimet  
 Supervisor of Production.....Rupert Caplan  
 Supervisor of Press & Information  
 Service.....Leopold Houle

Chief Operator.....E. D. Roberts  
 Farm Editor.....A. Berube

**C B M**

**MONTREAL—EST. 1937**

**CBC TRANS-CANADA—CBC MIDEAST**

Frequency: 940 Kc.....Power: 5000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.  
 Business-Studio Address...1231 St. Catherine  
 St. W.

Phone Number.....PLateau 7161  
 Transmitter Location.....Marieville, Que.  
 Air Time.....17 hrs. daily  
 News Service.....CP, BUP, Reuters  
 Membership.....BMB  
 President (CBC), General  
 Manager.....Dr. Augustin Frigon

Director of CBC French  
 Network.....Marcel Ouimet

Commercial Manager.....M. Valiquette  
 Program Director.....W. J. O'Reilly  
 Supervisor of Production.....R. Caplan  
 Supervisor of Press &  
 Information.....Leopold Houle  
 Chief Operator.....E. D. Roberts  
 Farm Editor.....Lamont Tilden

**C F C F**

**MONTREAL—EST. 1919**

ABC—DOMINION NETWORK

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By..Canadian Marconi Co.  
 Business-Studio Address...1231 St. Catherine  
 St. W.

Phone Number.....PLateau 2577  
 Transmitter Location.....Senneville, Que.  
 Air Time.....7 a.m.-12 M.; 8 a.m.-12 M., Sun.  
 News Service.....BUP, PN  
 Transcription Service.....Thesaurus  
 Representative.....Weed & Co., All-Canada  
 Membership.....CAB, BBM  
 General Manager.....S. M. Finlayson  
 Station Manager.....J. A. Shaw  
 Commercial Director.....P. E. Hiltz  
 Sales Promotion Director.....E. H. Smith  
 Program Director, Production  
 Manager.....H. H. Hewetson  
 Publicity Director.....E. H. Smith  
 Chief Engineer.....J. G. Gettenby

**CHLP**

**MONTREAL—EST. 1933**

Frequency: 1410 Kc.....Power: 1000 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.

Air Time.....7 a.m. to Midnight  
 News Service.....PN  
 Transcription Service.....Standard, PN  
 Representative: J. A. Alexander (Canada); Jo-  
 seph Hershey McGillvria (U.S.A.)  
 Membership.....CAB  
 President-Gen. Mgr.....Sen. P. R. DuTremblay  
 Station Mgr.-Dir.....C. A. Berthiaune  
 Asst. Mgr.-Dir.....Fernand Bergevin  
 Commercial Manager.....Simon Gendron  
 Program Director.....Andre Chabot  
 Production Director.....Marcel Marineau  
 Chief Engineer.....Alphonse Cloutier

**C J A D**

**MONTREAL—EST. 1945**

Frequency: 800 Kc.....Power: 1000 Watts  
 Owned-Operated By.....CJAD Ltd.  
 Business-Studio Address.....1191 Mountain St.  
 Phone Number.....Marquette 1805

Transmitter Location.....MacKayville, Que.  
 Air Time..6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.,  
 Sun.

News Service.....CP, BUP  
 Transcription Service..Lang-Worth, Standard,  
 World, Associated  
 Representative..Adam J. Young, Jr.; National  
 Broadcast Sales  
 President, General-Station-Commercial  
 Manager.....J. Art. Dupont  
 Program Director.....Ron Morrier  
 Traffic Manager.....Robert Laurion  
 News Editor.....Hamilton Grant  
 Chief Announcer.....Hollis MacCurdy  
 Librarian.....Anna Watt  
 Chief Engineer.....A. K. Taylor

**CKAC**

**MONTREAL—EST. 1922**

CBS

Frequency: 730 Kc.....Power: 5000 Watts  
 Owned By.....La Cie De Publication,  
 La Presse, Ltee.  
 Operated By.....La Compagnie De  
 Publication, La Presse, Ltee.

**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  
 1948

Representatives: C. W. Wright, Toronto  
 Adam J. Young Jr. Inc., U.S.A.

10,000 WATTS SOON

Address.....980 St. Catherine Street, West  
 Phone Number.....MARquette 311  
 Transmitter Location.....St. Hyacinthe, P. Q.  
 Air Time.....18 hours daily  
 News Service.....BUP, PN, Reuters, UP  
 Transcription Service.....Lang-Worth; World  
 Representative.....Adam J. Young, Jr.  
 President.....Sen. P. R. Du Tremblay  
 General Manager.....Phil Lalonde  
 Commercial Manager.....Georges Bourassa  
 Program Director.....Ferdinand Biondi  
 Promotion Manager.....Robert Souglet  
 Chief Engineer.....Leonard Spencer

## CHNC

**NEW CARLISLE—EST. 1933**

CBC—QUEBEC NETWORK

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned By.....Gaspesia Radio Bcstg. Co.  
 Operated By.....Radio Station CHNC  
 Business-Studio Address.....Main St.  
 Phone Number.....64  
 Transmitter Location...Barachois dePasébiac  
 Air Time.....6:30 a.m.-10:30 p.m.  
 Representative...Jos. A. Hardy & Co.; Adam  
 J. Young, Jr.

Membership.....BBM, CAB  
 President, General Mgr....Dr. Charles Houde  
 Station Manager.....Viateur Bernard  
 Chief Engineer.....Gordon S. Coleman

## CBV

**QUEBEC CITY—EST. 1934**

CBC TRANS-CANADA—CBC FRENCH

Frequency: 980 Kc.....Power: 1000 Watts  
 Owned-Operated By...Canadian Bcstg. Corp.  
 Business-Studio Address...Palais Montcalm  
 Phone Number.....8155  
 Transmitter Location.....Charlesbourg, Que.  
 Air Time.....17½ hrs. daily  
 News Service.....CP, BUP, Reuters  
 Membership.....BMB

President (CBC) Manager. Dr. Augustin Frigon  
 Acting Station Manager, Program  
 Director.....Guy Dumais  
 Commercial Manager.....M. Valiquette  
 Supervisor of Press & Information  
 Service.....Leopold Houle  
 Farm Editor.....Armand Berube

## CHRC

**QUEBEC—EST. 1926**

Frequency: 800 Kc.....Power: 5000 Watts  
 Owned-Operated By.....CHRC, Limitee  
 Address.....39 St. Jean, Que. City  
 Phone Number.....2-8177  
 Transmitter Location.....Charny, Que.  
 Air Time.....7:00 a.m. to midnight  
 News Service.....BUP  
 Transcription Service...Lang-Worth, Thesaurus

Representative.....Adam J. Young, Jr., Inc.  
 (U.S.A.); Jos. A. Hardy & Co. Ltd. (Canada)  
 President.....Herve Baribeau  
 General Manager.....Henri Lepage  
 Commercial Manager.....Aurele Pellitier  
 Program Director.....Maqella Alain  
 Chief Engineer.....Arsene Nadeau

## CKCV

**QUEBEC—EST. 1926**

CBC

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....CKCV Ltd.  
 Business-Studio Address.....142 St. John St.  
 Phone Number.....2-1585  
 Transmitter Location...St. Louis Rd., Ste. Foye  
 Air Time.....17½ hrs. daily  
 News Service.....PN  
 Transcription Service.....World, UTS  
 Representative.....Radio Representatives,  
 Weed & Co.

President.....Gaston Pratte  
 General-Station Manager.....Paul Lepage  
 Commercial Manager.....Lucien A. Bernier  
 Production Manager.....Jean Bender  
 Chief Engineer.....Albert DuBerger

## CJBR

**RIMOUSKI—EST. 1937**

Frequency: 900 Kc.....Power: 5000 Watts d.,  
 1000 n.

Owned-Operated By The Central Public Service  
 Corp., Ltd.

Address.....Cathedral St.  
 Phone Number.....396  
 Transmitter Location.....Notre-Dame du  
 Sacre Coeur

Air Time.....Unlimited  
 News Service.....AP, PN  
 Transcription Service.....United, Standard  
 Representatives. H. N. Stovin & Co. (Canada)  
 Adam J. Young, Jr. (U.S.A.)

Membership.....BBM  
 President.....J. A. Brillant  
 Manager.....Guy Caron  
 Commercial Manager.....C. Chardonnean  
 Chief Engineer.....F. C. Daok

## CFJP

**RIVIERE-DU-LOUP—EST. 1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Radio Temiscouata Ltee.  
 Business Address.....203 Lafontaine St.  
 Phone Number.....536  
 News Service.....PN  
 Transcription Service.....Thesaurus  
 Representative.....Renaud, Young  
 President.....Armand Belle  
 General Manager.....T. Gareau  
 Promotion Manager.....George Grant  
 Chief Engineer.....Raymond Lavoie

**CKRN**  
ROUYN—EST. 1939

CBC (FRENCH SUPPLEMENTARY)

Frequency: 1400 Kc.....Power: 1000 Watts  
Owned-Operated By...Radio Rouyn Abitibi Ltd.  
Business Address.....5225 DeGaspé St.  
Phone Number.....TA:EM 7245  
Studio Address...Reilly Block Bldg., Main St., Capitol Theatre Bldg.  
Transmitter Location .....Rouyn  
Air Time.....7 a.m.-12 M.  
News Service .....CP  
Transcription Service .....World  
Representative ...National Broadcast Sales, Weed & Co.  
Membership.....CAB, BMB (Pending)  
President.....Hector Authier  
General Administrator...Roger Charbonneau  
Station Manager, Program  
Director .....Jack Linklater  
Commercial-Sales Promotion Manager, Publicity  
Director .....John R. Fox  
Production Manager.....Maurice Dubois  
Chief Engineer.....John J. McGrail

**CHLT**

SHERBROOKE—EST. 1937

Frequency: 900 Kc.....Power: 1000 Watts  
Owned-Operated By.....La Tribune Ltd.  
Business-Studio Address.....3 Marquette St.  
Phone Number .....2071-2  
Transmitter Location..King St., East Sherbrooke  
Air Time.....5:55 a.m.-12 M.  
Transcription Service.....World, UTS  
Representative.....Jos. A. Hardy & Co.  
President.....Hon. Jacob Nicol  
General Manager.....A. Gauthier  
Station Manager.....J. L. Gauthier  
Commercial Manager.....E. Rozand  
Sales Promotion Manager...G. Ferguson  
Chief Announcer.....J. P. La Sonde  
Musical Director.....P. M. Robidoux  
Chief Engineer.....S. Cusack  
Farm Editor.....Alex Simms

**CKTS**

SHERBROOKE—EST. 1946

CBC DOMINION NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Telegram Printing & Publishing Co. Ltd.  
Business-Studio Address.....3 Marquette St.  
Phone Number .....2071-2  
Transmitter Location..King St., East Sherbrooke  
Air Time.....7:55 a.m.-12 M.  
Transcription Service .....Thesaurus  
Representative .....Radio Representatives  
President .....Senator C. B. Howard  
General Manager.....A. Gauthier

Station Manager, Program-Publicity

Director .....J. L. Gauthier  
Commercial Manager.....E. Rozand  
Sales Promotion Manager.....M. Ferguson  
Chief Announcer.....Bert Paquette  
Musical Director.....P. M. Robidoux  
Chief Engineer.....S. Cusack  
Farm Editor.....Alex Simms

**CJSO**

SOREL—EST. 1945

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...Radio Richelieu, Ltd.  
Business Address.....72 rue Du Roi  
Phone Number.....318  
Transmitter Location.....National Highway  
Air Time.....7 a.m. to 11 p.m.  
News Service.....AP, PN, Reuters  
Transcription Service.....World, SESAC  
Representative .....Renaud  
Membership .....BBM  
President.....J. Arthur Villeneuve  
General Manager.....Gerard Boulay  
Commercial Manager.....Alphonse Provost  
Program Director.....Wilfrid Monsoux  
Sales Manager.....Henri Provost  
Chief Engineer.....Joseph Cardin

**CHLN**

THREE RIVERS—EST. 1937

Frequency: 550 Kc.....Power: 1000 Watts  
Owned By.....CHLN "Le Nouvelliste" Ltée.  
Operated By....."Le Nouvelliste"  
Business Address...Bâtisse Municipale, rue Ste. Marguerite  
Studio Address.....522 rue Bonaventure  
Phone Number .....3000  
Transmitter Location.....Montreal Highway  
Air Time.....15 hrs. daily  
News Service .....PN  
Transcription Service.....World, UTS  
Representative...Jos. Hardy & Co.; Allan J. Young  
Membership .....CAB  
President.....Hon. Jacob Nicol  
General Manager.....Emile Jean  
Station-Production Mgr.....Léon Trépanier  
Commercial-Sales Promotion  
Manager .....C. E. Couture  
Program-Publicity Director.....Paul Richard  
Chief Announcer.....Claude Séguin  
Musical Director.....Mrs. M. Tardif Séguin  
Chief Engineer.....Francois Comtois

**CKVD**

VAL D'OR—EST. 1939

CBC (FRENCH SUPPLEMENTARY)

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Radio Rouyn Abitibi

• • • **QUEBEC-SASKATCHEWAN** • • •

Business Address.....5225 DeGaspe St.,  
Montreal, Que.  
Phone Number.....TA 7245  
Studio Address....Reilly Block Bldg., Main St.,  
Capitol Theatre Bldg.  
Transmitter Location.....Val d'Or  
Air Time.....7 a.m.-12 M.  
News Service.....CP  
Transcription Service.....World  
Representative.....National Broadcast Sales;  
Weed & Co.  
Membership.....CAB, BMB (Pending)  
President.....Hector Authier  
General Administrator...Roger Charbonneau  
Station Manager.....Jacques Demers  
Commercial-Sales Promotion Manager,  
Publicity Director.....John R. Fox  
Program Director.....Jack Linklater

Production Manager.....Maurice Dubois  
Chief Engineer.....John J. McGrail

**CKVL**

**VERDUN—EST. 1946**

Frequency: 980 Kc.....Power: 1000 Watts  
Owned-Operated By.....J. Teitlman  
Business Address.....211 Gordon Ave.  
Phone Number.....York 3696  
News Service.....PN, BUP  
Transcription Service.....Lang-Worth, United  
Representative.....Stovin, Cooke  
President.....J. Teitlman  
General Manager.....Corray Thomson  
Program Director (English).....Hal Stubbs  
Program Director (French)....Omer Duranceau  
Chief Engineer.....Charles Charlebois

**—SASKATCHEWAN—**

**CHAB**

**MOOSE JAW—EST. 1922**  
CBC DOMINION

Frequency: 800 Kc.....Power: 5000 Watts  
Owned-Operated By.....CHAB, Ltd.  
Business-Studio Address....Grant Hall Hotel  
Phone Number.....2334-5-6  
Transmitter Location.....Boharm, Sask.  
Air Time.....17 hrs., 20 min. daily  
News Service.....AP, PN  
Transcription Service...Lang-Worth, UTS, Cole  
Representative.....Horace N. Stovin  
Membership.....CAB  
General Manager.....J. S. Boyling  
Commercial Manager.....Lloyd Crittendon  
Sales Promotion Manager.....C. H. Witney  
Production Manager.....R. D. Giles  
Chief Announcer.....R. Horley  
Musical Director.....J. Purvis  
Chief Engineer.....M. Pickford

**CKBI**

**PRINCE ALBERT—EST. 1927**  
CBC—DOMINION

Frequency: 900 Kc.....Power: 5000 Watts  
Owned-Operated By.....Central Bcstg. Co.  
Business Address.....Prince Albert, Sask.  
Phone Number.....2621  
Studio Address.....Sanderson Block  
Transmitter Location...7 mi. S. of Prince Albert  
Air Time.....6 a.m.-12 M.  
News Service.....BUP  
Transcription Service.....Thesaurus  
Representative ....All-Canada, Weed & Co.  
Membership.....CAB, BBM  
General-Station Manager...E. A. Rawlinson  
Commercial-Sales Promotion  
Manager.....Gerald Prest  
Program Director.....George Kergan  
Production Manager.....Ken Davey  
Chief Announcer.....Wm. Hart  
Chief Engineer.....Tom Van Nes

**CJNB**

**NORTH BATTLEFORD—EST. 1946**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By..Northwestern Bcstg. Co.  
Business Address.....Sallows & Boyd Bldg.  
Phone Number.....2373  
Studio Address.....1st Ave.  
Transmitter Location.....North Battleford  
Air Time.....7 a.m.-11 p.m.  
News Service.....BUP  
Transcription Service.....World, All-Canada  
Representative.....Horace N. Stovin  
Membership.....CAB  
Manager.....Jack H. Coalston  
Program Director.....Fred L. Patterson  
Chief Engineer.....Ian K. Carson

**CKCK**

**REGINA—EST. 1922**  
TRANS-CANADA (SUPPLEMENTAL)

Frequency: 620 Kc.....Power: 5000 Watts  
Owned By.....Leader-Post Ltd.  
Operated By..All-Canada Mutually Operated  
Business Address.....Regina, Sask.  
Phone Number.....8525  
Studio Address.....Leader-Post Bldg.  
Transmitter Location.....8 mi. S. of city  
Air Time.....17½ hrs. daily  
News Service.....AP, UP  
Transcription Service.....Thesaurus, Cole  
Representative....All-Canada Radio Facilities,  
Weed & Co.  
Membership.....CAB, BBM

Station Manager.....Harold A. Crittenden  
 Commercial Manager.....Gil Seabrook  
 Sales Promotion Manager.....Bob Weir  
 Program Director.....Wilf Collier  
 Production Manager.....Vern Huggins  
 Chief Engineer.....E. A. Strong

**CKRM**

**REGINA—EST. 1926**

**DOMINION NETWORK, CBC**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned By....Trans-Canada Communications Ltd.

Operated By.....All-Canada Radio Facilities  
 Business-Studio Address..Fidelity Life Bldg.,  
 1819 Cornwall St., Regina

Phone Number .....7631  
 Transmitter Location.....Rowatt, Sask.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service.....World, Lang-Worth  
 Representative....All-Canada Radio Facilities,  
 Weed & Co.

Membership .....BBM  
 Station Manager.....W. A. Speers  
 Commercial Manager.....B. M. Pirie  
 Director, Special Broadcast Services,  
 Publicity Director.....F. Laight  
 Production Manager.....W. L. Walker  
 Chief Engineer.....Wm. MacDonald

**CFQC**

**SASKATOON—EST. 1923**

**CBC DOMINION**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By....A. A. Murphy & Sons Ltd.

Business-Studio Address..216 — 1st Ave., N.  
 Phone Number .....7917  
 Transmitter Location....3 mi. W. of Saskatoon,  
 Highway No. 11

Air Time....6:30 a.m.-12 M.; 7:50 a.m.-11:30 p.m., Sun.

News Service .....BUP  
 Transcription Service....Thesaurus, Standard,  
 Lang-Worth, Cole  
 Representative .....Radio Representatives  
 President, General Manager...A. A. Murphy  
 Station Manager.....Vernon Dallin  
 Commercial Manager.....G. B. Nelson  
 Program Director.....Willfred Gilbey  
 Production Manager.....George Dawes

Publicity Director.....Godfrey Hudson  
 Chief Announcer.....Harry Dekker  
 Chief Engineer.....Lyn Hoskins

**CBK**

**WATROUS—EST. 1939**

**CBC TRANS-CANADA—CBC PRAIRIE**

Frequency: 540 Kc.....Power: 50,000 Watts  
 Owned-Operated By....Canadian Bcstg. Corp.  
 Business-Studio Address..300 Manitoba Tele-  
 phone Bldg.

Phone Number .....97261  
 Transmitter Location.....Watrous, Sask.  
 Air Time.....17 hrs. daily  
 News Service.....CP, BUP, Reuters  
 Membership .....BBM  
 President (CBC).....Dr. Augustin Frigon  
 Regional Representative....James R. Finlay  
 Commercial Manager.....E. A. Weir  
 Program Director.....James R. Finlay  
 Publicity Director.....C. E. L'Ami  
 Acting Chief Engineer.....V. J. Roe  
 Farm Editor.....Peter B. Whittall

**CJGX**

**YORKTON—EST. 1927**

**CBC—DOMINION NETWORK**

Frequency: 940 Kc.....Power: 1000 Watts  
 Owned-Operated By..Yorkton Bcstg. Co. Ltd.  
 Business-Studio Address...Smith-McKay Bldg.  
 Phone Number .....324

Transmitter Location....¼ mi. E. of Yorkton  
 on Highway No. 14

Air Time..6:30 a.m.-11:30 p.m.; 8:30 a.m.-11 p.m., Sun.

News Service.....AP, CP  
 Transcription Service....World, UTS, Cole,  
 SESAC

Representative...H. N. Stovin, Adam Young  
 Membership .....CAB, BBM  
 President .....Dawson Richardson  
 Managing Director.....A. L. Garside  
 Assistant Manager.....K. S. Parton  
 Commercial Manager.....J. M. Shortreed  
 Assistant Manager.....K. S. Parton  
 Production Manager.....Wm. Liska  
 Chief Announcer.....J. C. Goodman  
 Musical Director.....Norman Runtz  
 Chief Engineer.....Arthur Mills  
 Farm Editor.....E. C. Deering

ANOTHER ZIV HIT 



PRESENTING THE INCOMPARABLE MUSIC OF

*Wayne King*

THE WALTZ KING  
IN THE

Wayne King's  
Show<sup>99</sup>

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

THREE LITTLE WORDS

# "All In One"

EVERY BROADCASTING STATION strives to capture a larger share of its potential audience.

EXPERIENCE proves the importance of selecting your library service with great care . . . if it is to produce the results *you* want.

- More and more stations have found after careful comparative analysis that Associated is **THE** basic-plus service—a service which can do a full time programming job . . . broad in scope, skillfully balanced, flexible for programming and strong in commercial utility.
- The Associated family of subscribers *has more than tripled* in size during the last two years alone!
- Associated produces only *one* transcribed radio program service . . . no "partial" libraries . . . a *complete* service for every station budget . . . **ALL IN ONE.**
- We invite you to write for complete details.

## ***ASSOCIATED***

THE  **RADIO LIBRARY**

*ASSOCIATED PROGRAM SERVICE—A Division of Muzak Corporation*  
151 WEST 46th STREET, NEW YORK 19, N. Y.

# PRODUCTION

*Program Producers*

•

*Transcription Companies*

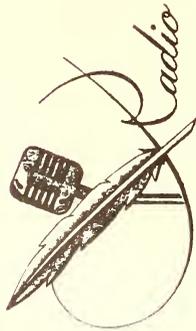
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*Music*

•

# MOLE · DAVIS · INC.

105 WEST 55TH STREET · NEW YORK 19, N. Y. · CIRCLE 6-0006



PRODUCTIONS

1948

## TO THE RADIO INDUSTRY—

We are submitting outstanding Radio and Television packaged programs.

The following contribute to the high standard of these productions:

DR. FRANK BLACK

*Music Adviser*

MARGARET WEBSTER

*Drama*

ERNEST M. WALKER

*Comedy Program Analyst*

FRANK PAPP

HU CHAIN

ALBERT N. WILLIAMS

*Radio and Television Directors*

JOHN BRYAN

*Technician*

SAUL KRIEG ASSOCIATES

*Public Relations*

*Productions*

- "Building America"
- "Adventures of Horace Jenks"
- "Tribute to Women"
- "Knocking On Your Door"
- and*
- "American Repertory Theatre On the Air"

*Supervised by*

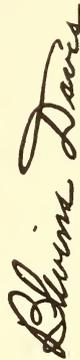
MARGARET WEBSTER  
EVA LE GALLIENNE

WRAY DAVIS  
Hollywood Manager  
1600 Summit Ridge Drive  
Beverly Hills, Cal.

*Featuring*

- Eva Le Gallienne
- Fannie Hurst
- Edward Everett Horton
- Otto Kruger
- Cobina Wright, Sr.
- Lisa Sergio
- Ben Grauer

Sincerely yours,



**JERRY DEVINE**

**THIS IS YOUR FBI"**

**MEMBER — RADIO WRITERS GUILD • MEMBER — RADIO DIRECTORS GUILD**

# PROGRAM PRODUCERS

## **Paul F. Adler Associates**

535 Fifth Ave., New York 17, N. Y.  
Phone, MUrray Hill 6-3487. SERVICES OFFERED: Sales and production of live and transcribed programs. Representatives for Mayfair Transcription Co. vehicles including The Alan Ladd program, "Box 13." Act in advisory capacity for ad agencies.

## **Advance Television Picture Service, Inc.**

729 Seventh Ave., New York 19, N. Y.  
Phone COLUMbus 5-5400. President, Chas. A. Alicoate; Secretary-Treasurer, F. E. Miles. SERVICES OFFERED: Producers and distributors of films, features, and shorts and package films for television.

## **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 St., New York 19, N. Y.  
Phone, CIrcle 6-0141-2. President, James A. Miller; 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**

825 W. 187th St., New York 33, N. Y.  
Phone, LOrraine 8-3100. Manager Lottie Ritter; Director, Alton G. Alexander. SERVICES OFFERED: Complete production service for the advertising agency—Scripts, commercials, direction . . . program ideas submitted, also spot campaigns. Specialists in Network Musicals.

## **American Institute of Food Products, Inc.**

509 Madison Ave., New York 22, N. Y.  
Phone, PLaza 3-7146. General Manager, Robert A. Bories; Vice-President, Edward W. Wood, Jr. BRANCH OFFICES: 35 S. Ninth St., Phila., Pa. Phone, Walnut 2-6800. Sam Hill; 6 St. James Ave., Boston, Mass. Phone, Hancock 6-5558. Paul Herlihy; 30 W. Washington St., Chicago, Ill. Phone, Dearborn 5670. R. R. Kaufman; 235 Montgomery St., San Francisco, Calif. W. H. Keenan; 411 W. Fifth St., Los Angeles, Calif. Wilbur Eickelberg. SERVICES OFFERED: Women's participating programs for food and home product advertisers. Each program backed by merchandising service to the grocery trade in area where we operate.

## **American-Jewish Broadcasting Co., Inc.**

86 Chambers St., New York 7, N. Y.  
Phones, WOrth 2-3322, REctor 2-5341. 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, Lockhaven 8-8698. Scott Weakley, Manager. SERVICES OFFERED: Custom-built production and recording service, survey and market analysis service, public relations counsel.

## **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, record pressings.

## **Associated Broadcast Advertising Co.**

5918 Melrose Ave., Los Angeles 38,  
Calif. Irwin T. Porter, Partner & Adver-



# The BEST In TRANSCRIBED PROGRAMS

For 17 years we have served agencies, stations, and sponsors. Our transcribed programs play on about 700 stations. If the type of show you wish is not listed below, let us build it for you.

## SYNDICATED SHOWS NOW AVAILABLE

<b>"THE SPICE OF LIFE"</b> . . . . .	39	1/2-hour shows
<i>Musical variety show, big cast, completely in rhyme! Terrific!</i>		
<b>"THE FAMILY ALBUM"</b> . . . . .	78	1/4-hour shows
<i>Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freede</i>		
<b>"GLORIA CARROLL ENTERTAINS"</b> . . . . .	78	1/4-hour shows
<i>Starring Gloria Carroll, and Frank Bell and "The Belltones"</i>		
<b>"THE BAND CONCERT"</b> . . . . .	26	1/4-hour shows
<i>England's greatest concert bands, superbly recorded</i>		
<b>"EAT-ITORIALLY SPEAKING"</b> . . . . .	78	1/4-hour shows
<i>Starring Dick Stone in the most unusual food program in the country</i>		
<b>"ADVENTURES OF BUDDY BEAR"</b> . . . . .	26	1/4-hour shows
<i>The most lovable, adventurous playmate a child ever had!</i>		
<b>"SONGS OF CHEER &amp; COMFORT"</b> . . . . .	52	1/4-hour shows
<i>Starring Richard Maxwell, famous Gospel singer</i>		
<b>"THE VAGABOND ADVENTURER"</b> . . . . .	39	1/4-hour shows
<i>Starring Tom Terriss, internationally known adventurer</i>		
<b>"UNSOLVED MYSTERIES"</b> . . . . .	39	1/4-hour shows
<i>Dramatizations of true mysteries as yet unsolved</i>		
<b>"ONE I'LL NEVER FORGET"</b> . . . . .	156	5-minute shows
<i>Unusual sports stories, starring Jack Stevens</i>		
<b>"TWILIGHT TALES"</b> . . . . .	94	1/4-hour shows
<i>Fairy tales for children, unusually told by Elinor Gene</i>		
<b>"DAN DUNN, SECRET OPERATIVE No. 48"</b> . . . . .	78	1/4-hour shows
<i>Juvenile series based on famous newspaper cartoon strip</i>		
<b>"FUN WITH MUSIC"</b> . . . . .	26	1/4-hour shows
<i>Starring Sigmund Spaeth, The Tune Detective</i>		
<b>"UNCLE JIMMY"</b> . . . . .	156	1/4-hour shows
<i>Daytime family serial, starring William Farnum</i>		
<b>"FAMOUS MOTHERS"</b> . . . . .	75	5-minute shows
<i>Starring Jane Dillon. All parts taken by Miss Dillon</i>		
<b>"HISTORY IN THE MAKING"</b> . . . . .	52	1/4-hour shows
<i>Dramatizations of outstanding historical events</i>		
<b>"FURS ON PARADE"</b> . . . . .	39	1/4-hour shows
<i>Sponsored successfully by hundreds of fur retailers</i>		
<b>"A CHRISTMAS CAROL"</b> . . . . .	1	1/2-hour show
<i>Original one-half hour adaptation starring Tom Terriss</i>		
<b>"ADVENTURES IN CHRISTMASTREE GROVE"</b> . . . . .	15	1/4-hour shows
<i>Sponsored annually by more than 200 department stores</i>		
<b>"SANTA'S MAGIC CHRISTMAS TREE"</b> . . . . .	15	1/4-hour shows
<i>Another outstanding Christmas holiday promotion</i>		

*Exclusive to One Sponsor in a City—Write or Wire for Audition Samples and Data*

**KASPER-GORDON, Incorporated, 140 Boylston Street, Boston 16, Mass.**

*The Oldest—and One of the Country's Largest Transcribed Program Producers  
Manufacturers of Transcription Playback Machines*

tising Manager, Publicity Director; Gertrude T. Porter, Partner & Program Manager, Research Dept. **SERVICES OFFERED:** Scripts, from miniature 5-minute programs to half hour shows; also spot announcements. Promotion, programming, production, and merchandising. Several participation shows available.

**Associated Broadcasting Co., Ltd.**

348 Dominion Square Bldg., 1010 St. Catherine St., W. Montreal 2, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Sec.-Treas., Frances Maxwell; Sales Director, Arthur Burns. **SERVICES OFFERED:** Production of live-talent shows in English and French, recordings of programs and spots, scripts.

**Associated Program Service (Div. of Muzak Corp.)**

(For detailed listing see Transcription Section.)

**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.

**Ann Barbinel**

54 Riverside Drive, New York 24, N. Y. Phone, ENdicott 2-4351. Pres., Ann Barbinel. **SERVICES OFFERED:** Creating—producing—directing custom built package shows for radio and television.

**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., Phone, Webster 4687, Ed Meltzner; Citizen Bldg., Cleveland, O., Phone, Superior 3850, Louis M. Bloch, Jr.; 216 Tremont St., Boston, Mass., Liberty 9161, Michael Pesanelli. **SERVICES OFFERED:** Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; television pro-

grams and commercial spots, live and film.

**Bass & Co., Inc.**

2 Stone St., New York 4, N. Y. Sydney Bass, President; David J. Gallagher, Vice-President; Milton Bass, Secretary-Treasurer. **SERVICES OFFERED:** Foreign and domestic market research and analysis, advertising placement, advertising copy layout, studies on organizational problems and procedures, radio productions, industrial motion pictures and slide films.

**Walter Batchelor Agency, Inc.**

30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-4224-5-6-7-8. President, Walter Batchelor; Secretary, Henry H. Dagand; Attorney, Martin J. Desmoni. **SERVICES OFFERED:** Package radio shows.

**Zach Baym**

114 Grafton St., Brooklyn 12, N. Y. Phone, DIckens 2-0243. **SERVICES OFFERED:** A television film rental library, serving television stations, advertising sponsors, and independent television producers with features, westerns, news, comedies, cartoons, musicals, travel, educational, and sports films.

**Beck Recording Studios**

1722 Hennepin Ave., Minneapolis 3, Minn. Phone, Main 8731. 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.

**V. S. Becker Advertising Service**

562 Fifth Ave., New York 17, N. Y. Phone, BRyant 9-7577. Viola S. Becker, Owner. **SERVICES OFFERED:** Production of package shows and spots for all kinds of Radio and Television programs. Representatives of Talent, Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

**The Bentely Agency**

6606 Sunset Blvd., Hollywood 28, Calif. Phone, Granite 8606. George Bentel, President. **SERVICES OFFERED:** Dealing in radio manuscripts, radio packages, television material, International play brokers.

# Stanley J. Wolf

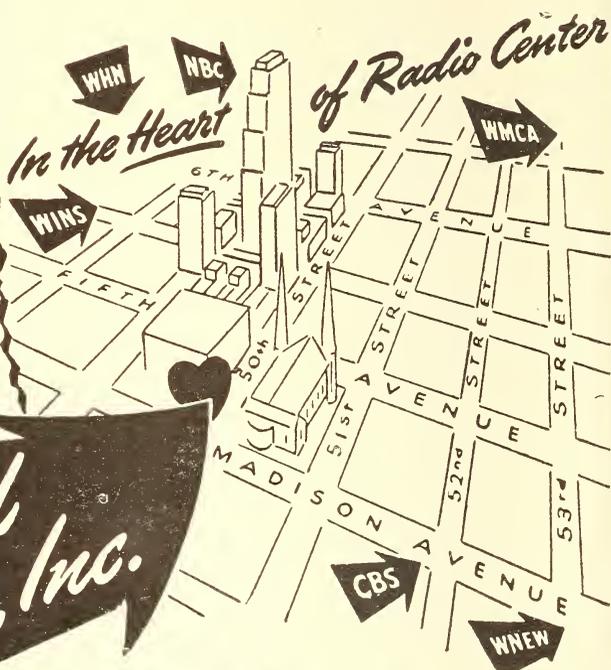
## RADIO PRODUCTIONS

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1. Modern high-fidelity recording equipment.
2. Air, line, and studio transcriptions. 24 hour service.
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(Radio Programs Division)

1151 South Broadway, Los Angeles 15, Calif. Phone, Richmond 6184. Guy M. Biddick, President; Mildred V. Biddick, Vice-President; George E. Link, Sec.-Treas.; Lela J. C. Hill, Office Assistant; Dorothy M. Arnold, Traveling Representative; Doris M. Biddick, Office Assistant. SERVICES OFFERED: Preparing scripts, recording, selling transcribed one-half min. spot announcements for various type businesses, also quarter hour programs.

**G. C. Bird & Associates**

311 So. New Hampshire Ave., Los Angeles, Calif. Phone, FAirfax 8603. Manager, G. C. Bird. SERVICES OFFERED: Syndicated dramatic transcribed programs.

**Joseph Bloom**

19 West 44th St., New York 18, 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; Sales Mgr., W. C. Bond. SERVICES OFFERED: Specializing in open-end, transcribed programs. "Music Hall of Fame," quarter-hour, big-name musical, 52 shows available; Howard and Shelton, "Fun At Breakfast," 5-minutes, 325 shows available. "Rod Hendrickson," 15-minutes, homey philosophy, 260 shows available.

**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, Leo Rabens; Program Executive and Dir. of Radio Sales, Merrill W. Fugit; Purchasing Agent, Leo Rabens. SERVICES OFFERED: Transcribed radio productions, script service, program production, air checks, recording, film projection service, radio advertising.

**Ruth & Gilbert Braun**

130 E. 40th St., New York 16, N. Y. Phone, MURray Hill 3-9580. Gilbert Braun, Program Producer; Ruth Braun, Director. SERVICES OFFERED: Package shows, live and transcribed; ideas, scripts, production for radio.

**Broadcast Productions**

25 East Jackson Blvd., Chicago 4, Ill. Phone, Wabash 0711. President, John Stamford; Vice-President, John Stamford, Jr.; Secretary - Treasurer, Loretta Clusman. SERVICES OFFERED: School of radio announcing, acting, singing, record jockeying, program production. Also producers of radio programs, live and transcribed. Auditions, recordings and transcriptions. Script service.

**Allyn Butterfield Prod.**

6823 Santa Monica Blvd., Hollywood 38, Calif. Phone, Hollywood 3961. Pres., Allyn Butterfield. SERVICES OFFERED: Complete production facilities, including studios, recording-scripts, film editing, printing and dev. lab. cameramen, directors, etc., specializing in documentaries, short subjects, news, etc.

**Byron Productions Co.**

730 Fifth Ave., New York 19, N. Y. Phone, CIRCLE 6-2677. Owner-President, Edward A. Byron; Production Mgr., Daniel C. Sutter. SERVICES OFFERED: Package producers.

**The Caples Company**

535 Fifth Avenue, N. Y. 17, N. Y. Phone, LEXington 2-0850. Hudson F. Meyer, Vice-President; 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.

**The Cardinal Co.**

6000 Sunset Blvd., Hollywood 28, Calif. Phone, Hempstead 1177. Joseph F. MacCaughtry, Pres., Gen. Mgr.; Joseph Scott, Sec.-Treas. BRANCH OFFICE: Los Angeles, Calif. Joseph Scott, Mgr. SERVICES OFFERED: Radio transcriptions, program productions, script service.

**Garry J. Carter of Canada, Ltd.**

394 Bay St., Toronto, Ont., Can. Phone, Waverley 4635. Garry J. Carter, President; Bob Howe, Asst. to President. BRANCH OFFICE: 67 W. 44th St., New York 18, N. Y. Phone, MURray Hill

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★ **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	Peter Lorre	Pat O'Brien	Jack Benny
Luise Rainer	Peter Donald	Diana Lewis	Mary Livingston
Allan Jones	Wendy Barrie	Bonita Granville	Phil Harris
Ruth Chatterton	Jerry Cooper	Jack Pearl	"Rochester"
Hildegarde	Morey Amsterdam	Lucille Ball	Don Wilson
★ Ann Rutherford	Joseph Schildkraut	Desi Arnaz	Martha Scott
Henny Youngman	George Givot	Basil Rathbone	Lee Sullivan
Harry Cool	Skippy Homeier	Virginia Weidler	Zero Mostel
Margo	Neil Hamilton	Phil Brito	Kay Francis
Glenda Farrell	Jane Withers	John Loder	Faye Emerson
★ Jan Murray	Gregory Ratoff	Dick Powell	Ralph Morgan
Constance Bennett	Elsa Maxwell	Dinning Sisters	Helmut Dantine
Harrington & Hyers	Guy Kibbee	Wesson Brothers	Buddy Lester
Fay Wray	Richard Arlen	Stuart Erwin	Diana Barrymore
★ Joseph Calleja	Nan Wynn	Frances Faye	Lew Parker
Block & Sully	Phil Regan	Danny O'Neil	Roland Young
Mischa Auer	Adele Astaire	Stroud Twins	Monica Lewis
Walter Abel	Bea Wain	Francis Lederer	Johnny Morgan
★ Jean Parker	Jackie Gleason	Bert Lahr	Roddy McDowall
John Carradine	Romo Vincent	Roger Pryor	Yvette
★ Edith Fellows	Milton Berle	Zasu Pitts	Dean Jagger
Jack Carter	Joy Hodges	Joey Adams	Anita Louise

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★ **KERMIT-RAYMOND CORP.** ★

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

★ ELdorado 5-5511 ★

2-5168. SERVICES OFFERED: Radio production, transcriptions, time placement, talent.

**Champs-Elysees Radio and Television Production**

Paris Office: Théâtre des Champs-Elysees, 15 Avenue Montaigne, Paris 8me. Phone, Balzac 29-64, Elysees 35-25; General Manager, Hilda Jolivet; New York Office: 49 West 46th St., New York 18, N. Y. Phone, BRYant 9-2674; Executive Director, Robert Franc. SERVICES OFFERED: Complete program building and recording service in French, Spanish and English languages. Electrical, magnetic and film transcription for radio and television, international sales organization for European and American commercial radio and television stations, scripts, research, suggestions and package shows with participation of all outstanding French talents.

**The Bruce Chapman Co.**

145 West 41st St., New York 18, N. Y. Phone, WISconsin 7-9244. President, Bruce Chapman; Vice-Pres. and Treasurer, Edna Chapman; Sales Promotion Manager, Quentin Gulliver; Program Manager, Dan Morley; Editor, Fletcher Coates; Production Manager, Cecil Secrest; Research Director, Edythe Roberts; Office Manager, Anna Levy. REPRESENTATIVE: Charles Forrester, 21 Brookline Avenue, Boston 15, Mass. Phone, Commonwealth 0800; John Hooley, 111 E. Ave., Rochester 4, N. Y., Phone Stone 162. 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. SERVICES OFFERED: Package shows (live and transcribed), ideas, scripts, production for radio and television.

**Cineffects, Inc.**

1600 Broadway, New York 19, N. Y. Phone, CIRCLE 6-0951-2-3-4-5. Nathan Sobel, President; Isaac Hecht, Secretary-Treasurer. SERVICES OFFERED: Special optical effects, photography of titles, animation, trailers, song reels, slide films, television presentations in 16 and 35 mm. black and white and 16 mm. Kodachrome.

**Leslie Clucas**

333 North Michigan Ave., Chicago 1, Ill. Phone, Franklin 7100. BRANCH OF-

FICES: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hollywood 5111. Owner, Leslie Clucas. SERVICES OFFERED: Production of live "packaged" musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

**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. 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.

**Commodore Productions and Artists**

1350 No. Highland Ave., Hollywood 18, Calif. Phone, HO. 8229-8220. Walter White, Jr., Production Mgr.; Shirley Thomas, Program Dir. and Sales Promotion. BRANCH OFFICE: Commodore Productions, Rep., 521 Fifth Ave., New York 17, N. Y. Phone VAN. 6-1750. Dell Peters. SERVICES OFFERED: Creators of "live" and transcribed programs. Writing, production, talent representation.

**Jack L. Cooper Radio Advertising Service**

2400 W. Madison St., Chicago 12, Ill. Phone, Monroe 9060. Managing Director, Jack L. Cooper; Assistant Mgr., Bob Roberts. SERVICES OFFERED: Recorded and transcribed musical programs.

**Louis G. Cowan, Inc.**

485 Madison Ave., New York 22, N. Y. Phone, PLaza 9-3700. Louis G. Cowan, President; John B. Lewellen, Vice-President; Robert D. Michels, Vice-President; Alfred L. Hollender, Vice-President; Joseph W. Bailey, Treasurer-General Manager; Florence M. Muller, Production; Marijean Isaac, Publicity; Rachel Stevenson, Research. BRANCH OFFICES: 8 So. Michigan Ave., Chicago 3, Ill., Phone, RANDolph 2022, John B. Lewellen, Robert D. Michels, 6331 Holly-

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260 fifteen minute episodes  
The greatest story telling series in  
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Producing another 260 fifteen minute  
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the largest collection of story material  
ever offered.

**MORTON RADIO PRODUCTIONS, Inc.**

**360 N. MICHIGAN AVE. CHICAGO 1, ILL.**

wood Blvd., Hollywood 28, Calif., Phone, Hillside 5337. J. Riley Jackson, Jr. SERVICES OFFERED: Production network programs (package). Production transcription programs.

**Damon Recording Studios, Inc.**

1221 Baltimore Ave., Kansas City 6, Mo. Phone, Victor 2585. Victor Damon, President & General Manager. 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 equipment leased.

**Charles Davis Radio & Television Productions**

147 Raymond St., Hasbrouck Heights, N. J. SERVICES OFFERED: Creation of live and transcribed radio and television shows.

**Gordon M. Day Adv. Service**

145 E. 53rd St., New York 22, N. Y. Phone, PLaza 3-3460. Gordon M. Day, Producer, Writer, Composer; Carol Bulkey, Producer-Director; Luise Johnson, Copy Supervisor. BRANCH OFFICE: Jack Kourke Productions, 6331 Hollywood Blvd., Hollywood 28, Calif., Phone, GRanite 1950, Jack Rourke. SERVICES OFFERED: Package programs; radio department service to advertising agencies; creating and producing custom-built musical jingles.

**Roy De Groot Consultants, Inc.**

17 E. 48th St., New York 17, N. Y. Phone, Wickersham 2-1127. Roy De Groot, Pres.; Talbot Rantoul, Chairman of the Board; Katherine Hynes, Secy-Treas.; Richard Dana, Chief, Script Dept. SERVICES OFFERED: Consultants in public relations through radio and motion picture production. Specialists in radio production for wire and tape recording. Consumer and market research. Industrial labor relations through radio. Producers of transcribed series: "If I Had My Way . . ." and "Told at the Seven Seas Club."

**Jerry Devine Productions**

6331 Hollywood Blvd. Phone, GRanite 7675 or HEMPstead 8163. Jerry Devine, Owner; Joyce Merchant, Casting Dir.; Lee Meyers, Publicity. SERVICES OFFERED: Packaged radio programs.

**Virginia Doak Agency, Inc.**

6381 Hollywood Blvd., Hollywood 28, Calif. Phone, Hillside 0174. Virginia Doak, Mgr.; Paul Cruger, Story and Radio Dir.; Lawell D'Arcy, Talent Dept.; Charles Mays, Music and Variety Acts. SERVICES OFFERED: Complete custom-built programs and individual script service.

**Dominion Broadcasting Co.**

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams. SERVICES OFFERED: Program production, air and line checks, script-writing, ideas, talent on live and transcribed programs, spot announcements, custom and syndicated recordings, complete recording and transcription plant.

**Harry S. Dube**

1270 Avenue of the Americas, New York 20, N. Y. Phone, COLUMbus 5-7035. Owner, Harry S. Dube; Manager, J. Knight. SERVICES OFFERED: Live talent, package shows, transcriptions.

**Ed East Creative Recorded Spots**

910 Taft Bldg., 1680 N. Vine St., Hollywood 28, Calif. Phone, Gladstone 3352. SERVICES OFFERED: Producers of tailored and syndicated spots for national, regional and local sponsors.

**W. M. Ellsworth**

75 East Wacker Drive, Chicago 1, Ill. Phone, Central 0942. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

**Empire Broadcasting Corporation**

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 9-4500. Helen D. Kelleher, President and Treasurer; F. de Jaeger, Vice-President; Arthur Lubo, Secretary. SERVICES OFFERED: Custom-built transcriptions, production, scripts, talent and complete recording facilities.

**Entertainment Enterprises, Inc.**

38 Central Park South, New York 19, N. Y. Phone, PLaza 9-1120. Brent O. Gunts, President; Denes Agay, Vice-President; George G. Herz, Sec.-Treas. SERVICES OFFERED: Radio production, artists representatives, packages.

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Telephone: Hollywood 3961

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225 Mutual St., Toronto, Ont., Canada. Phone, Waverly 9419. President, A. J. Lewis. SERVICES OFFERED: Tailor made, live or transcribed shows.

**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 18, N. Y. Phone, Chickering 4-3956. SERVICES OFFERED: Production, talent, package shows.

**Fenton Productions**

38 E. 57th St., New York 22, N. Y. Phone, PL 5-2940. Mildred Fenton, Howard Barnes. SERVICES OFFERED: Package Productions.

**Films Associates, Inc.**

440 E. Schantz Ave., Dayton 9, Ohio. Phone, Walnut 2164. President-Treasurer, E. Raymond Arn, Jr.; Vice-President, Mildred G. Arn; Secretary, Clement V. Jacobs. SERVICES OFFERED: Transcription producers. No library. No scripts sold. Producers of Industrial motion pictures and slidefilms. Complete recording facilities all media.

**Maggy Fisher**

1501 Broadway, Suite 1508, New York 18, N. Y. Phone, BRyant 9-9580. Assistant, Useulte Simone. SERVICES OFFERED: Package Shows. Radio Production. Television Production.

**Five-Minute Features**

822 South Park View, Los Angeles, Calif. Phone, Federal 1936. 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., Don Dickson, Radio Dept. BRANCH OFFICES: Room 128, Sun Life Building, Dominion Square, Montreal. Phone, BELair 1984. J. C. Nicholls, Rep. 119 W. Pender St., St., Vancouver, B. C. Phone, TAAtlow 1171. Leigh Webster, Rep. 612 Barrington St., Halifax, N. S. Phone, 3-7301. 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.

**Allen A. Funt Radio Productions**

52 Vanderbilt Ave., New York 17, N. Y. Phone, MUrray Hill 7-8741. President, Allen A. Funt; Gen. Mgr., Philip J. Pollard; Creative Dir., Al J. Slep; Editorial Supervisor, Irwin Fox; Chief Engineer, Herbert Exner; Personnel Dir., Nina Heberer. SERVICES OFFERED: Network, live, transcribed and syndicated programs.

**Gainsborough Associates**

507 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 2-8288-9-8290. Jack D. Gaines, Mgr.; Nathan M. Rudich, Radio Dir.; Mike Jablons, Public Relations Dir.; Arlene Shelly Gaines, Talent Supervisor. SERVICES OFFERED: Produce radio and television package shows. Provide talent for radio series, special broadcasts, etc. Publicity and public relations consultants to radio stations, advertisers, radio and television programs, radio personalities, and fund raising organizations using radio. Writers and directors offered for existing or proposed radio and television program series. Transcribed program series produced and distributed to radio stations for advertisers in 13, 26, and 52 week contracts.

**Gale, Inc.**

48 W. 48th St., New York 19, N. Y. Phone, LOngacre 3-0350. President, Moe Gale; Dir. of Radio Dept., Mitchell Benson. SERVICES OFFERED: Complete package program service.

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1932 - 1948

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**General Artists Corp.**

1270 Avenue of the Americas, New York 20, N. Y. Phone, Circle 7-7543. Thomas G. Rockwell, President; Jack Philbin, Danny Hollywood. BRANCH OFFICES: 9028 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-8101. Milton W. Krasny Radio Sales; 360 N. Michigan Ave., Chicago, Ill. Phone, State 6288. Bob Weems; 1511 Carew Towers, Cincinnati, Ohio. Phone, Main 1197. Frank Hanshaw. SERVICES OFFERED: Program production, package shows, artists' representatives.

**General Broadcasting System**

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. President, Donald C. Jones; Manager, Robert Haviland. SERVICES OFFERED: Custom-built radio transcriptions, production, script, recording talent, off-the-wire and off-the-air recordings.

**William Gernannt**

6253 Hollywood Blvd., Hollywood 28, Calif. SERVICES OFFERED: Package production.

**John E. Gibbs & Co.**

9 Rockefeller Plaza, New York 20, N. Y. Phone, COLUMBUS 5-4888-9. President, John Gibbs; Assistant, Francis Head. SERVICES OFFERED: Radio production, talent representation.

**Harry S. Goodman Radio Productions**

19 East 53rd St., New York 22, N. Y. Phone, Wickersham 2-3338. Harry S. Goodman, President and General Manager; Everett F. Goodman, Vice-Pres.; H. Knuth, Secretary; Stanley Florsheim, V.-P. Chg. of Special Attractions; Daniel R. Goodman, V.-P. Chg. of West Coast; William Fender, Radio Dir.; Samuel Medoff, Musical Dir.; BRANCH OFFICE: 1777 N. Vermont Ave., Los Angeles, Calif. Daniel R. Goodman. SERVICES OFFERED: Transcribed and "live" radio programs. Syndicated and custom-built spot announcements. Television programs and spots.

**Gotham Radio Productions, Inc.**

120 E. 16th St., New York 3, N. Y. Phone, GRamercy 5-7614. Louis Cioffi,

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THOMAS G. ROCKWELL, *Pres.*



*Producers, Creators and Managers  
of  
Outstanding Radio Ideas, Talent and  
Orchestras for Over Fifteen Years*

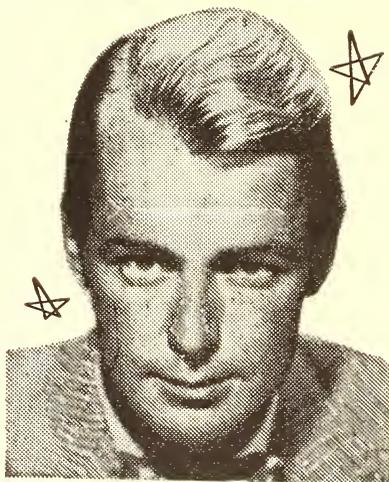
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NEW YORK 22, N. Y.  
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Creators and Producers  
Of Radio Programs



IN ONLY 6 WEEKS A PROVEN HIT!\*

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starring in  
Radio's New Half-Hour Adventure Thriller

# BOX 13

Alan Ladd—Paramount Pictures' great star—plays a part tailor-made for him . . . a man of action . . . a daring, versatile fiction writer who *advertises for adventure* . . . and gets it the *hard way*! 39 shows in series.

FOR RATES AND AVAILABILITIES  
WRITE, WIRE, OR TELEPHONE

*Mayfair* TRANSCRIPTION CO.

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HOLLYWOOD 46, CALIFORNIA

\*It happened in San Francisco, where the first Hooper on "Box 13" was taken. The time—10-10:30 P.M. The station—ABC's KGO. The Hoopering (and get this) — 8.0 — That's 33 1/3% of the total audience. And this was only the seventh show of the series! There's proof that given a great name motion picture star in the right vehicle with superb acting, direction, music and stories, you can get hordes of people to listen—it's happening in dozens of markets.

PROGRAM PRODUCERS

Gen. Mgr.; James Breetveld, Script Editor; Morton Fleischmann, Talent Dir.; Jerry Gregoris, Research Dir. SERVICES OFFERED: Live package productions, talent.

**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 Rowland; Accountant, Shirley Spencer; Expediter, Martin Hill; Publicity Dir., Ned Crawford; Children Supervisor, Martha Proudfoot; Writers, Walter Guedel, Jack Stanley, Bernie Smith, Bob Dawn, Walter Schmidt, Hy Freedman, Ed Tyler, Harry Stapf. SERVICES OFFERED: Producers of network package radio programs.

**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, Crest-

view 6-2001. SERVICES OFFERED: Program production.

**George Heid Productions**

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. Owner, George Heid; Musical Director, Leo J. Strini. SERVICES OFFERED: Program production, continuity, recordings, transcriptions, commercial spots and jingles, air checks, slide film recording, sound for mechanical displays.

**Arthur Henley**

88-04 63rd Drive, Forest Hills, N. Y. Phone ILLinois 9-6729. SERVICES OFFERED: Radio programs written to order, on-the-air shows analyzed and repaired, packages prepared and produced on option. Comedy a specialty, analyzed by mathematics.

**Hoffberg Productions, Inc.**

620 Ninth Ave., New York 18, N. Y. Phone, CIrcle 6-9031-2. J. H. Hoffberg, President. SERVICES OFFERED: 35 mm. and 16mm. of features and short subjects for television broadcasts.



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Most Sensational New  
DISC JOCKEY**

**5 Hours Weekly of Platter Spinning  
By**

**Duke Ellington**

**TOP TUNES ON RECORDS  
STORIES BEHIND DISC AND MUSIC MAKERS  
AND INTERVIEWS WITH FAMOUS STARS  
ON TRANSCRIPTIONS**

Sold exclusively to one station in each city

*Harry S. Goodman*

19 EAST 53rd STREET at Madison Avenue... NEW YORK CITY

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CARL WESTER & CO.

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*WORLD MASTER  
OF CEREMONIES*

ORIGINATOR OF

"NOAH WEBSTER SAYS"

"THE MARRIAGE CLUB"

"DO YOU WANT TO BE AN ACTOR?"

ALL COAST TO COAST FAVORITES



**William F. Holland Radio Productions**

Hotel Sinton, Cincinnati 2, Ohio. Phone, Main 3450, Parkway 7584. William F. Holland, Gen. Mgr. SERVICES OFFERED: Custom-built radio spot announcements and radio programs, live and transcribed.

**Howard House Radio Productions**

206 Columbia Bldg., Portland 5, Ore. Phone, Beacon 8835. Cloyde P. Howard, Owner-Mgr. SERVICES OFFERED: Package and custom-built radio programs, live and transcribed.

**Ted Hudes Radio Consultants**

39 E. 36th St., New York 16, N. Y. Phone, MUrray Hill 9-2440-2473, BOulevard 8-3065. Ted Hudes, Owner. SERVICES OFFERED: Produce public service transcribed programs, distribution over 400 stations from coast-to-coast, handle radio accounts for commercial and non-commercial institutions.

**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. 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 16mm Corporation**

165 W. 46th St., New York 19, N. Y. Phone, PLaza 7-2265. Patrick E. Shanahan, Pres. & Treas.; George Blake, Sec.; Board of Directors: Patrick E. Shanahan, George Blake, Fabian R. Normandin. SERVICES OFFERED: Producers and distributors of motion pictures, prints in both 16 mm. and 35 mm.

WILLIAM GERNANT

**International Prods., Ltd.**

King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6376. Gordon Forsyth, In Charge of All Production; T. J. Quigley, Radio Time Buyer; Wm. Orrett, Chief Engineer; Gordon E. Howard, Script and Commercial Copy Writer; Irene Fisher, Script Production. SERVICES OFFERED: Complete radio programs, live and transcribed; recording facilities and public address systems.

**International Radio & Television Features**

322 E. 55th St., New York 22, N. Y. Phone, Plaza 5-5781. Executive Director, Jack H. Lloyd. SERVICES OFFERED: Complete production of shows for radio and television, live and transcribed musical jingles and spot announcements, 16 mm. films for television, custom-built audition scripts for talent, foreign language programs and commercials, program ideas and consultation.

**Harry Jacobs Productions**

6000 Sunset Blvd., Hollywood 28, Calif. Phone, GRanite 9583. President, Harry R. Jacobs. SERVICES OFFERED: Producer of radio shows, also sales representative for other producers.

**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 8-7357. President and Production Mgr., Edwin H. Kasper; Treas. & Dir. Commercial Dept., Aaron S. Bloom; Office Manager, Robert W. Graham; Chief Engineer, Forrest L. Bishop; Secty., Theresa Fahey; Special Events Recordings, Edward Richards; Sales & Production, Kenn Schaffer; Sales, Robert A. Arnold. 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; phonograph records; musical library; manufacturer of transcription playback machines (portable).

**Kermit-Raymond Corporation**

11 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. President-

Ed Hart's transcribed weekly forum:

**"IS CONGRESS DOING ITS JOB?"**

- ✓ Now in its third year.
- ✓ Most influential quarter-hour Washington discussion feature on the air.
- ✓ A saleable public service program with guests who make American and world history.
- ✓ Broadcast from coast to coast.

Ed Hart & Associates  
Washington Radio Productions

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Washington 6, D. C.  
REpublic 4312

✓ Rates and audition disks available

## PROGRAM PRODUCERS

Treasurer, William J. McCambridge; Vice-President & General Manager, Raymond R. Green; Business Mgr., Theodore Green. BRANCH OFFICES: 485 Madison Ave., New York, N. Y. Phone, EL 5-4364. Walter Keane, Vice-Pres.; 540 No. Michigan Ave., Chicago, Ill. Phone, Mohawk 0015. Charles Puffer, Chicago Sales Mgr.; 9121 Sunset Blvd., Hollywood, Calif. Phone, Crestview 6-1071. Harold Lambert, West Coast Sales Manager. SERVICES OFFERED: Production of live and transcribed programs, spot announcements, scripts and program consultants.

### **Sam Kerner Productions**

20 West Burbank Blvd., Burbank, Calif. Phone, Charleston 0-2111. Exec. in Chg., Sam Kerner; Sales Mgr., Carl Aultman; Producer & Dir., Billy Gray; Office Manager, Murial Gail. SERVICES OFFERED: Program production, syndicated transcriptions, talent, custom built spot announcements.

### **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; Staff Script Writers, Louis Tappe, Doris Kaye, Ira Knaster; 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 19, 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.

### **Lawston Productions**

6700 Sunset Blvd., Hollywood 28, Calif., Phone, Hillside 7720. Executives: B. Eaton Lawrence, J. H. Johnston, Partners. SERVICES OFFERED: Producers of

# PIANO PLAYHOUSE

WITH

MILTON CROSS

THE

"PIANO PLAYBOYS"

"CY" WALTER

"STAN" FREEMAN

TEDDY WILSON — ELLIS LARKIN

CONCERT SOLOIST

EARL WILD

WRITTEN

PRODUCED

DIRECTED

BY

MAGGY FISHER

ABC - COAST - TO - COAST

1943 - 1944 - 1945 - 1946 - 1947

AND 1948



**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, specializing in comedy situations, 1 to 30 minutes.

**Alexander McQueen & Associates**

522 N. Lakewood Ave., Chicago 40, Ill. Phone RAVenswood 9010. Owner, Alexander McQueen. SERVICES OFFERED: "Nothing but the Truth" feature (Reg. U. S. Pat. Office), in person or transcribed. Research for human-interest stories on sponsor's product.

**The Ted Mack Co.**

4 E. 53rd St., New York 22, N. Y. Phone, MURray Hill 8-0370. Owner-Manager, Ted Mack; Associate, Joseph A. Clifford; Writers, Virginia Lee, Lloyd Marx; Producers, Ted Mack, Robert Green; Musical Director, John Gart. SERVICES OFFERED: Complete production of transcriptions and package shows, research and commercial copy service, producers of Kaiser-Frazer Sunday evening tele show now on the air.

**Management Corp. of America**

745 Fifth Ave., New York 19, N. Y. Phone, WICKersham 2-8900. Vice-President, Herbert I. Rosenthal; Vice-President, David Werblin; Vice-President, Harold Hackett; Vice-President, Bart McHugh. SERVICES OFFERED: Program production, package shows.

**Harvey Marlowe Television Associates, Inc.**

221 W. 57th St., New York 19, N. Y. Phone, Circle 7-5919-20. Harvey Marlowe, President; Helen Marlowe, Vice-Pres. & Treas.; Fredric H. Stange, Sec. & Mgr.; Iran Berlow, Art Dir.; Katherine Kirkbride, Tele Prod.; Sidney Bard, Copy Chief; Wayne Wirth, Sales Dir.; Don Celentano, Technical Assistant. BRANCH OFFICE: 6402 N. Park Ave., Philadelphia 26, Pa. Phone, Livingston 9-7262. Ethyl Foster. SERVICES OFFERED: Television consultants, live and film productions, commercials, minute spots, weather spots, animation, semi-animation, stop-motion, newsreels, documentaries.

**ART HENLEY**

*author*

**"RADIO COMEDY:  
HOW TO WRITE IT"**

including

**"The Mathematics of Humor"**

**writing**

**production**

**consultation**

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KUDNER AGENCY, Inc.

**Fred C. Mertens and Associates**

946 S. Normandie Ave., Los Angeles 6, Calif. Phone, Federal 7372. President, Fred C. Mertens; Sales Manager, G. L. Price. SERVICES OFFERED: Program Productions, Transcriptions, Commercial Copy Service, Scripts, etc.

**Charles Michelson, Inc.**

23 West 47th St., New York 19, N. Y. Phone, CHickering 4-5058-9. President, Charles Michelson. BRANCH OFFICES: 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Philip Johnson, South 1st & "B" Sts., Richmond, Ind. Phone, 1117. Harry Gennett, Jr., Offices in Sydney, Australia; Johannesburg, S. A. and London, Eng. SERVICES OFFERED: Porto-Playback Machines and Gennett & Speedy-Q Sound Effects Records. Half-hour and quarter-hour transcribed program features.

**Michelson & Sternberg, Inc.**

23 W. 47th St., New York 19, N. Y. Phone, CH 4-5060. President-Secretary, Aaron Michelson; Vice-President, Charles Michelson. SERVICES OFFERED: Ex-

porters of transcription programs and sound effect records.

**Allan H. Miller Agency**

2029 Riverview Court, Toledo 2, Ohio. Phone, WALbridge 6611. Arthur S. Vernon, President; A. S. Vernon, Jr., Vice-President; Mrs. Mary Miller, Secretary-Treasurer & General Manager. SERVICES OFFERED: Program production, scripts, talent and station promotion (through Animated Movie-Sign display).

**Les Mitchel Productions, Inc.**

8853 Beverly Blvd., Hollywood 36, Calif. Phone, Crestview 1-5275 and Bradshaw 2-4616. Les Mitchel, President-Producer-Director; G. Madelon Mitchel, Secretary-Treasurer & Sales Manager; Gerry Day, Script Editor; June Hanson, Talent & Production Manager. SERVICES OFFERED: Production for Radio & Screen & Package Shows.

**Mole, Davis, Inc.**

105 W. 55th St., New York 19, N. Y. Phone, Circle 6-0006. John Mole, President; Blevins Davis, Executive Vice-President; Blanche Stuart Lee, Vice-Pres. & Gen. Mgr.; John Bryan, Technician. BRANCH OFFICE: 1600 Summit

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For Credits  
See Radio Directors  
Section

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OR REGIONAL SPONSORSHIP

"VIC and SADE"

Radio's No. 1 Family Program

"LEAHY OF NOTRE DAME"

Top timely sports show  
15 minutes — cut weekly

JOE KELLY

and his new kid show  
"YOU KNOW WHAT?"

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Commercials — Programs

GREEN ASSOCIATES

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360 N. Michigan

Gen. 5593

Ridge, Beverly Hills, Calif. Phone, Crestview 1-7566. Wray Davis, Cobina Wright, Sr. SERVICES OFFERED: Packaged radio productions, live and transcribed, for radio and television.

**Raymond R. Morgan Co.**

6233 Hollywood Blvd., Hollywood 28, Cal. Phone, Hempstead 4194. General Manager, Craig Davidson; Vice-President, Robert Temple; BRANCH OFFICE: Goodkind, Joice & Morgan, Chicago, Ill. Superior 6747. Vice-President (Executive-in-charge) Clyde Joice: Raymond R. Morgan Co., San Francisco, California, 260 California Street. Porter Anderson in charge; SERVICES OFFERED: General Advertising, Merchandising and radio production.

**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. Phone, Hollywood 6161. Carlton E. Morse, President; Clinton E. Twiss, Vice-President; Clifford Anderson, Secretary.

**Morton Radio Productions, Inc.**

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 4144. President, Morton Jacobson; Secretary, C. Jacobson. SERVICES OFFERED: Creators of open-end and custom-built transcribed radio shows.

**Music Corporation of America**

(MCA Management Ltd.)  
(MCA Artists Ltd.)

598 Madison Ave., New York 19, N. Y. Phone, Wickersham 2-8900. OTHER OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. 610 Book Bldg., Detroit, Mich. Phone, Randolph 2604; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010; Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448. SERVICES OF-

**LESTER LEWIS ASSOCIATES**

**Personal Management  
Radio — Television**

*Artists*

BILL STERN  
JOHN CONTE  
HARRIET VAN HORNE  
PATRICIA BRIGHT  
JOE FRANKLIN

*Writers*

ALTON ALEXANDER  
*Hires to You*  
BERNARD DOUGALL  
*Paul Whiteman Club*  
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PAUL WHITEMAN CLUB  
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and

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151 E. 50th Street, N. Y. C.

EL. 5-1492  
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FERED: Servicing all phases of radio; production, talent, package shows.

**Muzak Corporation**

(For detailed listing see Transcription Section.)

**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, H. P. Hayes; Recording Sales, Charles G. Hicks, Jr.; Sales Manager, Willis B. Parsons; Program Manager, H. H. Wood; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George E. Stevens. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager Scott Keck; 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 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); simultaneous recordings of network and studio programs, recording service for advertisers and agencies, reference or audition recordings, NBC Orthacoustic transcriptions.

**National Concert & Artists Corp.**

711 Fifth Ave., New York 22, N. Y. Phone, PLaza 3-0820. President, Alfred H. Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Secretary-Treasurer, Thomas Reilly; Radio-Recording-Television, Joseph M. Barnett. BRANCH OFFICES: Suite 1812, Bangers Bldg., 105 W. Adams St., Chicago, Ill. Phone, Dearborn 5813, D. L. Cornetet, 9059 Sunset Blvd., Los Angeles, Calif. Crestview 1-7121. Fred H. Hamilton, 79 Post St., San Francisco, Calif., Phone, Yukon 6-4294, Alexander Haas. SERVICES OFFERED: Talent for concert-opera-radio-television, Speakers and special attractions in lecture field, Package programs and ideas for radio and television.

**PUBLIC SERVICE DOCUMENTARIES OF LASTING INTEREST FREE OF CHARGE**

*Our Delayed Pilgrims*

Four half hour transcribed programs on the growth of America, with Cardinal Spellman, Dr. Samuel McCrea Cavert, Joshua Loth Liebman, Earl G. Harrison, Edna Ferber and others.

*Displaced*

A half hour dramatization of a "New Yorker" story starring Paul Muni.

*The Hero Nobody Knows*

A half hour documentary dramatization with Colonel Robert S. Allen, Harold Russell and Charles "Commando" Kelly.

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MU 9-2440

**BASIL LOUGHRANE**

*Producer-Director*

**"Light Of The World"**  
NBC

(sponsored by General Mills)



**"Sherlock Holmes" .. MBS**

(sponsored by ClipperCraft Clothes)

**National Radio Features**

100 State St., Albany 7, N. Y. Phone, 4-8226, 8-1311. Allen I. Stock, Vice-Pres. & Gen. Mgr.; Don Williams, District Mgr.; Martha Furman, District Mgr.; Ruth Pearl, Publicity Mgr. SERVICES OFFERED: Special radio transcribed and live programs for use as campaigns with radio stations. Using constructive material furnished to enhance radio stations call letters and position on dial. The house of specialized campaigns presenting three specialized features, "Veterans of Victory," "Boost and Buy" and the sensational new program "Radio on Call." Brings added mail, listening audience and station prestige. Free weekly \$25 U. S. Savings bonds. Carries talks by heads of Legion and veteran administration commanders. Coast to coast as "Good Will Ambassadors" for Radio Stations.

**Neblett Radio Productions**

360 North Michigan Ave., Chicago 1, Ill. Phone Central 4144. President, Morton Jacobson. SERVICES OFFERED: Creators of open-end and custom-built transcribed radio shows.

**Lilian Okun, Inc.**

2 West 67th St., New York 23, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Specialize in women's and children's programs, television programs; complete programs prepared.

**Johnny Olsen's American Productions**

1697 Broadway, New York, N. Y. Phone, Circle 5-6215. John L. Olsen, Owner; Penny Olsen, Treas. & Gen. Mgr.; John Gibbs, Consultant. SERVICES OFFERED: Production and performance of package shows for Radio and Television.

**Original Radio Productions, Inc.**

130 E. 40th St., New York, N. Y. Phone, MURray Hill 3-9580. Harmon Yaffa, Pres.; Anthony Gablik, Vice-Pres.; H. Lawrence Laupheimer, Sec.-Treas. SERVICES OFFERED: Creators and producers of radio and television programs.

**Pan American Broadcasting Co.**

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

**WALT FRAMER**

Producer — Director — Writer  
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"Strike It Rich" . . . CBS

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"Hold Your Own"

"Easy Money"

"Quiz Bingo"

Personal Representation

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**JACK ROURKE PRODUCTIONS**

6331 Hollywood Blvd.  
Hollywood 28, California  
Granite 1950

**CURRENT:**

"Wendell Noble and News-cope" for Kaiser-Fraser

"Look and Listen" Transcribed throughout the country

"Philip Morris Night With Horace Heidt"

"THE MASKED SPOONER"  
Don Lee Mutual Net

"Presenting Sonja Henie"  
Transcribed

"Fact and Fallacy" Transcribed

In association with Gordon M. Day Productions, New York and Boston

Phone MUrray Hill 2-0810-1. President, Eugene Bernald; Manager, Arthur Gordon. REPRESENTATIVES: F. R. Jones, Chicago, Ill.; F. R. Jones, Homer Griffith Co., Hollywood, Calif.; Homer Griffith. Homer Griffith Co., San Francisco, Calif., Theo. B. Hall. SERVICES OFFERED: Recorded programs of 15 minute and half-hour duration, for English language export markets such as Panama, British Guiana, Trinidad, Barbados as well as Alaska. Programs available to sponsors, agencies.

**Jack Parker & Associates**

Box 2222, Hollywood 28, Calif. Temp. phone, Normandy 24873, Hillside 7124, Ext. 20. Jack Parker, Gen. Mgr. & Exec. Prod.; Ray Bond, Associate Producer; Betty Underwood, Chief Script Editor; William West, Script Writer. SERVICES OFFERED: Scripts, transcribed programs, live programs, commercial copy and full radio relations service to advertisers, and stations.

**Leo J. Paulin & Associates**

1627 "K" St., N.W., Washington 6, D. C. Phone, National 9349-9325. Pres. Leo J. Paulin; Vice-President, Vera Cas-

sidy Ash. SERVICES OFFERED: Ideas, scripts, production, direction for advertising agencies, Stations and Sponsors.

**Peterson Radio Productions**

1457 Broadway, New York 18, N. Y. Phone, MUrray Hill 6-5669. Producer-Director, Donald Peterson; Script Writers, Stanley Whitman, Leonard Allen, Jean Eickes; Engineer, M. P. Frutchey. SERVICES OFFERED: Religious programs, public relations radio programs.

**Press Association, Inc.**

50 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-4111. Kent Cooper, President; Oliver Gramling, Vice-Pres. BRANCH OFFICES: Located in 100 principal cities throughout the U. S. SERVICES OFFERED: "Personality Time," a 15-minute transcription dramatizing personalities of stage, screen and radio —of special interest to women, 78 episodes available; "Sports Star Special," a 15-minute transcription dramatizing big name sports personalities, 26 episodes available; "Special Assignment," a 15-minute transcription dramatizing the unusual experience of news reporters throughout the country, 78 episodes available.

**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 The Addison Pelletier Show available on open-end transcriptions, custom built live and transcribed shows and commercial spots.

**George Logan Price, Inc.**

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. President, G. L. Price. SERVICES OFFERED: Packaged transcribed shows, 15 and 30 minutes. Shows built or scripts written to order. Singing jingles, comedy, and other transcribed commercials to order.

**Prockter Radio Productions, Inc.**

1270 Avenue of the Americas, New York 20, N. Y. Phone Circle 6-4091. President Bernard J. Prockter; Vice-President, Everett W. Rosenthal; Treasurer, Jerome C. Robinson; Secretary, Leonard L. Lowinthan; Director of Public Relations, Clement J. Wyle. SERVICES OFFERED: Live network programs.

**Sleepy Joe**

Art Baker's Notebook

**Uncle Remus.**



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**THE CARDINAL COMPANY**

Hollywood

**Program Productions**

551 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-6320. Wilbur B. Stark, President; Jerry Layton, Secretary-Treasurer. SERVICES OFFERED: Package and produce musical and dramatic shows for radio and television. Talent representation of radio personalities, performers and writers.

**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.

**Quality Radio Productions**

6047 Hollywood Blvd., Hollywood 28, Hillside 2151.

**Radio Events, Inc.**

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3487. President, Julienne Dupuy. SERVICES OFFERED: Production, scripts, casting for radio and television.

**Radio Features of America**

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Executive Director, Oliver W. Nicoll; Associate Director, Alma Sandra Munsell. REPRESENTATIVE: Towers of London, Ltd., 84 Hallam St., London, W. 1. Harry Alan Towers. SERVICES OFFERED: Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service.

**Radio Producers of Hollywood**

1651 Cosmo, Hollywood 28, Calif. Phone, HOLlywood 8318. Owner & General Manager, Lou R. Winston; Station Relations, Mary Staggs. SERVICES OFFERED: Open and transcribed feature programs. Syndicated and package programs.

**Radio Production Service**

501 Madison Ave., New York 22, N. Y. Phone, PLaza 3-8940. Irene Beasley, Owner; Victor Sack, Charge of Sales; Rosmary Colihan Whitford, Asst. Dir.; Merrill Towne, Charge of Music & Copyright; Mary Lincoln, Prize Supervisor. BRANCH OFFICE: 654 Madison Ave., New York, N. Y. Phone, PL 9-3569. Rita Burke. SERVICES OFFERED: Program production, live package shows.

**Radio Program Management**

4 E. 53rd St., New York 22, N. Y. Phone, MUrray Hill 8-0370. Directors, Ted Mack, Joseph A. Clifford. 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 16, N. Y. Phone, MUrray Hill 4-1463. Managing Editor, Louis Minsky. SERVICES OFFERED: Production of weekly religious news scripts.

**Richman Productions**

10 East 43rd St., New York 17, N. Y. Phone, MUrray Hill 2-5854. Howard Richman, Pres.; Bill Richman, Gen. Mgr.; Charles Cromer, Exec. Dir.; Ed Sandford, Prod. Dir.; Harold Levey, Musical Dir.; Howard T. Longfellow, Research Dir.; Natalie Meader, Personal Dir. SERVICES OFFERED: Transcriptions and package productions. Talent Representation.

**Robinson Recording Laboratories**

2022 Sansom St., Philadelphia 3, Pa. Phone, LOCust 7-4731. Proprietor, W. P. Robinson. BRANCH OFFICE: 35 S. 9th St., Philadelphia 7, Pa. Phone, WALnut 2-6800 W. W. Jost. SERVICES OFFERED: Manufacture transcription turntables, professional recording machines, and transcription tone arms. Make transcriptions, master records, and offer pressings, and make audition and delayed broadcast discs.

**Rockhill Radio**

18 East 50th St., New York 22, N. Y. Phone, ELdorado 5-1860. Stanley J. Wolf, President; Emanuel H. Wolf, Vice-President. SERVICES OFFERED: Live and transcribed shows.

**E. J. Rosenberg**

50 E. 77th St., New York 21, N. Y. Phone, REgent 4-7567. SERVICES OFFERED: Live and transcribed programs.

**Jack Rourke Productions**

6331 Hollywood Blvd., Hollywood 28, Calif. Phone GRANite 1950. President, Jack Rourke; General Manager, Fred Fuld, Jr.; Associates, Wendell Noble, William Greene, Frank B. Reeves. Affiliation with Gordon M. Day Productions, 145 East 53rd Street, New York, N. Y. PLaza

3-3460, and 120 Boylston Street, Boston 16, Massachusetts, Hancock 9343. SERVICES OFFERED: live and transcribed radio programs, spots and jingles.

**James L. Saphier Agency, Inc.**

9538 Brighton Way, Beverly Hills, Calif. Phone, Crestview 1-7231. James L. Saphier, President; Bert D. Prager, Vice-President. SERVICES OFFERED: Radio and television productions, sale of package programs and talent.

**Schramm Studios**

4000 Canal St., New Orleans 19, La. Phone, Galvez 5914. Director, Joseph C. Schramm; SERVICES OFFERED: Off air checks for out of town advertisers.

**Bernard L. Schubert, Inc.**

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-4670. President, Bernard Schubert; Saul Reiss, Joseph Graham; BRANCH OFFICE: Radio Artists Corp., 366 No. Cadmen Dr., Beverly Hills, Calif. Phone, Crestview 5-6787. Bernard Schubert; Maxine Anderson. SERVICES OFFERED: Talent production, package management.

**Screencraft Pictures, Inc.**

341 W. 44th St., New York 18, N. Y. Phone, CIrcle 6-8546-7. J. S. Berkson, President; B. H. Mills, Vice-Pres.; Edward Berkson, Treas. SERVICES OFFERED: Distributors of 16 and 35 mm. features and shorts.

**Script Associates**

822 South Parkview, Los Angeles 5, Calif. Phone, Federal 1936. Cal Frederick, President. BRANCH OFFICE: 1695 Sargent Court, Los Angeles 26, Calif. Phone, MA 6-6476. Larry Purdin. SERVICES OFFERED: Promotion of show written by Lary Purdin, "Lines for Living." Now in third year of five day a week broadcast. In areas covered by Conlan survey it is highest rated daytime broadcast local or network. Available in weekly packages for five fifteen minute broadcasts.

**Selected Radio Features**

1583 Cross Roads Of The World, Hollywood 28, Calif. Phone, HEMpstead 3583. Joseph Lowe, Vice-Pres. SERVICES OFFERED: Producers, owners and sales agents of transcribed "package" and syndicate radio programs, "Music From Hollywood And Vine," 130 programs available; "Jimmy Wakely's Western Song Parade," 39 programs available.

**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, transcribed library service, 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, Promotion, A. Alan Levin. SERVICES OFFERED: Musical and dramatic package programs for radio and television; films; transcriptions; talent; scripts.

**Fletcher Smith Studios, Inc.**

1585 Broadway, New York 19, N. Y. Phone, CIrcle 6-5280-1. Fletcher Smith, President; Charles Schettler, Vice-Pres.; William A. Sturm, Sec.-Treas. SERVICES OFFERED: Film production for television, specialty animation, complete art and photographic staff and equipment.

**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 for television.

**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, R. W. McPhail; Chief Engineer O. J. Vital. SERVICES OFFERED: All types recording, complete program production, syndicated and custom-built transcribed phonograph records, etc.

**Soundscript Radio Productions**

6600 St. Francis Terrace, Hollywood 28, Calif. Phone, Hollywood 8644. Jimmie Allen, Prod.-Dir.; Staff: Ken Harvey, Jack Little, John Hamilton, James Hayward, Al Peto, Jane Topper, Steve Callihan. SERVICES OFFERED: Syndicated, transcribed shows, representing "Rip Lawton, Adventurer," Juvenile strip show.

**Henry Souvaine, Inc.**

30 Rockefeller Plaza, New York 20, N. Y. Circle 7-5666. Henry Souvaine, President; Russell E Dill, Vice-President; A. U. Braunfeld, Secretary. SERVICES OFFERED: Package production for radio.

### **Spot Radio Service**

161 East 48th St., New York 17, N. Y. Phone, LE 2-5032. Director, Fulton Dent; Assistant Director, Dorothy Green. SERVICES OFFERED: Creative writing and production service for advertising agencies. All types of spot announcements including jingles.

### **Spot Specialists**

6000 Sunset Blvd., Hollywood 28, California. Phone, Granite 9583. Harry R. Jacobs, Robert L. Schaus, Partners. SERVICES OFFERED: Transcribed radio spot announcements created for every retail industry or business.

### **Charles Stark Productions Corp.**

366 Madison Ave., New York 17, N. Y. Phone, MURray Hill 2-2636. Charles Stark, President. SERVICES OFFERED: Transcribed package shows, 15-minute, 5-minute and one-minute tailor made spots as well as jingles for station breaks or one minute spots. Now on the air with the "Stanback For Peter Donald Show," 15-minute transcribed show for Stanback Headache Powders. Package producers of 15 and 30-minute live shows as well.

### **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.

### **Starr Radio Productions, Inc.**

360 N. Michigan Ave., Chicago 1, Ill. Phone, Dearborn 5164. Jack Starr, Pres. SERVICES OFFERED: Temperatunes and spot jingles, transcribed and live shows.

### **Telecast Productions, Inc.**

101 Fifth Avenue, New York 3, N. Y. Phone, ALgonquin 4-4300. President, Myron Zobel; Secretary, E. A. Freeman. SERVICES OFFERED: Packaged productions.

### **Telemated Cartoons**

70 E. 45th St., New York 17, N. Y. Phone, MURray Hill 6-8933. Prod.-Dir., Saul S. Taffet. SERVICES OFFERED: Production of television-animated-commercials through animated cartoons on motion picture film, in 35 mm. or 16 mm.

or in still cartoon form, Musical jingles and spots written and produced to meet individual requirements for television presentation.

### **Television Films of America**

Box 2222, Hollywood 28, Calif. Temp. Phone, Normandy 24873, Hillside 7124, Ext. 20. Jack Parker, Exec. Prod.; Allen Buick, Gen. Mgr.; Ross Van Nibroc, Assoc. Prod.; Betty Underwood, Chief Script Editor; Mary Blue, Editor of Women's Program Dept.; Gene Noel Clarke, Assoc. Prod.; Barry Du Barry, Television Research Editor. SERVICES OFFERED: Producers of special 16 mm. pictures for television release, special effects, etc., writers of television scripts to order.

### **Television-Radio Enterprises, Inc.**

22 Beekman Place, New York 22, N. Y. Phone, PLaza 5-6594. Louis M. Stumer, Pres.-Treas.; Hubbard K. Viles, Sec.; Kirl B. Alexander, Dir. of Radio; Berilla Kerr, Mgr. Radio Program Development; Trudi Wedell, Mgr. Television Program Development. SERVICES OFFERED: Complete radio and television packaging, including commercial spots, television consultants.

### **Teleways Radio Productions, Inc.**

8949 Sunset Blvd., Hollywood 46, Calif. Phone, BRadshaw 2-1457; CRestview 6-7238. Carl F. Kraatz, Pres.; Charles A. Kennedy, Vice-Pres & Dir. of Sales. SERVICES OFFERED: Transcribed and live radio shows available for local, regional or national sponsorship. Type of shows available: musical, dramatic, mystery, western and hillbilly. Length: 5-minute, 15-minute and 30-minute.

### **Three Minute Sermons, Inc.**

Box 2222, Hollywood 28, Calif. Temp. Phone, Normandy 24873, Hillside 7124, Ext. 20. Jack Parker, Exec. Prod.; Harold Marshall, Chief Script Writer; Gene Noel Clarke, Assoc. Prod.; Mary Blue, Script Writer; Ben Gaye, Public Relations. SERVICES OFFERED: Religious programs produced to order, religious scripts to order, and producers of "three-minute sermons" for five-minute spots, public and radio relations for religious radio programs, live or transcribed.

### **Towers of London, Ltd.**

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Harry Alan Towers, President; Oliver W. Nicoll, Vice-

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. . .      **PROGRAM PRODUCERS**      . . .

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President and National Director for the U. S. BRANCH OFFICE: Towers of London, Ltd., 84 Hallam St., London, W. 1, England. Harry Alan Towers. SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, scripts, talent, package live shows, international radio service.

●

**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 19, N. Y. Phone, LOnacre 5-3440. President & General Manager, M. E. Moore. SERVICES OFFERED: You name the type program or spot desired and we will produce it.

●

**Transcription Sales, Inc.**

117 W. High St., Springfield, Ohio. Phone, 2-4974. President, J. P. Williams; Vice-President, Alna Karns. BRANCH OFFICES: 47 W. 56th St., New York 19, N. Y. Phone, CO 5-1544. Edward Hochhauser, Jr., Mgr. Eastern Div.; 6381 Hollywood Blvd., Hollywood 28, Calif. Phone, Hollywood 5600. Roger B. Read, Mgr. Western Div. SERVICES OFFERED: Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated availabilities.

●

**Transfilm, Inc.**

35 W. 45th St., New York 19, N. Y. Phone BRyant 9-6540. President, William Miesegaes; Vice-President, Walter Lowendahl; Vice-President, Kurt Schelling; Vice-President, Pud Lane; Vice-President Chg. Sales, Charles T. Merritt; Sec.-Treas., Peter A. Schlenker. SERVICES OFFERED: Complete facilities and personnel for production of motion pictures for Television, commercial and industrial clients, in black and white or color; 16mm or 35mm. Permanent staff of producers, directors, writers, artists, cameramen, film editors.

●

**Trendle-Campbell**

1800 Stroh Bldg., Detroit 26, Mich. Phone, RAndolph 9184. Owners, George W. Trendle; H. Allen Campbell. SERVICES OFFERED: Owners and producers of dramatic serials; The Lone

Ranger; The Green Hornet; Challenge of the Yukon, etc.

●

**Twin City Television Lab.**

(A Division of Beck Studios, Inc.)

Lyceum Theater Building, Minneapolis, Minn. Phone, MAIn 7762. Joseph H. Beck, Pres.-Exec. Dir.; William E. Gage, Technical Supervisor. SERVICES OFFERED: Television programming, production and consultative service.

●

**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. SERVICES OFFERED: Production for radio and television of news service, news scripts, news research.

●

**United States Recording Co.**

1121 Vermont Ave., N. W., Washington 5, D. C. Phone, District 1640. President & General Manager, Joseph Tait; Business Manager, Harry J. Penn; Sales Manager, Bill Ross; Chief Recording Engineer, H. P. Meisinger; Manufacturing Manager, Irving Linkow; Chief Research Engineer, Carl Mayfield. BRANCH OFFICE: 3700 Jefferson-Davis Highway, Alexandria, Va. Phone, Di. 1640. Irving 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. Manufacturers of Speech input equipment, sound effects consoles, portable transcription equipment and special equipment.

●

**Unitel, Incorporated**

1730 N. Las Palmas, Hollywood 28, Calif. Stanley Simmons, Dir. of Prod. Supervisor; Ezra S. Dabah, Prod.; Samir Rizkallah, Prod. Ass't.; Harry Nebenzahl, Prod. Ass't.; Austin Grout, Musical Director and Arranger; Harvey Hines, I.A.T.S.E., Dir. of Photography; Glen Glenn, Sound Recording Engineer; Willard Scott, Art Director; Helen Ainsworth, Casting Supervisor. REPRESENTATIVES IN: New York City, London, Paris.

●

**Thomas J. Valentino, Inc.**

1600 Broadway, New York 19, N. Y. Phone, CIrCle 6-4675-6. President, Thomas J. Valentino. SERVICES OFFERED: Major sound effects records. Major chime and organ recordings, transcriptions, pressings, recording service.

**Video Associates, Inc.**

515 Madison Ave., New York 2, N. Y. Phone, PLaza 3-7966. Production, Philip Brodsky; Direction, Miriam Tulin; Talent, Elizabeth Lee; Script Editor, Joan Usoskin; Publicity, Barbara Jones. SERVICES OFFERED: Live packages, custom-built shows an dspecial films for television exclusively, creators of "pop-up" unique animated films; originators of Tele-Pak, a national programming service for television stations, program 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.

**J. Franklyn Viola**

152 West 42nd St., New York 18, N. Y. Phone, CHickering 4-3254. & Pres. Owner Franklyn Viola. SERVICES OFFERED: Foreign language broadcasting, including transcriptions, scripts, recordings, and talent.

**Von Baumann Studios**

331 E. 71st. St., New York 21, N. Y. Phone, RHineland 4-5508. Owner, Cyril Von Baumann; Publicity, E. F. Olbert. SERVICES OFFERED: Production of live and transcribed custom-built and package shows, writing and production of spot and musical commercials in any language. Program consultant.

**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**

Hotel Beverly, 125 E. 50th St., New York 22, N. Y. Phone, PLaza 5-3560. Roger White, Prod.-Dir.; Kermit Schaffer, Prod. Mgr.; Miss Marion Whitley, Sec.- & Casting; Steva Hunt White, Announcer and Dir. SERVICES OFFERED: Complete package shows, live and open end E.T.S., spot announcements, jingles, television, radio consultant.

**Wolf Associates, Inc.**

420 Madison Ave., New York, N. Y. Phone, PLaza 5-7620. Edward Wolf, Pres.

& Gen. Mgr.; Jack Rubin, Prod. Mgr.; Herbert Wolf, Script Editor & Casting Dir.; Paul Ross, Sales Mgr.; I. Wolf, Sales; Eddie Lee, Public Relations & Sales. BRANCH OFFICE: 305 El Camino Drive, Los Angeles, Cal. Phone, CR 6-9690. L. Wolf Gilbert. SERVICES OFFERED: Complete radio packages or production services.

**World Broadcasting System, Inc.**

(Subsidiary of Decca Records, Inc.)

50 W. 57th St., New York 19, N. Y. Phone, COLUMBUS 5-2300. A. J. Kendrick, Vice-Pres. & Gen. Mgr.; M. R. Rackmil, Treas.; A. B. Sambrook, Stations Relations Mgr.; Herbert Gordon, Program Prod.; Charles Lauda, Jr., Chief Engineer. BRANCH OFFICES: 22 West Hubbard St., Chicago, Ill. Phone, Delaware 8800. W. C. Hutchins; 6750 Santa Monica Blvd., Los Angeles 38, Calif. Phone, Hillside 0171, Maynard Marquardt. SERVICES: Library services, syndicated features, tailor-made productions, Western Electric licensee for vertical and lateral cut transcriptions.

**Carter Wright Radio-Television Productions**

1707 N. Hudson Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Owner; Albert W. Bellamy, Gen. Mgr. SERVICES OFFERED: Radio Television production, transcriptions, recording, scripts, talent, original music service, singing commercials.

**Wynn Wright Associates**

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 3-4417-8. Wynn Wright, Prod.-Dir.; Charles Granzow, Mgr.; Helen Wright, Casting Dir. SERVICES OFFERED: Building and producing of radio shows including drama, variety and audience participation, spot ads and singing commercials.

**Frederic W. Ziv Company**

1529 Madison Road, Cincinnati 6, Ohio. Phone, Plaza 1323. Frederic W. Ziv, President; John L. Sinn, Vice-President; Alvin E. Unger, Sales Manager. BRANCH OFFICES: 501 Madison Ave., Nw York, N. Y. Phone, MURray Hill 8-4700. John L. Sinn, 1001 Taft Bldg., Hollywood, Calif. Phone, Hempstead 3248. N. L. Rogers, 203 N. Wabash Ave., Chicago 1, Ill. Phone Franklin 8917. E. J. Broman. SERVICES OFFERED: Network and transcribed programs.

# FOR "FM" FIDELITY and Prompt SERVICE

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*Columbia  
Transcriptions*

A Division of Columbia Records Inc.  
799 Seventh Avenue, New York 18, N. Y.  
Circle 5-7300

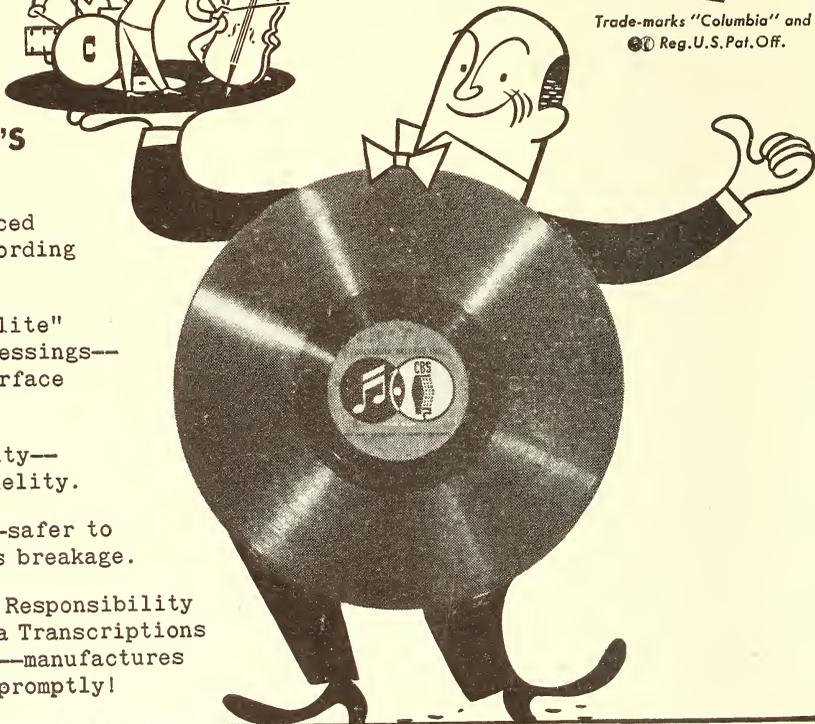
Chicago (Zone 11): Wrigley Building,  
410 North Michigan Ave. Whitehall 6000  
Hollywood (Zone 28): 6624 Romaine Street.  
Granite 4134



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Reg. U.S. Pat. Off.

## AND HERE'S WHY!

1. Most advanced Studio Recording Equipment.
2. Pure "Vinylite" Plastic Pressings—minimum surface noise.
3. "FM" Clarity—utmost fidelity.
4. Flexible—safer to ship—less breakage.
5. Undivided Responsibility  
—Columbia Transcriptions  
—records—manufactures  
—ships—promptly!



# Transcription Companies

## **Advertisers Recordings Ltd.**

624 Dominion Square Bldg., Montreal, Quebec, Canada. Phone, Marquette 6368. President-General Manager, Walter P. Downs. 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. President, H. R. Carson; Eastern Manager, G. F. Herbert; Program Manager, 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. St. John, N.B. Traveling Rep., George Hillyard. SERVICES OFFERED: Representative for transcription companies.

## **Allentown Record Co., Inc.**

10th and Walnut Streets, Allentown, Pa. Phone, 37405. Sanford L. Wartell, President; John L. Schwartz, Treasurer; Sidney Rubin, Secretary; Harry Archer, Chairman of the Board. SERVICES OFFERED: Press 10" and 12" records of Vinylite and Vinyl Plastics exclusively. Capacity exceeding 300,000 records per month.

## **Allied Record Mfg. Co., Inc.**

1041 N. Las Palmas Ave., Los Angeles 38, Calif. Phone, Hollywood 5107. D. K. Broadhead, Pres.; J. E. O'Hagan, Exec. V.-P. SERVICES OFFERED: Processors

and Pressers of Radio Transcriptions and Phonograph Records.

## **American Royal Productions**

7928 Michigan Ave., Oakland 5, Calif. Phone, Lackhaven 8-8698. M. Scott Weakley, Manager. SERVICES OFFERED: Recording, transcription, production and public relations counsel.

## **Arizona Recording Productions**

834 North 7th Avenue, Phoenix, Ariz. Phone, 2-2016. Raymond Boley, Owner-Mgr.; Mary Clancy, Secretary. SERVICES OFFERED: Commercial transcriptions, air-checks, spot announcements. Lateral cut at 33-1/3 and 78 r.p.m. NAB Standards.

## **Associated Program Service (Div. of Muzak Corp.)**

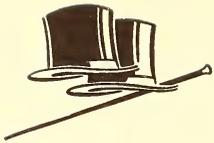
151 W. 46th St., New York 19, N. Y. Phone, PLaza 7-7712. President, Harry E. Houghton; Vice-President & General Manager, Richard S. Testut; Vice-President & Treasurer, John R. Andrus; Director of Station Relations, Bert Low; Commercial Manager, Clifford E. Greenland. SERVICES OFFERED: Transcription library of radio music and basic program scripts.

## **Associated Radio-Television Productions**

Empire State Bldg., New York 18, N. Y. Phone, LO 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. Productions of television film.

## **Atlantic & Pacific Broadcasting System**

Box 2222, Hollywood 28, Calif. Temp. Phone, Normandy 2,4873. Jack Parker, Vice-Pres. & General Manager; Gene Noel



# TOPS

## *in transcriptions*

Our hat size is only normal but we've got the **BIGGEST QUALITY STORY** in the transcription and record business.

Right from the microphone to the final pressing, our label stands for:

- Superior craftsmanship • High speed service
- Top quality reproduction • Finest of materials (including 100% pure Vinylite)

We are equipped to make vertical or lateral recordings....use only gold sputtering....high speed plating....with the most modern facilities controlled to Muzak high standards throughout.

## *Muzak*<sup>\*</sup> TRANSCRIPTION DIVISION

*Licensed under U. S. Patents of Western Electric Co., Inc.*

### STUDIO & RECORDING FACILITIES

NEW YORK	CHICAGO REPRESENTATION
151 West 46th St.	221 North LaSalle St.
PLaza 7-7710	Central 5275

### RECORDING & PRESSING PLANT

NEW YORK  
250 West 54th St.  
PLaza 7-7700



### WE OFFER

*Agencies, transcribed show producers, radio stations and recording studios all of these features plus reference recordings and line recordings for supplemental radio coverage.*

\*Reg. U. S. Pat. Off.

Clarke, Program Manager; Don Masters, Executive Producer; Betty Underwood, Chief Script Editor; Royal F. King, Traffic Manager; Ann Blue, Public Relations Manager. **SERVICES OFFERED:** Transcription network; transcriptions programs made to order associated with Television Films of America. Scripts to order.

●  
**Beltone Recording Corp.**

2 West 46th Street, New York 19, N. Y. Phone, BRyant 9-4130. President, Leslie C. Cahan; Treasurer, Shirley Cahan. **SERVICE OFFERED:** Instantaneous recordings, masters and pressings, transcribed programs.

●  
**G. C. Bird & Associates**

311 S. New Hampshire Ave., Los Angeles 5, Calif. Phone FAirfax 8603. G. C. Bird, Manager. **SERVICES OFFERED:** Syndicated open-end dramatic transcriptions, mystery, comedy, quiz, etc. All ¼ hour, 39 programs with tax free music.

●  
**Ford Bond Radio Productions**

810 RCA Bldg., W., New York 20, N. Y. Phone, Circle 7-2236. (For complete listing see Program Producers Section).

●  
**Brinkley Recording Co.**

232 E. Erie St., Chicago 11, Ill. Phone, Delaware 4786. Jack Brinkley, General Manager; Maxine Merchant, Program Manager; E. E. Schroeder, Chief Engineer. **SERVICES OFFERED:** Transcribed radio program, phonograph records; open-end programs. Programs produced to client's specifications; package shows; spots.

●  
**The Cardinal Co.**

6000 Sunset Blvd., Hollywood 28, Calif. Phone, Hempstead 1177. (For complete listing see Program Producers Section).

●  
**Cinemat, Inc.**

101 Park Ave., New York 17, N. Y. Phone, MURray Hill 4-1562-3-4. President, Harold Kovner; Vice-Pres. & Gen Mgr., Varian Fry. **SERVICES OFFERED:** Complete sound recording services, including auditions, air and line checks, phonographs masters, transcriptions for broadcast, shellac and vinylite pressings, 16 mm. film recording, location recording on disc, tape and 16mm. film. Production of 16 mm. films for industry and television.

**Columbia Transcriptions**

(A division of the Columbia Records, Inc.)

799 Seventh Ave., New York 19, N. Y.  
799 Seventh Ave., New York 19, N. Y.  
Phone, Circle 5-7300. Robert J. Clarkson, General Manager; Alden O. Carlson, Sales Representative; Carl Reinschild, Sales Representative. **BRANCH OFFICES:** 6624 Romaine St., Hollywood, Calif. Phone, Granite 4134. V.-P. Andrew J. Schrade. William A. Wheeler, Sales Rep. 410 N. Michigan Ave., Chicago, Ill. Phone, Whitehall 6000. Manager, Girard D. Ellis. **SERVICES OFFERED:** Complete services for recording, processing and pressing Electrical Transcriptions and phonograph records. Studios in New York, Chicago and Hollywood.

●  
**Consolidated Sound Laboratories**

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton. **SERVICES OFFERED:** Recording, processing, manufacture of recording equipment.

●  
**Gordon M. Day Advertising Service**

145 East 53rd St., New York 22, N. Y. Phone, PLaza 3-3460. Gordon M. Day, Writer-Producer: Singing Commercials; Carol Bulkley, Producer-Director: Singing Commercials, Dramatic Commercials; Luise Johnson, Copy Supervisor and Retail Radio Director. **BRANCH OFFICES:** Jack Rourke Production, 6331 Hollywood Boulevard, Hollywood 28, Calif. Phone, Granite 1950. Jack Rourke, Manager. **SERVICES OFFERED:** Creation and production of singing commercials, dramatic commercials and spots of all types; musical composition and arranging; radio department services to advertising agencies; syndicated jingles; retail radio.

●  
**Decca Records, Inc.**

50 W. 57th St., New York 19, N. Y. Phone, COLUMbus 5-2300. President, Jack Kapp; Vice-President Charge Recording, Dave Kapp. **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 BROADCAST-

# *Allentown Record Co., Inc.*

*Fabricators of high fidelity*

## **VINYLITE**

*records and transcriptions*

10", 12" PRESSINGS IN BLACK  
TRANSPARENT RED AND LIGHT

*Plant capacity 300,000 per month*

**S. L. WARTELL**

*President and General Manager*

**OFFICE AND PLANT:**

**10th and Walnut Streets, Allentown, Pennsylvania**

**Tel. Allentown 37405**

ING SYSTEM, INC., transcription services, radio library, wired music service, custom-made transcriptions, 50 W. 57th St., New York 19, N. Y.

**Disc Company of America**

117 West 46th St., New York 19, N. Y. Phone, BRyant 9-3137. President, Moe Asch. SERVICES OFFERED: Commercial records, transcriptions, recordings and production. Phonograph record manufacturing.

**Eccles Recordings, Inc. and Eccles Transcription Service**

6233 Hollywood Blvd., Hollywood 28, Calif. Phone, Hillside 8351. Manager, Robert P. Newman; Business Mgr., Pollard Garrison; 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, remote and location facilities. Studio line connection to all Southern California Stations.

**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.

**Empire Broadcasting Corporation**

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 9-4500. Helen D. Kelleher, Pres. & Treas.; F. de Jaager, Vice-Pres.; Arthur Lubo, Secretary. SERVICES OFFERED: Studio, recording, air line and remote.

**Essex Broadcasters, Inc.**

3300 Union Guardian Bldg., Detroit 26, Mich. Phone, Cadillac 7200. President, J. E. Campeau; Engineer, Robert Henderson. SERVICES OFFERED: Transcriptions.

**Exclusive Radio Features Co., Ltd.**

225 Mutual St., Toronto Ont., Canada. Phone, Waverly 9419. President, Alfred J. Lewis. SERVICES OFFERED: Supply the U.T.S. Library Service to Canadian

radio stations. Library has basic of 3,500 tunes, with monthly release of 60 selections. Name bands; vocalists and combos. Distributing open-end E.T.'s. to Canadian stations. Recording, processing and pressings for tailormade Fashes, Spots and Programs. Orthotone recording, high fidelity.

**Carl Fischer Recording Studios**

119 West 57th St., New York 19, N. Y. Phone, Circle 7-2965-6-7. Fred Herbert-Oettgen, Recording Director; Robert E. Scheuing, Sales Promotion Manager; Thomas Dowd, Edward Flaherty, Engineers. SERVICES OFFERED: Complete Theater-Studio facilities including Hammond Oregon, 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, Harry Jackson; Vice-President, Frank Kay; Sec'y & Treas., Betty Jackson; Business Manager, Harry Jackson. SERVICES OFFERED: Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings.

**Fulton Enterprises**

6340 Fountain Ave., Hollywood 28, Calif. Phone, Granite 2244 Grace Fulton, Owner-Manager; Ralph Power, Scripts. SERVICES OFFERED: Transcribed series, custom-built transcribed programs. United States rights to "Klondike," transcribed serial. 39 quarter hours offered for regional and local release to stations, agencies or sponsors.

**Mitchell Gertz**

8533 Sunset Blvd., Los Angeles 46, Calif. Phone, CR. 5-7152 Mitchell Gertz, President. SERVICES OFFERED: Producer of "Adventures of Zorro"—for transcription, etc.

**Harry S. Goodman Radio Productions**

19 East 53rd St., New York 22, N. Y. Phone, Wickershaw 2-3338-9. (For detailed information see listing under Program Producers.)



Ready to go to work for you, that nationally known network star Tommy Riggs and his lovable Betty Lu in a new series of open end fifteen minute transcriptions for five-a-week spotting. You can program this series day or night. They will sell for you, they will get and hold an audience for you. Each program a show in itself with typical Tommy and Betty Lu comedy situations along with favorite songs by both of them. National accounts that have used these two on the networks know their pulling power. Now you can use them for local or national accounts, and here's the pay off, arrangements can be made to have Tommy & Betty Lu transcribe personal commercial messages that will do a real selling job for your client.

#### ATTENTION ADVERTISING AGENCIES!

Many of you have used Tommy and Betty Lu on the networks, now you can use them for national spot campaigns, let us know now the markets you wish protected.

# NOW READY!

A BRAND NEW SERIES

15 Minute Programs  
5 Times Weekly

# COMEDY! SONG!

At a price  
you won't  
turn down

Wire or Write

## *Pete Wasser*

COMPANY

KEENAN BUILDING  
PITTSBURGH 22, PA.

**George Heid Productions**

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. George Heid, Owner and 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, original musical jingles, sound for mechanical displays.

**Hollywood Recorded Features, Inc.**

75 East Wacker Drive, Chicago 1, Ill., Phone, Dearborn 2841. R. S. Peterson, President. SERVICES OFFERED: Transcriptions.

**Mary Howard Recordings**

37 E. 49th St., New York 17, N. Y. Phone, PLaza 3-4800, Ext. 47-55. Owner-Manager, Mary Howard; Assistant, Donald Plunkett; Secretary, 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 Artists Recording Studios, Inc.**

6700 Sunset Blvd., Hollywood 28, Calif. Phone, HO 6344. H. Dixon McCoy, Pres.; Stuart Venn, Gen. Mgr.; Ronnie Ames, Sales Mgr. SERVICES OFFERED: Electrical transcriptions of all types, air checks, line checks, 200-seat auditorium for network broadcasting or transcribing with or without a studio audience, masters and complete processing and pressing, phonograph records, television stage facilities, 16 mm. projection room, RCA equipment throughout.

**Harry Jacobs Productions**

6000 Sunset Blvd., Hollywood 28, Calif. Phone, GRanite 9583. President, Harry R. Jacobs. SERVICES OFFERED: ET Libraries.

**Kasper-Gordon, Inc.**

140 Boylston St., Boston 16, Mass. Phone, DEvonshire 8-7357. Edwin H. Kasper, President & Production Director; Aaron S. Bloom, Treasurer & Director, Commercial Dept.; Robert W. Graham, Office Manager; Forrest L. Bishop, Chief Engineer; Theresa Fahey, Secretary; Edward Richards, Special Events Recordings; Kenn Schaffer, Sales and Production; Robert A. Arnold, Sales. SERVICES OFFERED: Recordings of all kinds, air checks, custom-built and syndicated pro-

grams, live and transcribed, jingles, script service, phonograph recordings, air checks, originators of musical transcribed spots (jingles), manufacturers of portable transcription playback machines.

**Kermit-Raymond Corporation**

11 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.....Naylor Rogers  
Vice-President.....Joseph Bayer  
Vice-President.....Arthur Wolf  
Secretary-Treasurer.....Sidney J. Wolf  
Assistant Secretary...William Bayer

**Officers**

580 Fifth Ave., New York 19, N. Y.  
Phone, LOngacre 3-2221

General Manager..Michael M. Sillerman  
Director of Station Relations

Arthur H. Clement

Mgr. of Sta. Relations..James P. Lappin  
Research Director....Melvin G. Marden  
Office Manager.....Selma Andrews  
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  
Western Sales Manager..Naylor Rogers  
6331 Hollywood Blvd.  
Hollywood 28, Calif.

Phone, Hollywood 5338

Program Director....Elaine N. Gonda  
Pacific Coast Sales...Ralph W. Harker  
310 Citizens Building  
Cleveland 14, Ohio  
Phone, Cherry 4050

Mid-Western Sales..Louis M. Bloch, Jr.

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 transcription, eliminating wire charges. At time of going to press, the network includes 325 affiliated stations. 24 fully scripted sustaining shows per week, filling 1 hour per day, seven days each week, to a total of 7 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.

**Don Lee Productions**

1313 N. Vine St., oLs Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Radio, Producers.)

**The W. E. Long Company**

155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. Harold Gingrich, Dir. of Radio; Jessica Petrie, Office Mgr.; Eugenia Minetz, Copy Chief; Betty Russell and Paul Quan, Producers of Syndicated Transcriptions. SERVICES OFFERED: Transcribed spot campaigns for Bakeries.

**C. P. MacGregor**

729 S. Western Ave., Los Angeles 5, Calif. Phone, Flitzroy 4191. C. P. MacGregor, President; George R. Jones, Manager; F. J. Rudolph, Sales Manager; (For detailed information see listing under Program Producers.)

**The Ted Mack Company**

4 E. 53rd St., New York 22, N. Y. Phone, Murray Hill 8-0370. (For complete listing see Program Producers Section).

**Mayfair Transcription Company**

8511 Sunset Blvd., Hollywood 46, Calif. Phones, CRestview 6-6995, 6-6797. B. A. Joslin, Exec. Vice-Pres.; Vern Carstensen, Prod. Mgr.; Richard Sanville, Dir.; Russell S. Hughes, Script Editor; Skippy Pyle, Asst. Prod.; Florence Jordan, Office Mgr. SERVICES OFFERED: Syndicated transcribed shows, tailor-made transcribed shows, transcribed announcements.

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**Fred C. Mertens and Associates**

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. Fred C. Mertens, President; George Logan Price, Sales Manager. SERVICES OFFERED: Transcribed 5-minute spots.

**Les Mitchel Productions, Inc.**

8853 Beverly Blvd., Hollywood 36, Calif. Phone, CRestview 1-5275. President, Les Mitchel; Secty. & Treas., G. Madelon Mitchel; Vice President, Arthur B. Hogan; Talent and Production Manager, June E. Hanson. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

**Morton Radio Productions, Inc.**

360 No. Michigan Ave., Chicago 1, Ill. Phone, Central 4144. President, Morton Jacobson; Secretary, C. Jacobson. SERVICES OFFERED: Transcribed programs. So the Story Goes—260 episodes—Narrative type. This Is the Story—260 episodes (still in production) Narrative type. Louise Massey & the Westerners—156 episodes—Musical program. The Hometowners—156 episodes—Musical program. Joe Emerson's Hymn Time—156 episodes—Hymn show.

**Muzak Corporation**

151 West 46th St., New York 19, N. Y. Phone, BRyant 9-1246. Harry E. Houghton, President; Richard Wilson, Exec. Vice-Pres.; K. R. Smith, Vice-Pres.; John R. Andrus, Vice-Pres. & Treas.; Anna M. Kerner, Secretary; A. J. Sayles, Assistant Treasurer and Asst. Secretary; Joseph H. Farrell, Assistant Treasurer. BRANCH OFFICE: 250 West 54th St., New York, N. Y. Phone, CO 5-8552. SERVICES OFFERED: Off-the-air, off-the-line and studio recordings of electrical transcriptions and phonograph recordings, processing and pressing.

(Transcription Division)

Recording Studios, 151 W. 46th St., New York 19, N. Y. Phone, PLaza 7-7712. Processing and Pressing Plant, 250 W. 54th St., New York 19, N. Y. Phone, PLaza 7-7700. President, Harry E. Houghton; Vice-President and General Manager, Richard A. Wilson; Vice-President and Treasurer, John R. Andrus; Director of Sales, Helen S. Wallace; SERVICES OFFERED: Studio, of the line and off-the-air vertical and lateral recordings, complete recording service for radio sponsors and advertising agencies

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(Wired Music Division)

229 Fourth Ave., New York 3, N. Y. Phone, ORchard 4-7400. President, Harry E. Houghton; Vice-President and General Manager, Ethel W. Maclean; Vice-President and Treasurer, John R. Andrus; Vice-President in charge of sales, Curt H. Pfenniger; SERVICES OFFERED: Wired music and transcribed library for spot installations.

**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; Sales Manager, Willis B. Parsons; Recording Sales, Charles G. Hicks, Jr.; Program Manager, Herbert H. Wood; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George E. Stevens. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager Scott Keck;

Sunset and Vine Streets, 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.

**National Radio Features**

100 State Street, Albany 7, N. Y. Phone, 4-8226, 8-1311. Vice-President-General Manager, Allen I. Stock; Don Williams, Martha Furman, District Managers; Publicity Manager, Ruth Pearl. SERVICES OFFERED: Special radio productions, used for campaigns and promotions for radio stations in selling un-

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**National Recording & Film Corporation**

188 West Randolph St., Chicago 1, Ill. Phone, Randolph 9697. Richard Bradley, President; Benjamin Tunick, Secretary-Treasurer. SERVICES OFFERED: Commercial recordings (TOWER label), transcribed productions, spot announcements.

**Eugene P. O'Fallon, Inc.**

Albany Hotel, Denver 2, Colo. Phone, Keystone 0178. Manager, Gene O'Fal-

lon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

**Premier Radio Enterprises, Inc.**

3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Dealogue, 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.**

50 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-4111. Oliver Gramling, Vice-President-Assistant General Manager. BRANCH OFFICES: Offices in 100 principal cities. SERVICES OFFERED: "SPORTS STAR SPECIAL"—A 15-minute interview and dramatization of personalities who are the "who's who" of the sports world. "SPECIAL ASSIGNMENT"—A 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news. "PERSONALITY TIME"—A 15-minute interview and dramatization presenting

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GEO. RAFT "MR. ACE" (13—30 min. programs, once weekly)

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**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: 5 to 30-minute transcriptions, ranging from 156 5-minute spots to 26 15-minute drama serial episodes. Also a complete script service, to order—no stock scripts. 3-second to 1-minute commercials, 5-minute pots, singing, with music, or straight.

**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.

**Radio Features of America**

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Oliver W. Nicoll, Executive Director; Alma Sandra Munsell, Associate Dir. Representative: Towers of

London, Ltd., 84 Hallam St., London, W. 1. SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, scripts, talent; package live shows, phonograph records, international radio service.

**Radio Producers of Hollywood**

1651 Cosmo, Hollywood 8, Calif. Phone, Hollywood 8318. Lou R. Winston, Pres.-Owner; M. L. Staggs, Station Relations. BRANCH OFFICE: Hollywood Recorded Features, 75 E. Wacker Dr., Chicago 1, Ill. R. S. Peterson, Pres. SERVICES OFFERED: Complete catalogue of all types of transcribed open and programs 75 different shows, totaling 5,000 quarter hours.

**Reeves Sound Studios, Inc.**

304 E. 44th St., New York 17, N. Y. Phone, MUrray Hill 7-6970. SERVICES OFFERED: Complete film, shooting and disc recording facilities.

**Rockhill Radio**

18 East 50th St., New York 22, N. Y. Phone, Eldorado 5-1860. Stanley J. Wolf,

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President; Emanuel H. Wolf, Vice-President. **SERVICES OFFERED:** Complete studio facilities, off-the-air and off-the-line recordings, masters, vinylite and shellac pressings.

**Jack Rourke Productions**

6331 Hollywood Blvd., Hollywood 28, Calif. Phone Granite 1950. Jack Rourke, President; Fred Fuld, Jr., General Mgr.; Frank B. Reeves, Account Executive. **BRANCH OFFICES:** Gordon M. Day Prod., 145 East 53rd Street, New York, N. Y. Phone, PL. 3-3460, Gordon M. Day; 120 Boylston Street, Boston, Mass. Phone, Han. 9343, Gordon M. Day. **SERVICES OFFERED:** Transcribed programs, spot announcements and jingles.

**Sellers Company**

912 Commerce St., Dallas 2, Texas. Phone, Central 5292. J. E. Sellers, Partner and Manager. **SERVICES OFFERED:** All recording services: Transcriptions, custom built shows, master for Record Companies, spot announcements, slide film strip sound, air checks, portable recording, individual recording, complete

service for commercial phonograph records.

**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, transcribed library-pogram service, 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; Promotion, A. Alan Levin. **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.

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**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.**

140 North La Brea, Hollywood 36, Calif. Phone, Webster 9181. President, Gerald King; Vice-President, Milton M. Blink; Secretary, Lewis C. Teegarden; Treasurer, Melva N. Blink; Vice-President & Sales Manager, Alex Sherwood; Production Manager, Harvey J. Richardson, Jr. BRANCH OFFICES: 360 No. Michigan Avenue, Chicago 1, Ill. Phone, State 3153. Vice-Pres., M. M. Blink. 1 E. 54th St., New York 22, N. Y. Phone, PLaza 3-6690. Alex Sherwood, Vice-Pres. SERVICES OFFERED: ET libraries; sound effects and mood music.

**Star Transcriptions, Inc.**

444 Madison Ave., New York 17, N. Y.

Phone, PLaza 9-2249. President, Stanley J. Wolf; Vice-President, Roy Wilson; Chairman of the Board, Cal Swanson. BRANCH OFFICES: New York, Atlanta, Chicago and Hollywood. SERVICES OFFERED: Transcribed shows.

**Charles Stark Production Corp.**

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.

**Studio & Artists Recorders**

CBS Bldg., 6107 Sunset Blvd., Hollywood 28, Calif. Phone, Hillside 8241. President, Lewis Finston; Manager, Mack Finston; Chief Engineer, William Robinson; Associate Engineer, Gerald Hayman; Exec. Sec., Peggy Carter. SERVICES OFFERED: Recordings, transcriptions, air-checks, masters, processing and pressings.

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Pres.    Sales Mgr.

**Teleways Radio Productions, Inc.**

8949 Sunset Blvd., Hollywood 46, Calif. Phone, CRestview 6-7238, BRadshaw 2-1636, 2-1447. President, Carl F. Kraatz; Vice-Pres. in Chg. of Sales, Charles A. Kennedy. REPRESENTATIVES IN 19 key cities. SERVICES OFFERED: Creation and production of live talent programs or transcribed programs. Sons of the Pioneers, Strange Wills, Moon Dreams, The Frank Parker Show, Geo. Raft, "Mr. Ace," Barnyard Jamboree, This Amazing World, Strange Adventure.

**Tip Top Productions**

Box 2222, Hollywood 28, Calif. Phone, HI 7124—Ext. 20. Executive Producer (radio), Jack Parker; Phonograph Record Dept. Mgr., Ray Bond. SERVICES OFFERED: Transcribed radio programs, phonograph records (Tip-Top Records), special commercial recordings for radio and public address systems.

**L. S. Toogood Recording Co.**

221 N. La Salle St., Chicago 1, Ill. Phone, CENTral 5275. Owner, L. S. Toogood. SERVICES OFFERED: Recording service.

**Towers of London, Ltd.**

37 W. 46th St., New York 19, N. Y. Phone, BRyant 9-9622. President, Harry Alan Towers; Vice-Pres. & National Dir. for U. S., Oliver W. Nicoll. LONDON OFFICE, 84 Hallam St., London, W. 1. SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, script, talent, package live shows, international radio service.

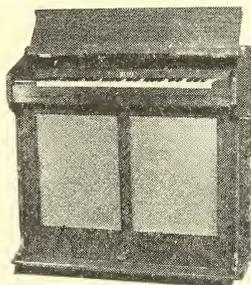
**Transcribed Radio Shows**

2 West 47th St., New York 19, N. Y. Phone, LONGacre 5-3440. M. E. Moore, President. SERVICES OFFERED: Tailor made programs, syndicated programs, spots musicals, dramas, historical, va-

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115 W. High St., Springfield 35, Ohio. Phone, 3-4974. J. P. Williams, President, Chairman of the Bd.; Adna H. Karns, Ex. Vice-Pres. & Gen. Mgr.; Miss F. G. Dykstra, Sec.-Treas. BRANCH OFFICES: 47 W. 56th St., New York, N. Y. Phone, COLUMBUS 5-1544, Ed Hochhauser, Mgr.; 612 N. Michigan Ave., Chicago, Ill. Phone, Superior 3053, Robert Wayne, Mgr.; 6381 Hollywood Blvd., Hollywood, Calif. Phone, Hollywood 5600, Roger Read, Mgr.; 115 W. High St., Springfield, Ohio. Phone, 3-4974, John Hyle, Mgr. SERVICES OFFERED: Open End transcriptions featuring outstanding name stars such as "Singin' Sam," "Emile Cote," "Curley Bradley," and many others.

**United Broadcasting Co.**

301 East Erie St., Chicago 11, Ill. Phone, SUPERIOR 9114. Exec. Prod., William L. Klein; Commercial Mgr., Egmont Sonderling. SERVICES OFFERED: Operate former World Broadcasting System Studios. Transcribing "Judy & Jane," "Lutheran Hour," "Tell Me, Doctor," and dramatized spot announcements. Making masters for phonograph record companies and operate own processing and pressing plant.

**United Recording Laboratories**

1650 Broadway, New York 19, N. Y. Phone, CI 7-3718. Anita Smith-George Adams. SERVICES OFFERED: Instantaneous recording, complete recording facilities, transcribed collectors and documentary library, custom-built programs.

**Thomas J. Valentino, Inc.**

1600 Broadway, New York 19, N. Y. Phone, CIRCLE 6-4675-6. Thomas J. Valentino, Pres.; Michael T. Valentino, Vice-Pres. SERVICES OFFERED: Sound effects records, transcriptions, chime & organ recordings pressings, recording service.

**Webber Radio Programs**

401 Shops Bldg., Des Moines 9, Ia. Phone, Des Moines 2-0225-6. Owner-

Manager, George W. Webber. SERVICES OFFERED: Transcriptions and production service. Recording Studios.

**Hal Wilson Radio Productions**

6000 Sunset Blvd., Hollywood 28, Calif. Phone, HOLLYWOOD 1714. Hal Wilson, Owner. SERVICES OFFERED: Syndicated E.T. programs, live package shows, E.T. spots.

**World Broadcasting System, Inc.**

(Subsidiary of Decca Records, Inc.)  
50 W. 57th St., New York 19, N. Y. Phone, COLUMBUS 5-2300. (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, Owner. SERVICES OFFERED: Transcriptions, Live Talent.

**Frederic W. Ziv Co., Inc.**

1529 Madison Road, Cincinnati 6, Ohio. Phone, PLaza 1323. Frederic W. Ziv, President; John L. Sinn, Vice-President; Alvin E. Unger, Sales Mgr. BRANCH OFFICES: 501 Madison Ave., New York, N. Y. Phone, MURray Hill 8-4700. John L. Sinn, Vice-Pres. 1001 Taft Bldg., Hollywood, Chicago, Ill. Phone, Franklin 8917. E. J. Broman, Mgr. SERVICES OFFERED: Network and transcribed programs.

**The Karl Zomar Library**

P. O. Box 417, 546 Emerson St., Denver 1, and Denver 10, Colo. Phone, PEArL 4811. General Mgr., Karl Zomar; Station Contact Secty., Robert Nordberg; Musical Dir., Vera Burdette; Script Editor, Karl Zomar; Recording Technician, Paul Pinkerton. SERVICES OFFERED: ET Library of programs on "The Friendly Philosopher." Special order transcriptions, off-the-air transcriptions, air checks, studio recordings with live organ background. Scripts on "The Friendly Philosopher" for local station production, special order scripts, quiz shows.

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all the time*

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PATSY MONTANA.....VICTOR  
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REX ALLEN.....MERCURY  
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# MUSIC

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*President, American Society of Composers, Authors and Publishers*

**T**HE American Society of Composers, Authors and Publishers now is in its 35th year of service to commercial users of music and to its members. It begins the year 1948 with a writer membership (composer and author) of 1888, and a publisher membership of 306. When Victor Herbert and eight associates formed the Society in 1914 the entire membership was a little more than 100. Its licensees number more than 37,000. Its chief purpose is the protection of its members' music performing rights. This is done through a system of licensing commercial enterprises making use of music.

Perhaps the most significant trend of the Society in recent years has been its amplified service to the symphonic, concert and recital field. In the early years the Society's licensees were chiefly in the popular music field, with its membership largely men and women creating music of the popular type. The Society now follows the pattern of similar Societies in other countries, including in its repertoire music of the standard or serious type as well as popular music. The trend is reflected in the increasing proportion of standard composers within ASCAP's membership. The ratio of the standard to popular members is one to two.

The users of serious music in steadily increasing numbers are finding the ASCAP repertoire a valuable source of important program items, and the simple machinery of the ASCAP license a highly desirable asset.

In radio's increasing use of serious music the enlarged ASCAP repertoire has been found particularly helpful. ASCAP, including the creators of every conceivable type of music for every conceivable use, has grown to be truly a national institution, its membership representing every state and territory of the U. S., as well as other lands whose creative talent has found a home in America.

There are 159 women members of ASCAP, the proportion of women in the serious field being larger than that of men. Whereas there is one serious music composer for every two in the popular field, the division of women is about equal in the two fields.

In January 1948 the Thomas Y. Crowell Co. published the ASCAP BIOGRAPHICAL DICTIONARY which includes data covering every member of the Society.

ASCAP has headquarters in the RCA Building, Radio City, with 25 branches throughout the country. Deems Taylor is President. A Board of 24 directors through its revolving Executive Committee of three members exercises supervision of the affairs of the Society. Administrative executives include Herman Greenberg, Sales Manager, in charge of all licensing activities; George A. Hoffman, Comptroller, in charge of accounts, finance and general personnel; Richard F. Murray, Manager of Foreign Relations, in charge of foreign matters, all internal statistical departments and publicity department; Herman Finkelstein, Resident Counsel. Schwartz & Frohlich are general counsel.

• • •      **ASCAP PUBLISHER MEMBERS**      • • •

**PUBLISHER MEMBERS**

- A B C Music Corporation  
A B C Standard Music Publications, Inc.  
Berlin, Irv., Standard Music Corp.  
A-M Music Corp.  
Adams, George, Mus. Pub. Co.  
Adrienne Music Co.  
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Alfred Music Co., Inc.  
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Lowe-Goulston, Inc.  
Manus Music Co., Inc.  
Piantadosi, Al., Music Publisher  
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Shreibman Music Press  
Allen, Thornton W., Co.  
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Ambassador Music, Inc.  
Allen & Harrison Mus. Co.  
Red Star Songs, Inc.  
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Roat, Chas. E., Music Co.  
Rolseth Pub. Co.  
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Arrow Music Co.  
Arthur, Irving, Music Publications  
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Hill, J. F., & Co., Inc.  
Barton Music Corp.  
Beaux-Arts Music, Inc.  
Bel-Air Music  
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Belwin, Inc.  
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Blasco Music Co.  
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Bond, Carrie Jacobs, & Son  
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Berlin, Irving, Inc.  
Bregman, Vocco & Conn, Inc.  
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Brooks Music Pub. Co.  
Burke & Van Heusen, Inc.  
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Caesar, Irving, Inc.  
Capitol Songs, Inc.  
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Coleman-Ross Co., Inc.  
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Edmonds, Shepard N., Music Pub. Co., The  
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 Gordon, Hamilton S., Inc.  
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 Best Music, Inc.  
 Hope Publishing Company  
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 Hudson Music Corp.  
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- Yankee Music Pub. Corp.  
 Italian Book Co.

# BROADCAST MUSIC, INC.

By *CARL HAVERLIN*

*President*

**I**N EXISTENCE but seven years, BMI is a symbol of an industry's initiative in creating the competition which freed it from a monopoly that once threatened its very economic life. During this time, broadcasters have not only carried out their original competitive plan but have brought into being an organization of international musical importance.

Today all but four of the broadcasting stations of the United States and Canada, as well as national and regional networks are BMI licensees. In addition, there are close to 2,000 hotels, night clubs and other establishments where music is performed, licensed by BMI.

Apart from its affiliations with established societies and music publishers, BMI as a matter of policy has opened and developed new sources of music by American composers, creating a vast repertoire that otherwise might never have seen the light of day. BMI has stimulated and encouraged in this way, hundreds of talented young writers and new publishers, thus building up its reservoir of music in all fields—popular, folk, educational and standard. The acquisition of new properties is a continuing process in the realm of American music. Available for BMI licensees are nearly 50,000 recorded and transcribed compositions of every description.

In August of 1947, Associated Music Publishers, Inc., became a wholly owned subsidiary of BMI, making its vast store of music of the world available to BMI licensees. Early this year seven leading Italian publishers assigned their U. S. performing rights to BMI, the deal involving some 5,000 compositions and copyrights, adding to the BMI store of Italian popular, operatic and other serious music.

BMI's foreign reservoir of music has been built on a practical foundation. The house of Breitkopf for instance, is not only the greatest music publishing firm in Germany but the oldest known publishers of music, dating back to the days of Bach. Apart from Continental affiliations, BMI has the largest catalogue of Latin-American music-rights extant, including that of the societies of Cuba, Chile, Colombia, Mexico and Brazil. These foreign rights are supplementary to the catalogues of more than 1,000 American and Canadian firms affiliated with BMI, a well rounded repertoire.

**OFFICERS** of BMI are: Carl Haverlin, president; Sydney M. Kaye, vice-president and general counsel; Charles A. Wall, vice-president in charge of finance; Robert J. Burton, vice-president in charge of publisher relations, and Claude C. Boydston, controller.

**DIRECTORS** (elected annually): Justin Miller, chairman; Sydney M. Kaye, vice-chairman; John Elmer, WCBM; William S. Hedges, NBC; Leonard Kapner, WCAE; Joseph A. McDonald, ABC; Paul Morency, WTIC; J. Leonard Reinsch, WSB; J. Harold Ryan, Fort Industry, Inc.; Robert D. Swezey, MBS, and Herbert V. Akerberg, CBS.

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**B M I P U B L I S H E R S**

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**P U B L I S H E R S**

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A-1 Music Publishers of Amer.  
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Ace Music Co.  
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Adelphi Press, The  
Ahlefeld-Daniels Publications  
Airlane Music, Inc.  
Airwaves Music Publishing Co.  
Aladdin Music Publications  
Albin Tunes Publishers  
Alexander, Perry  
\*Algonquin Music, Inc.  
All American Publications  
Allen and Klink Music  
Allen, Bud Publications  
Allen Intercollegiate Music, Inc.  
(B.M.I.)  
Allen, Rick Publications  
Allied Music, Inc.  
Altschuler, Joe  
Alva Music Publishing Company  
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Ambrose, Adaline C.  
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American Music, Inc.  
American Performing Rights  
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Amigo Music Publishing Co.  
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Apex Music, Inc.  
Appleton-Century, D. Co., Inc.  
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Art Melody Studios  
Art Music Company  
Ascot Publishing House  
Associated Composers, Inc.  
Atomic Music  
Aurora Music Publishers  
Autry, Gene Music Publishing  
Avery Music Company  
Avon Music, Inc.  
Azteca Music Company

B. & B. Music Co.  
B-K Publishing Company  
B. M. S. Music Company  
Bach Music Publishers  
Baker Brothers  
Ball Music Publishing Company  
Ballard, Fred C.  
Balling, Matthew Music Pub.  
Baltimore Music Publishers, Inc.  
Banbury Music, Inc.  
Bar Music Publishing Company

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Barnett, John W.  
Barnhart Music Corporation  
Barron, Jack  
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Bebe Music Company  
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Bell-Tone Music Publishing Co.  
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Belmont Music Company (Cole)  
Benald Music Publications  
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Benson Music Company  
Berbert, E. M.  
Berger Publishing Company  
Berwick Music Corp.  
Beverly Music Company  
Biehl, Rose  
Billboard Music Publishing Co.  
Biltmore Music, Inc.  
Bison Music Publishing Co.  
Blane Music Company  
Blazon Music Company  
Block, Martin Music Inc.  
Blount, Burley  
Blue Bell Music Publishing Co.  
Bluebird Music Company  
Blue Jay Publishing Co.  
Blue Note Records  
Blue Ridge Publishing Corp.  
Bluestone-Bernard Music Pub.  
Boozey Music Publishers  
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Bouma, G. H.  
Branders Music Company  
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Broadcast Music, Inc.  
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Calumet Music Co. (Cole)  
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Continental Music Publications  
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Courtney Music Publications  
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Crown Music Company  
Cundy-Bettoney Company, Inc.,  
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\*Davis, Jimmie Music Corp.  
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Doraine, Peter, Inc.  
Doray, T., Music Publishing  
Dot Music Publishers  
Douglas Publishing Company  
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Dreamo Music Publications  
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Duo Music Publishing Corp.  
Dynamic Music Company

\*Eagle Music Company  
East Coast Music Publications  
Eastern Publications  
\*Eberle-Maxted Music Co.  
Ecma Music Company  
Echoes of Victory Music Pub.  
Editions Internationales Basart,  
Inc., Les  
Editions Musicales Victoria Mu-  
sical Editions  
\*Editora Dominicana De Musica,  
C. Por A.  
Edwards, Norman, Music Pub.  
Elektrann Music Pub. Co.  
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Elmore, C. M. Publisher  
Elsmo Bros. Publishers  
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Emcee Publishing Company  
Emco Music Company  
Emerson Music Pub., Inc.  
Emorey Music Company  
Empire Publishing Company

**BMI PUBLISHERS**

Encore Music Publications, Inc.  
 Englewood Music House  
 Enos, Clyde  
 Esquire Music Co.  
 Essay Music Company  
 Essex Music Publishing Co.  
 Essgee Music Publishing Corp.  
 Excelsior Music Publishing Co.  
 Executive Music Corporation

F & J Publishing Company  
 Fairfax Music Company  
 Fairway Music Company  
 Fantasia Music Publishing Co.  
 Fashion Music Publishing Co.  
 Fassio, A. (Marks)  
 \*Favorite Music Company  
 Fillerdelphia Music Company  
 Film Music Producers  
 Fine Arts Music Publishers Co.  
 Fine Songs  
 Flamingo Music  
 Fletcher Publishing Company  
 Florida Music Company  
 Folk Songs  
 Ford Music, Inc.  
 Forest Glen Music Publishers  
 Foster, Robert E.  
 Four-Star Music Company  
 Fowler, Wallace Publications  
 Fox Music Company  
 Fragos-Moore Incorporated  
 France Music Company  
 Franciosa Song Publications  
 Francis & Wilmore Music Pub.  
 Franco-American Publications  
 Frederic. Will Music Publishers  
 Freed & Hall Music Publishers  
 Freeman, Albert Edward  
 Freeman Music Company  
 Friedly, Lowell G. & Company

G & W Music Publications, The  
 G. D. S. Music Publishers  
 G. M. S. Music Publishing Co.  
 G. V. C. Music Publishing Co.  
 Gaal, Charles J. & Co.  
 Gala Music Publishing Corp.  
 \*Gala Record Corporation  
 Gamma Music, Inc.  
 Gardner, J. C.  
 General Music Publications  
 Giff Haven Publishing Co.  
 Gilbert, Dick  
 Gil-Rod Music Publishing Co.  
 Glen Publishers  
 Glick Music Company  
 Globe Music Publishing Co.  
 Globe Publications  
 Golden, Jo, Music Publisher  
 Golden Melody Music Company  
 Golden Tune Publishers  
 Golden West Melodies, Inc.  
 Golden West Music Publications  
 Gollatz Music Publisher

Goode Music, Inc.  
 \*Gordon Music Company  
 Gordon Music Publisher  
 Graham Music Company  
 Grand Central Music Company  
 Great Western Music Company  
 Greater New York Music Corp.  
 Greenwood, Livingston  
 Grimes Music Publishers  
 Guy Publishing Company, The

H. M. Banner Publications  
 Haims, P. L.  
 Hall, William  
 Hampton Publications, Inc.  
 (Marks)  
 \*Happy Songs, Inc.  
 Harmony House  
 Harmony Music Publishers  
 Harris & Lane Publications  
 Hawaii Conservatory Pub. Co.  
 Hill and Range Songs, Inc.  
 \*Hillbilly Music Publishing Co.  
 Hilliard-Currie Music Publishers  
 Hinds, Hayden & Eldredge, Inc.  
 (B.M.I.)  
 Hit Parade Publications  
 Hoosier Music Publications  
 Horvath, Joseph  
 Howard, Jack, Publications, Inc.  
 Humphries, Bruce, Inc.  
 Hynnes Music Company

Imco Music Publishing Co.  
 Imperial Music Publishing Co.  
 Indigo Music, Inc.  
 Inter-American Music Pub. Co.  
 Irma Music Company

Jo-Ann Music Company  
 \*Johnstone Music, Inc.

Kammen, J. & J., Music Co.  
 \*Kaolene Corp.  
 Kaymusic Publishers  
 Kelly Music Publications  
 Kelton-Romm Music Company  
 Keystone Music Co.  
 King-Del Music Publishers  
 Kit Music Company  
 Krygier, Joseph

La Casa Del Rio Music Pub.  
 Lambiotte, O. J., Music Pub.  
 Lang-Worth Publications, Inc.  
 Latin American Publishing Corp.  
 Lanier Music Company  
 Laural Music Publishers, Inc.  
 Lee, Rosemary  
 \*Lee Music  
 \*Lester, J. L., Music Company  
 Liberty Music Publishers  
 Little Jazz Music Pub., Inc.  
 Livingston & Evans Music Co.  
 \*Lois Music Publishing Co.  
 Lomax, Carl, Music Publishing

London Music Corp.  
 Lone Star Music Co.  
 Long, J. Baxter  
 Lucky Music Publishers  
 Lynch, Edward J.  
 Lyric Music Co.

Mac Gregor, Grant  
 Mack Music Company  
 Mack-Nell Publications  
 Maestro Music Company  
 Magnet Music, Inc.  
 Magnolia Music Corp.  
 Main Street Songs, Inc.  
 Majestic Music Company  
 Major Minor Music  
 Manhattan Melodies Music Pub.  
 Mank's, Chaw, Blue Ribbon  
 Music Co.

Maresh Music Co.  
 Marks, E. B. Music Corp.  
 Mar-Lane Music Publishers  
 Mars Music Publications  
 Marsales, Frank  
 Master Melodies Music Pub.  
 Mayer, Isabel C.  
 Mayhams Music Company  
 Medallion Music Corp.

\*Melben Music  
 \*Mellin Music, Inc.  
 Mellow Music Publishing Co.  
 Melo Music Co.  
 Melo-Song Publishers  
 Melody Hall Music Publishers  
 Melody Lane, Inc. (Peer)  
 Melody Moderne Incorporated  
 Melody Music Company  
 Melody Music Publications  
 Melody Song Bureau  
 Memphis Music Publishers, The  
 Mercury Music  
 Merico Music Company  
 Merit Music, Inc.  
 Merit Music Publishing Co.  
 Meritt Publications  
 Merry Melodies Song Co.  
 \*Merrymount Music Press  
 Merrywood Publishers  
 Metro-Marr Publishers  
 \*Metro-Music  
 Metropolitan Music Company  
 Metropolitan Music Publishers  
 Meyers, Midgey  
 Miami Music Publishers  
 Micor Publishing Company  
 \*Midget Music, Inc.  
 Midland Music Company  
 Midwestern Publishers  
 Mike-Tunes  
 Millbrook Music  
 Millburn Music Publishers, Inc.  
 Miller, Charles  
 Miller-Grau  
 Miller Music Company  
 Milliegene Music Publishing

Mipa Productions, Inc.  
 Miracle Music Company  
 Mission Hills Publications  
 Missud, Jean M. (B.M.I.)  
 Mitchell, Margaret Smythe  
 Mode Music Publishing Co.  
 Modern Jazz Publishers, Inc.  
 Modern Melo Melody Publications  
 Modern Melodies Publishing Co.  
 Modern Music Publishing Co.  
 Modern Standard Music Co.  
 Moderne Editions (Cole)  
 Moderne Publications (Cole)  
 Mohawk Music Publishing Co.  
 Monahan Music Publications  
 Monarch Music Company  
 Mongiello, Cosmo Andreotti  
 Monmouth Publishing Company  
 \*Mono-Music  
 Monroe Publications  
 Moon Ray Music Publishers  
 Moorhead, Paul G.  
 Moreland Music Publishing  
 Morris Music Publications  
 Morrison & Ewing  
 Morrison Music Company  
 Morrissey Music Company  
 Morse, Dave Studio Publishing  
 Moss, Albert W.  
 Motley Music Publishing Co.  
 Motor City Music Publishers  
 Mount Vernon Publications  
 Mountain Music Company  
 Mountain State Music Pub.  
 Movieland Music Publishers  
 Murray Music Company  
 Murray Music Publishers  
 Musart, L. C. Publications  
 Music Art Publications  
 Music Bar Publishers  
 Music Box Melodies  
 Music City Copyrights  
 \*Music Counter, The  
 Music Enterprises  
 Music for Frets  
 Music For young America Co.  
 Music Incorporated  
 Music Manuscript Reporter  
 Music Products, Inc.  
 Music Row Publications  
 Musical Melody Publishers  
 Musicana, Inc.  
 Musin, Ovid (Marks)  
 \*Mustang Music Pub. Co.

Nash Chain Song Service, The  
 National Association For Blind  
 Composers, Inc.  
 National Association of Broad-  
 casters  
 National Broadcasting Co., Inc.  
 National Music Corp.  
 National Tunecrafters  
 Nationwide Songs, Inc.

Neff, George H.  
 Nelrod Music Publishers  
 Nelsen Music Publications  
 Nelson Music Publications  
 Nelson, Overson Publications  
 Neptune Music Publishers  
 New England Song Publishing  
 New Era Music Corporation  
 New Harmony Music Publishers  
 New York Music Publishing  
 Newton, Al  
 Niehoff, Dolorosa  
 Nicksch, Donald E.  
 Mimisilla Music Company  
 Nolan Music Co.  
 Nolton, Frances Stuart  
 Nurdyke Publishing Company  
 Normandy Music, Inc.  
 Normay Music Company  
 Northeastern Music Company  
 Northern Bell Music Pub. Co.  
 Nosnaws Music Company  
 Noteworthy Music, Inc.

Oahu Publishing Company  
 Ocean-Spray Music Company  
 Olin, Milton E.  
 Olson, Nils  
 Olympian Agencies  
 Onyx Publishers  
 Orange Music Publishers  
 Original Music Publishing Co.  
 Oriole Tunes  
 Orłowski, John R.  
 Otten & Kemp  
 Out West Music Publisher, The  
 Ozark Mountain Music Pub.

P. M. Music Publishing Co.  
 Pacific Coast Music Publishers  
 Pacific Music Publications  
 \*Palladium Music Publishing Co.  
 Palmer Music Company  
 Palomar Music Corp.  
 Pan-American Publications  
 Parade Music Company  
 Paradise Music Company  
 Paragon Publishers  
 Paris, James B.  
 Parmelee, Gilbert  
 Pastor Music Co.  
 Paterson, James A.  
 \*Patmar Music Company, Inc.  
 Patriotic Music Publishing Co.  
 Patton, Jack  
 Paty Publishing Company, The  
 Paxton, Maragaret O.  
 Pearl Music Company, Inc.  
 Peck, Leah  
 Peer International Corporation  
 Peerless Music Publishing Co.  
 Pelkonen, Matt, Music Co.  
 Peloubet, William Spalding  
 Pemora Music Company, Inc.  
 Penn, Julius, Jr.

Penn, Richard T.  
 Penn-Sylvan Publications  
 Personal Publications  
 Peskin Music Publishing Co.  
 Petrie, H. W. (Marks)  
 Pettett, L. J.  
 Petyak Publishers  
 Phono-Tunes Music Company  
 Piehl, Hilda  
 Pittman, Pete, Publications  
 Pitts, P. S., Publications  
 Plamor Music Company  
 \*Plumb, Neely Publishing Co.  
 Pond, Frank, Music Company  
 Porgie, Debin & Friedman, Inc.  
 Portland Music Company, The  
 Prelude Music Co. (Marks)  
 Premiere Music Publishing Co.  
 Prestige Music  
 Preview Music Company  
 Pre-View Publications  
 \*Princess Publications  
 Pritchett Publications  
 Pro Musica Publishing Co.  
 Propoggio, R. N.  
 Prosser Music Publishing Co.  
 Proven Publications  
 Putman Publications

Quaker Music Company  
 \*Quality Music Company, Inc.  
 Quincy Music Publishers

R. R. Publishers  
 R. S. Rose Publishing Co.  
 Radio & Video Music Pub.  
 Radio Music Company  
 Radio Music Publishers  
 Radio-Recording Songs, Inc.  
 Radio Screen Music Pub. Co.  
 Rainbow Melodies Music Co.  
 Rainbow Music Publishers  
 Rainier Music Publishers  
 \*Rancho Music  
 Randolph, Al, Publications  
 Ray Music Publishing Company  
 Raybert Music Company  
 Raymore - McCollister Music  
 Publishers

Rayven Music Co., Inc.  
 Real Music Company  
 Recker, Robert, Music Co.  
 (Marks)  
 Record Music Publishing Com-  
 pany  
 Recordo Music Publishers  
 Redskin Publishing Co.  
 Redwood Music Co., Inc.  
 Reed; Harold Jobe  
 Reeny Rhythms  
 Rees, H. E., Music Publishers  
 Reeves, John Frank  
 Regal Music Company  
 Regal Music Company, Ltd.  
 Regent Music Corp.

## B M I P U B L I S H E R S

- Reid & Singer Music Publishing Co.  
 Reis & Taylor, Inc.  
 Remarque Music Publishing Co.  
 Renown Music, Inc.  
 Republic Music Corporation  
 Retter, Louis, Music Company  
 Reveille Music Co.  
 Revilo Music Co.  
 Rex Music Publishers  
 Reynolds-Bickel  
 Rhapsody Publications  
 Rhodes, David W.  
 Rhythm Publishing Company  
 Rhythms Of The West  
 Richardson Songs  
 Richmond Melodies  
 Richter, Dr. William B.  
 Ricordi, G. & Co.  
 Rinehart, Marion W., Music Enterprise  
 Ringwald Publications  
 Rinker, Charles, Music Pub.  
 Rion, Johnny  
 Rivervale Music, Inc.  
 Rod Jon Music Company  
 Rodenberg, Edward L.  
 Roe, Gilbert  
 Romance Music Publications  
 Romaunt Music Publications  
 \*Romay Music, Inc.  
 Romeo Twin Publishing Co.  
 Roque, Julio  
 Rork, Ernest A., & Son  
 Rosen, Raymond  
 Rosetti, Joseph  
 Roslyn Music Company  
 Ross & Howard  
 Ross, Hugh K.  
 Ross Music Company  
 Ross Music Pub. Co.  
 Rossi, Edward and Louis  
 RosSongs Music Publishers  
 Roth, Elizabeth  
 \*Roth, Howard H. & Co., Inc.  
 Rousseau Publishing Co.  
 Roy, Mary  
 Royal Crown Music Company  
 Royal Gorge Music Publishing  
 Royal Music Corporation  
 Royalty Music Company  
 Rubens, Mark  
 Ruby Music Co.  
 Rudell Music Publishing Co.  
 Rudy Vallee Music Publications  
 \*Rujanart Music Publications  
 Russell, Willard  
 Russian-American Music Pub.  
 Ruth, Barbara
- S. B. G. Music Publishers  
 Salamanca Music Publishers  
 Salvatori Music Company  
 \*San Juan Music Publishing Co.
- Sanders, Zeb V.  
 Sapphire Music Publisher  
 Savoy Music Company  
 \*Sawaya Publications, Inc., The  
 Saxonette Music Company  
 Scala Music Publishers  
 Schael, August, Company  
 Schell, William D.  
 Scheuerle Bros. Music Publishers  
 Schillinger, Arthur E.  
 Schirmer, E. C., Music Co.  
 Schofer, Kitty James  
 Scholl Publishing Company  
 Schumann Music Company  
 Scripser's  
 Seattle Music Publishing Co.  
 Seidel, Emil, Music Pub'g Co.  
 Sentinel Music Publications  
 \*Serac Publishing Co.  
 \*Sgambellone, G., Music Publishers  
 Sharkey Music Publishing Co.  
 Shavers, Herman  
 Shaw, Charlie, Publications  
 Shelby Music Publishing Co.  
 Sheldon - Mitchell Publishing  
 Shelhamer, Ben, Jr.  
 Shelton, Bertha  
 Shermack Company  
 Sherwood Music  
 \*Shields Music Corporation  
 \*Shopa Music Publications  
 \*Show-Biz Music Co.  
 Shutt, Albert, Music Publisher  
 Singer, Murray, Music Pub.  
 Singmore Music Publishers  
 Siravo Music Company  
 \*Skrivanek Music  
 Skylark Publications  
 Skylark Songs  
 \*Skyline Music Publishers  
 Slate Enterprises, Inc.  
 Smart Songs Publishing Co.  
 Smith, Bob  
 Smith, Earl  
 Smith, Jerry, Publications  
 \*Smith Publications  
 Snyder, Fenton Publications  
 Sobeck, Rosina  
 Society of Jewish Composers, Publishers and Songwriters  
 Soergel, Oscar  
 \*Solo Music  
 Sommers, Henry J.  
 Song Hit Publishing Company  
 Song-Ranch Publications  
 Song Shop, The  
 Song-Tex Music Company  
 Songcraft Publications  
 Songette Publishing Co.  
 Sonorous Music Co., Inc.  
 Sons Music Pub. Co.  
 Southeastern Music Publisher  
 Spanish Music Center
- Spotlight Music Company  
 Spry Music Publishing Co.  
 Staff Music  
 Staff Music Corporation  
 Stan-Host Melodies  
 Standard Publications  
 Stanow Publications  
 Star Music Co.  
 Starglow Publications  
 Stark Music Printing Company  
 Starlight Music Company  
 Stavim, Milt, Music Company  
 Steele, Ted, Publishing Co.  
 Stein, Rose Yvonne  
 Stern, Jos. W. & Co. (Marks)  
 Stern Music Publishing Co.  
 Steven, Arthur Publications  
 Stevens Music Company  
 Stevens Music Corporation  
 Stevens, Thomas A.  
 Stewart, Larry  
 Stone, Irving  
 Stone, Jack & Associates  
 Stover Music Company  
 Strand Press Music Publishers  
 Stratton, A. D., Music Co.  
 Striplin, Mary A.  
 Stroube, Walter A.  
 Stuart Music, Inc.  
 Studio Staff Productions  
 Success Music Company  
 Sudlik & Siegel  
 Sultan Associates  
 Sun Ray Music Publishers  
 Sundial Songs  
 Sunnyside Music Publications  
 Sunrise Music Company  
 Sunshine Music Company  
 Superior Melodies Publishing Co.  
 Sutton Music Company  
 Swager Song Studios  
 Sweet Music Publications  
 Sweet, William R.  
 Swing & Tempo Music Co.  
 Swing Music Publishers  
 Symbolic Music Publishing Co.  
 Syncopation Songs  
 Syndicate Music Publishers, Inc.
- Tait-Douglas, Frederick  
 Tamson Music Co.  
 Tele-Mus Publishing Company, Inc.

• • • **B M I P U B L I S H E R S** • • •

- Televis Music Company  
 The M. M. Hoffman Co.  
 Thomas-Cole Publishing Co.  
 Three Boys Music Company  
 Tic-Toc Publishing Company  
 Tichenor, W. C.  
 Tidd, G. M.  
 Tiffany Music Company  
 Timberland Publishing Co.  
 Time Music Company  
 Times Square Music Co.  
 Trans-American Music Pub.  
 Tingor Music, Inc.  
 Tinker, Bill  
 Toby Music Publishers  
 Tomerlin, Lysle  
 Tompkins, Clarence F.  
 Tompkins, Clarence & Cuff,  
   Paul  
 Topaz Music Publications  
 Topik Tunes  
 Tourjee, Leo Eben  
 Tracy Music Company, Inc.  
 Trade Mark Music  
 Trans-American Music Pub-  
 Transatlantic Music Company  
 Transradio Music, Inc.  
 \*Treasure Music Publishers  
 \*Triad Music Company  
 Trianon Publications  
 Trinity Music Co., Inc.  
 Trio Music Company  
 Tropical Song Counter  
 Trutone Publishing Company  
 Tune-House Publications  
 Tune Shop Music Publishers  
 Tune-Time Music  
 Tune Towne Tunes  
 Turner Tunes, The  
 Tutmarc, Paul & Dena  
 20th Century Music Publishers  
 Typemusic  
 Tyrone Publications  
  
 U. S. and International Music  
   Publishers  
 U. S. Music, Inc.  
 Uhl & Ware  
 \*Ultra Music Company  
 Unger Music Publisher  
 Unique Music Publishers  
  
 United Artists Publishing Co.  
 United Music, Inc.  
 Universal Music Sales  
 University Music Co.  
 University Publishing Company  
 Uranus Music Company  
 Urban Publications  
  
 Val Music Corporation  
 Valentine Music Publications  
 Valiant Music Company, Inc.  
 Valjean Music  
 Valner, Kurt  
 Valor Publications  
 Van Brunt Publishing Company  
 Van Dorn, Catherine  
 Van Russ Music  
 Vance Music Company  
 \*Vander Music Company  
 Vanguard Songs  
 Van's Music Company  
 Variety Music Company  
 Vavrin & King  
 Van Bee Music Company  
 Vellega Publishing Company  
 Vernon Music Publishers  
 Versailles Music Co., Inc.  
 Vicca's Music Co.  
 Victory Music Company  
 \*Vogue Music Corporation  
 Vogue Music Publishing Co.  
 \*Von Hallberg Music Company  
  
 Wabash Music Company  
 Wade Franklin, Publications  
 Wahl, J. Frederick  
 Wald Music Company  
 Walden, Orville C.  
 Waldman, Irving, Music Pub-  
   lishing Company  
 Walker, Arthur L.  
 Wallace Publishing Company  
 Ward, Allan W., Music Pub.  
 Warner Studio  
 Washington Music Bazaar  
 Waterss Music Publishing Co.  
 Watson, W. A.  
 Weaver, Jesse E.  
 Webster Music Company  
 Weeks, Publisher  
 Wellman, Eugene  
  
 Wells, Maurice O.  
 Wemar Music Corporation  
 Wentworth, Martha  
 Wesjay Music Corp.  
 West Coast Music Publishers  
 West Philadelphia Music Centre  
 \*Westchester Music Co.  
 Westmore Music Corporation  
   (American Music, Inc.)  
 \*Whimsy, Ltd.  
 White Mountain Music  
 White Way Music Company  
 Whitney, F. E., Publications  
 Wilcox Music Publishing Co.  
 Willard Herring, Ltd.  
 Williams, Albert  
 Williams & Williams  
 Williams, Bud, Publisher  
 Willis-Woodward Music Co.  
   (Marks)  
 Wilson Publishing Co.  
 Winfield Music, Inc.  
 Winner Music  
 Winters, Leo, Inc.  
 Winthrop, G. & Company  
 Wise Music Publications  
 Withers, Mike  
 Witro Music Publishing Co.  
 Witt, Claude H.  
 Wizell, Murray, Music Co.  
 Wolfe, Hugh J.  
 Wood Song and Record Co.  
 Woodward, Harry, Music Pub.  
   Co.  
 Woodland Music Company  
 Woods Music Co.  
 World Wide American Classics  
 Worldwide Music Publishers  
 Worthy, James H.  
 Wright Publishing Company  
 Wrightman, Neale Publishers  
 Wyner Music Publishers  
 \*Wyoming Music Company  
  
 "X-L" (Excell) Music Publica-  
   tions  
 \*Yale Record Company  
  
 Zaboy-Landino Music Company  
 Zenith Music Publications  
 Zoeller Music Company

NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.

# ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

*By M. E. Tompkins*

*President and Secretary of AMP*

ON August 1, 1947, Broadcast Music, Inc. purchased the capital stock of Associated Music Publishers, Inc. The purchase involved only the music publishing and foreign affiliated publisher relations. The purchase did not include Associated Transcription Library Service or the wire service to hotels, restaurants, etc., known as Muzak.

Associated Music Publishers, Inc. as of August 1, 1947 became the sole selling agent of fine standard and serious music catalogs which were built up by BMI throughout its publishing life. Those catalogs are now merged with the excellent catalogs of AMP, and all activity, promotion and distribution of these catalogs will take place from Associated Music Publishers, Inc., 25 West 45th Street, New York City.

Broadcast Music, Inc., 580 Fifth Avenue, will continue in the popular music publishing business, popular music not being involved in the merger.

All broadcasting station licensees of BMI may now use all of the materials, the performance rights of which are vested in Associated under the license they enjoy with BMI without payment of any fee to AMP, and without additional fee to BMI.

AMP Board of Directors: Carl Haverlin, President, BMI; William Hedges, NBC; Sydney M. Kaye, Vice-President, BMI; Paul Morency, WTIC; J. Harold Ryan, Fort Industry Co.; M. E. Tompkins, President, AMP.

AMP officers: Sydney M. Kaye, Chairman of the Board; M. E. Tompkins, President & Secretary; Karl Bauer, Vice-President; Earl B. Hall, Vice-President; Charles E. Lawrence, Treasurer.

## Publishers

- |                                      |  |   |
|--------------------------------------|--|---|
| Aibl Verlag (See Universal Edition)  | Société Nouvelle Vieu                            | B. Schott's Soehne                          |
| Alpha Music                          | Filmusic Union (See B. Schott's Soehne)          | Filmusik Union                              |
| Congress Music Co.                   | Julius Hainauer                                  | Grosch Verlag                               |
| Latin American Bureau                | *Wilhelm Hansen Forlag                           | Philharmonischer Verlag                     |
| Leader Music Co.                     | Kahnhts' Schering Edition                        | Schuberthaus Verlag (See Universal Edition) |
| Associated Music Publishers, Inc.    | Latin American Bureau (See Alpha Music)          | Senff (See Simrock)                         |
| Bote & Bock                          | Lauterbach & Kuhn (See Alpha Music)              | Carl Simon (See Breitkopf & Haertel)        |
| Lauterbach & Kuhn                    | Leader Music Co. (See Alpha Music)               | N. Simrock                                  |
| Breitkopf Publications               | F. E. C. Leuckart                                | Esos Verlag                                 |
| Breitkopf & Haertel                  | Luckardt (ee Simrock)                            | Luckardt                                    |
| Carl Simon                           | Otto Maass (See Universal Edition)               | Raabe & Plothow                             |
| Broussan (See Editions Eschig)       | Nagel Musical Archives                           | Senff                                       |
| Congress Music Co. (See Alpha Music) | Ondet (See Editions Eschig)                      | Société Nouvelle (See Editions Eschig)      |
| Demets (See Editions Eschig)         | Philharmonischer Verlag (See B. Schott's Soehne) | *Universal Edition                          |
| *Doblinger Verlag                    | Pion Honoré (See Editions Eschig)                | Aibl Verlag                                 |
| Dupont (See Editions Eschig)         | Pro Art Publications                             | Albert Gutman                               |
| Eos Verlag (See Simrock)             | Schott & Co., Ltd.                               | Schuberthaus Verlag                         |
| Editions Eschig                      |  | Otto Maass                                  |
| Broussan                             |  | Vieu (See Editions Eschig)                  |
| Demets                               |  |   |
| Dupont                               |  |   |
| Ondet                                |  |   |
| Pion Honoré                          |  |   |

\*Symphonic Works only, as per a special list.

# SESAC, Inc.

By PAUL HEINECKE  
*President*

**S**ESAC is pleased to announce that 1948 marks the 18th year of service to the broadcasting industry and all allied fields in the entertainment business. We are grateful, too, in having been able to grow with the industry and that mutual experiences have made it possible for us to meet each individual broadcaster's specific music requirements; simplify his music licensing problems; and prepare to assist him, as in the past, through any music copyright crisis which may arise.

As radio has expanded, so has SESAC, with many new publishers whose large catalogs have been added to our repertory, embracing well over 120,000 copyrighted compositions of every type of music—music needed daily, never dated, but of lasting value and appeal.

Such prominent American composers as Victor Herbert, Rudolf Friml, Edward MacDowell, Charles Wakefield Cadman, Bruno Huhn, Mrs. H. H. A. Beach, Cuthbert Harris, Virgil Thomson, Frank Grey and many others, through their compositions, enrich the SESAC music enjoyed by millions.

SESAC, in keeping with its long range plans for the future, began years ago to obtain for the broadcasters' use, a wide diversification in the music catalogs of its imposing list of American and foreign publishers. SESAC went further, in a realization that the spoken word, with or without music background, would play an important role in radio in the form of dramas, plays, sketches, musical comedies, operas, operettas. The SESAC catalogs contain hundreds of dramatic and comedy vehicles, now ready to serve our licensed stations in AM and FM, but more importantly, in greater measure, in television.

SESAC is further expending its full co-operation to FM and TV stations by making available its complete repertory under a gratis performance license valid until further notice. Meanwhile, special consideration is being given to the particular production and programming requirements of television.

Another important phase of SESAC's service is a high quality, modestly priced transcribed library-program service, which, at the end of 1947, only two and a half years after its inception, is being used effectively by over 300 AM, FM and TV stations. This unique library, containing only SESAC compositions, is recorded with an expertly-balanced one-quarter hour musical program made up of separate cuts on every vinylite record face. As a time-saver and a money-maker, the service has far exceeded every expectation of our subscribers.

All of our facilities, our services and the catalogs of our affiliated publishers are geared to meet the current music needs of the entire industry as well as keep pace with every programming and production requirement which may develop in the future. Whether your broadcasting medium is audio or video, SESAC is ready to serve you with The Best Music In America.

PUBLISHERS

- Accordion Music Publishing Co., New York  
 including:  
*Deiro, Pietro*
- Adamus, A. (See "P.W.P.")
- Adamus, Zenobiusz (See "P.W.P.")
- Albright Music Company (See National Music Company, Inc.)
- Alford, Harry L., Chicago
- Alkire, Eddie, Publications, Easton, Pa.
- Altschuler, J. (See "P.W.P.")
- Arct, M., Warsaw, Poland
- Ashmall, Wm. E., Company (See McLaughlin & Reilly Co.)
- Augsburg Publishing House, Minneapolis
- Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
- Babwin Publications (See Pallma Music Products)
- Barnes, A. S., and Company, Inc., New York
- Barnhouse, C. L., Company, Oskaloosa, Ia.
- Bartlett, E. M. (See Brumley, Albert E.)
- Barwicki, K. T. (See "P.W.P.")
- Beazley, Samuel W., & Son (See Stamps-Baxter Music & Printing Co.)
- Beirly Company (See Chart Music Publishing House, Inc.)
- Bendix Publishing Corp. (See National Music Company, Inc.)
- Benson, John T., Publishing Co., 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.  
 including:  
*E. M. Bartlett*
- Bryant Music Company, New York
- Call-Mar Publishers, Inc., Woodstock, Ill.
- Capitol Music Co. (See National Music Company, Inc.)
- Catholic Music Co. (See McLaughlin & Reilly Co.)
- Central Music Co., Dallas, Texas. (including: Ramsey, Will M.)
- Chart Music Publishing House, Inc., Chicago  
 including:  
*Beirly Company, Alfred*  
*Coanacher, B.*  
*Huffer, Fred K.*  
*Littig, Frank, Music Publishing Co.*  
*Warde, Harry*  
*Warner, F. Eugene*  
*Western Accordion Music Company*
- Church Music Co., The, Fullerton, Calif.
- 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
- Cummings, M. Homer, Coalwood, W. Va.
- Daniel, John, Nashville, Tenn.
- Dean, Emmet S.
- Dean & Edmiaston
- Dean & Evridge
- Dean & Franklin
- Dean & Hensley
- Dean & Morgan
- Dean & Sebren
- (See Firm Foundation Publishing House)
- Deiro, Pietro (See Accordion Music Publishing Co.)
- Denison, T. S., & Company, Chicago
- Di Bella, O., New York
- Edition "Jastrzab" (See "P.W.P.")  
 including:  
*Rudnicki, Walery*  
*"W.J.R."*  
*Rzepecki, J.*
- Editions "Olympia" (See "P.W.P.")
- Editions Pro Arte (See "P.W.P.")
- Eulenburg, Ernst, Ltd., London, England
- Fairbank, H. W., Company (See National Music Co., Inc.)
- Ferrill, J. W. (See Quartet Music Company)
- Firm Foundation Publishing House, Austin, Tex.  
 including:  
*Dean, Emmet S.*  
*Dean & Edmiaston*  
*Dean & Evridge*  
*Dean & Franklin*  
*Dean & Hensley*  
*Dean & Morgan*  
*Dean & Sebren*  
*Ramsey & Parker*  
*Trio Music Co.*
- Gebethner & Wolff, Warsaw, Poland
- Georgi & Vitak Music Co. (See Vitak-Elsnic Co.)
- Gilbert Music Company (See McLaughlin & Reilly Co.)
- Goddard Music Company, Chicago
- Gornston, David, New York
- Gospel Music Publications (See Hathaway, Franklin Earl)
- Grabczewski, F., Warsaw, Poland
- Hall Music Co., The, Maryville, Tenn.
- Hall & McCreary Co., Chicago
- Hanson, Eddy (See National Music Company, Inc.)
- Harmonia Edition Publishing Company, New York  
 including:  
*Harmonie Publications*  
*Rondo Publications*
- Harper & Brothers, New York

Hart's Music Company (See National Music Co., Inc.)

Hartford Music Co., The, Hartford, Ark.  
Hathaway, Franklin Earl  
Music Publisher, Chicago

including:

*Gospel Music Publications*

Henson, J. M., Music Publisher, Atlanta Ga.

including:

*Morris-Henson Music Co.*

*Southern Music Plate Co.*

Hoffman, Raymond A., Company, Chicago  
Holbrooke, Josef (See Modern Music Library)

Huffer, Fred K. (See Chart Music Publishing House, Inc.)

Idzikowski, Leon, Warsaw, Poland

Idzikowski, M. (See "P.W.P.")

Jastrzab (See "P.W.P.")

Jeffress Music Co., Crossett, Ark.

Jewell, Fred, Music Co., Worthington, Ind.

Kanner Music Publishing Co. (See Top Music Publishers, Inc.)

Keene, Hank, Inc., South Coventry, Conn.

Kelman Music Corp., New York

King, K. L., Music House, Inc., Fort Dodge, Ia.

Kjos, Neil A., Music Co., Chicago

including:

*Max and Beatrice Krone*

Krachtus, John, Chicago

Krone, Max & Beatrice (See Kjos Music Co.)

Littig, Frank, Music Publishing Co. (See Chart Music Publishing House, Inc.)

Liturgical Music Company (See McLaughlin & Reilly Co.)

Liturgical Music Press, Inc., New York

Maciejowski, ZB. (See "P.W.P.")

McLaughlin & Reilly Co., Boston

including:

*Liturgical Music Company*

*Catholic Music Co.*

Also including published copyrighted compositions taken over from:

*Wm. E. Ashmall & Co.*

*Berge Music Company*

*John Singenberger*

*Otto Singenberger*

*Gilbert Music Company*

Modern Music Library, London, England

including:

Josef Holbrooke

Morris-Henson Music Co. (See Henson, J. M., Music Publisher)

Music Press (William L. Dawson) Tuskegee Institute, Tuskegee, Ala.

Music Press, Inc., New York

Music Products Corporation (See Pallma Music Products)

National Music Co., Fort Worth, Tex.

National Music Company, Inc., Chicago

including:

*Albright Music Company*

*Bendix Publishing Corp.*

*Broadcast Music Publishers*

(See Eddy Hanson)

*Capitol Music Co.*

*Fairbank, H. W., Company*

*Hart's Music Company*

*Popular Music Publications*

*Select Music Company*

*Standard Music Company (See Eddy Hanson)*

*Standard Songs (See Eddy Hanson)*

*Windsor Music Company*

also including published copyrighted compositions taken over from:

*Eddy Hanson*

Natgrass-Schenck, Inc., New York

Network Music Publishers (See Top Music Publishers, Inc.)

Northwestern Press, The, Minneapolis, Minn.

Nowa Scena, Warsaw, Poland

Nowacki, Henryk X. (See "P.W.P.")

Oak Ridge Quartet Music Co., Nashville Tenn.

Olympia (See Editions "Olympia")

Pagani, O., & Bro., New York

Pallma Music Products Corp., Chicago

including:

*Palma, Frank, Music Publisher*

*Music Products Corporation*

*Babwin Publications*

*Quincke, Walter A. (Compositions as per list issued)*

Paragon Music Publishers, New York

Panella, Frank A.; Pittsburgh, Pa.

Parks, J. A., Company, Chicago

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, Poland (See "P.W.P.")

Peltawski, Aleksander (See "P.W.P.")

Pomarancki, Zygmunt (See "P.W.P.")

Popular Music Publications (See National Music Company, Inc.)

Pro Arte (See Editions Pro Arte)

"PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw, Poland

Affiliates:

*Adamus, A.*

*Adamus, Zenobiusz*

*Altschuler, J.*

*Barwicki, K. T.*

*Edition "Jastrzab"*

including:

*Rudnicki, Walery*

*"W. J. R."*

*Rzepecki, J.*

*Editions "Olympia"*

- Editions Pro Arte*  
 Idzikowski, M.  
 Jastrzab  
 Maciepowski, ZB.  
 Nowacki, Hendryk X.  
 Polskie Towarzystwo Muzyki  
     *Wspolczesnej*  
 Paltawski, Aleksander  
 Pomaranski, Zygmunt  
 Seyfarth, G.  
 Slaski, H.  
 Towarzystwo Wydawnicze Muzyki  
     *Polskiej*  
 Wiehler, Z.  
 Witczyk, Stanislaw  
 "Zaiks" Zwiiazku Autorow, Kom-  
     pozytorow I Wydawcow  
 Zak, Czeslaw  
 Zaremba, Alojzy
- Quartet Music Co., Fort Worth, Tex.  
 including:  
     J. E. Thomas  
     J. W. Ferrill  
     Alvis O. Thomas
- Quince, Walter A. (See Pallma Music  
 Products)
- Radio City Guitar Studio, Jackson  
 Heights, New York
- Ramsey, Will M. (See Central Music Co.)
- Ramsey & Parker (See Firm Foundation  
 Publishing House)
- Revival Music Co., The, Searcy, Ark.  
 including:  
     Walls, W. M.
- Ricart & Cia, Luis  
     S. L., Via Layetana, Barcelona, Spain
- Rondo Publications (See Harmonia Edi-  
 tion)
- Rudnicki, Walery (See "P.W.P.")
- Rzepecki (See "P.W.P.")
- Sacred Music Foundation, The, Los  
 Angeles  
 including:  
     Herbert G. Tovey
- Sajewski, W. H., Chicago
- Schmidt Co., The Arthur P., Boston 16
- Schmitt, Paul A., Music Company, Min-  
 neapolis, Minn.
- Schuberth, Edward, & Co., Inc., N. Y.
- Select Music Company (See National  
 Music Company, Inc.)
- Seyfarth, G. (See "P.W.P.")
- Showalter Co., 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.
- Slaski, H. (See "P.W.P.")
- Smith, Wm. J., Music Co., Inc., New York
- Southern Music Plate Co. (See Henson,  
 J. M., Music Publisher)
- Stamps-Baxter Music & Printing Com-  
 pany, Dallas, Texas; Chattanooga,  
 Tenn.; Pangborn, Ark.  
 including:  
     Samuel W. Beazley & Son  
     V. O. Stamps Music Company  
 Stamps Quartet Music Co., Dallas, Tex.  
 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.  
 Teddlie, Tillit S., Greenville, Texas  
 Tennessee Music and Printing Co., Cleve-  
 land, Tenn.  
 Thomas, Alvis O. (See Quartet Music  
 Co.)  
 Thomas, J. E.  
     (See Quartet Music Company)  
 Top Music Publishers, Inc., New York  
 including:  
     Kanner Music Publishing Co.  
     Network Music Publishers
- Tovey, Herbert G. (See Sacred Music  
 Foundation, The)
- Towarzystwo Wydawnicze Muzyki Pol-  
 skiej; Warsaw, Poland (See  
 "P.W.P.")
- Treasure Chest Publications, Inc., N. Y.
- Trio Music Co. (See Firm Foundation  
 Publishing House)
- Vaughan, James D., Lawrenceburg, Tenn.
- Vitak-Elsnic Co., Chicago  
 including:  
     Georgi and Vitak Music Co.  
 Walls, W. M. (See Revival Music Co.)  
 Warde, Harry (See Chart Music Pub-  
 lishing House, Inc.)  
 Warner, F. Eugene (See Chart Music  
 Publishing House, Inc.)  
 Warszawskie Towarzystwo Muzyce  
 (Warsaw Music Society); Warsaw,  
 Poland
- 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, N. Y.
- Wiehler, Z. (See "P.W.P.")
- Windsor Music Company (See National  
 Music Company)
- Winsett, R. E., Dayton, Tenn.
- Witczyk, Stanislaw (See "P.W.P.")  
 "W.J.R." (See "P.W.P.")  
 "Zaiks" Zwiiazku Autorow, Kompozytorow  
     I Wydawcow; Warsaw, Poland (Au-  
     thors, Composers and Publishers As-  
     sociation of Poland) (See "P.W.P.")  
 Zak, Czeslaw (See "P.W.P.")  
 Zalewski, B. J., Chicago  
 Zaremba, Alojzy (See "P.W.P.")

# BEHIND THE MIKE

Work of

*Artists*

*Vocalists*

*Sports Commentators*

*News Commentators*

*Disc Jockeys*

*Orchestra Leaders*

*Musical Conductors*

*Organists*

*Radio Writers*

*Announcers*

*Directors-Producers*

*Radio Directors*

*Home Economics Directors*

*Managers and Agents*

For . . . 1947

# Radio Artists



—their work during 1947



— A —

## ABBOTT, BUD

(Abbott, William); Actor; b. Asbury Park, N. J., Oct. 2, 1898; Abbott & Costello Show (ABC).

## ABBOTT, GREGORY

NBC—Believe It or Not

## ABBOTT, JUDITH

NBC—Aldrich Family

## ABBOTT, LEITH

KGW, Portland Ore.  
Driver of the Month

## ACE, GOODMAN

Easy Aces

## ACE, JANE

Easy Aces

## ACREE, CHUCK

CBS—Hint Hunt

## ADAMS, FRANKLIN P.

MBS—Information Please

## ADAMS, INGE

NBC—Light of the World  
NBC—Joyce Jordan

## ADAMS, LEE

CBS—Lee Adams

## ADAMS, MASON

NBC—Pepper Young's Family

## ADLER, LUTHER

NBC—Mystery without Murder

## ALBERTSON, JACK

NBC—Milton Berle Show

## ALEXANDER, A. L.

MBS—Mediation Board

## ALEXANDER, BEN

MBS—Heart's Desire

## ALEXANDER, JOAN

CBS—Rosemary, Perry Mason

## ALLEN, CHARME

CBS—David Harum

## ALLEN, FRED

(Sullivan, John Florence); Comedian; b. Cambridge, Mass., May 31, 1894; Fred Allen Show (NBC)

## ALLEN, GRACIE

(Burns, Mrs. George); Comedienne; b. San Francisco, Calif., Secretarial Schools in N. Y.; Maxwell House Coffee Time (NBC)

## ALLEN, PATRICK

NBC—Curtain Time

## ALLEN, MINETTA

NBC—One Man's Family

## ALLISON, FRAN

NBC—Meet the Meeks

## ALLMAN, ELVIA

NBC—Abbott and Costello—Life of Riley

Maxwell House Coffee Time

Jack Benny Show

Eddie Cantor Show

Alan Young Show

CBS—Bill Goodwin Show

## AMECHE, DON

NBC—The Drene Show

## AMECHE, JIM

NBC—Grand Marquee

## AMECHE, LOLA

ABC—Junior Junction

## AMSTERDAM, MOREY

WHN

## ANDREWS, CAMERSON

ABC—My True Story

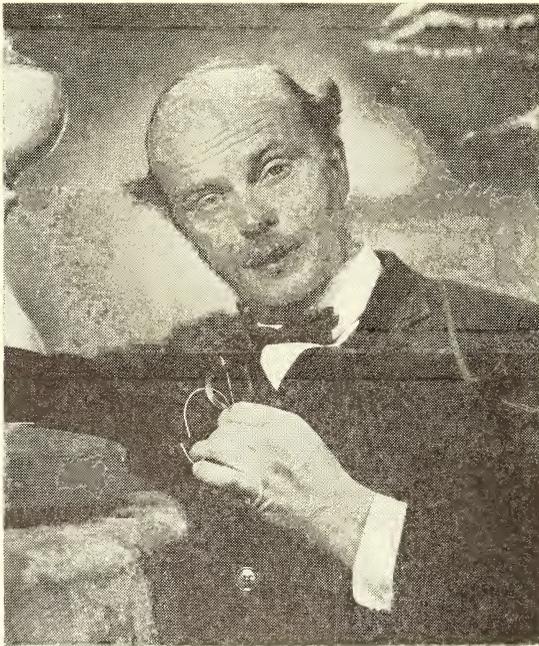
## ANDREWS, DAVID

KMBC, Kansas City, Mo.

Rymaline Time

## ANSON, BILL

MC, disc jockey; b. Chicago, Ill., Nov. 15, 1909; Chicago Art Inst.; Hollywood Bandstand (KFWB)



## AVAILABLE! EDGAR BERGEN

Character Actor  
Has Tuxedo—  
Will Travel  
Meaty Characterizations  
a Specialty

*Now appearing*  
(Without Charlie  
McCarthy) in R.K.O.'s  
"I REMEMBER  
MAMA"



Sunday Evenings For  
**Tender Leaf Tea  
&  
Royal Pudding**

NBC

RADIO ARTISTS

**ANTHONY, ALLEN C.**

NBC—Dr. I Q program

**ARDEN, EVE**

NBC—Sealtest Village Store

**ARNALL, CURTIS**

ABC—My True Story

**ARNOLD, EDDIE**

MBS—The Eddie Arnold Show

**ARNOLD, EDITH**

CBS—Crime Doctor

**ARNOLD, EDWARD**

ABC—Mr. President

**ARQUETTE, CLIFF**

CBS—Dick Haymes Show

**ASCOT, RITA**

NBC—Ma Perkins

**AUDLEY, ELEANOR**

ABC—My True Story

**AUERBACH, ARTIE**

NBC—Jack Benny Show  
Mr. Kitzel

**AUERBACH, HY**

NBC—Jack Paar Show  
Sealtest Village Store, Starring  
Jack Carson with Eve Arden  
Bob Burns Show

**AVERY, TOL**

NBC—Mad Masters

— B —

**BACKUS, GEORGIA**

NBC—Story of Holly Sloan

**BACKUS, JIM**

NBC—Alan Young Show  
Bob Burns Show  
MBS—The Jim Backus Show

**BAILEY, BOB**

NBC—Story of Holly Sloan  
A Day in the Life of Dennis  
Day

**BAILEY, JACK**

MBS—Queen For A Day

**BAIN, DONALD**

ABC—Theater Guild, My True  
Story, Ladies Be Seated

**BAKER, KENNY**

The Kenny Baker Show

**BAKER, PHIL**

CBS, NBC—Take It Or Leave  
It

**BANGHART, KENNETH**

NBC—Author Meets Critic  
Ford Theater

**BANKS, JOAN**

NBC—Today's Children

**BARCLAY, LOUISE**

Right to Happiness

**BARI, LYNN**

NBC—Rexall Summer Theater

**BARKER, BRAD**

ABC—The Theater Guild, My  
True Story

**BARNEY, MARION**

NBC—Pepper Young's Family  
When a Girl Marries

**BARRY, JACK**

MBS—Juvenile Jury

**BARRYMORE, LIONEL**

ABC—Mayor of the Town

**BARTLETT, TOMMY**

ABC—Welcome Travelers  
Tommy Bartlett Time

**BARTON, FRANK**

NBC—The Time, the Place, &  
the Tune  
A Day in the Life of Dennis  
Day

**BASQUETTE, JIM**

NBC—Amos 'n' Andy

**BATCHELDER, JOHNNY**

NBC—Consumer Time

**BAUER, CHARITA**

ABC—My True Story  
CBS—Rose of My Dreams

**BAYAN, ADRIENNE**

MBS—True Detective Myster-  
ies

**BEASLEY, IRENE**

CBS—Grand Slam

**BECK, JACKSON**

MBS—Superman, Philip Morris  
(NBC CBS)

**BECKER SANDY**

**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 & Marge; Dr. Mildermaul on Joyce Jordan; Charlie Chan on Adventures of Charlie Chan; Behind the Front Page (MBS)

**BEGLEY, MARTIN**

ABC—Fishing & Hunting Club  
of the Air  
My True Story

**BEHRENS, FRANK**

NBC—Lorenzo Jones

**BELASCO, LEON**

CBS—Man Called X,

**BELL, RALPH**

ABC—My True Story

CHARLES McCARTHY

STAR of the  
Tender Leaf Tea and  
Royal Pudding show

Comedian Extraordinaire,  
dramatic Star and  
Romantic Idol

Now available for suitably  
important motion picture  
starring roles

Broadminded

Will work with anything  
but dogs and ventriloquists

Money no object  
(no objection to it either)



**fred allen**

**has switched**

**to**

**ford**

**“CAN YOU TOP THIS?”**



**SENATOR  
FORD**

**PETER  
DONALD**

**JOE  
LAURIE, JR.**

**WARD  
WILSON**

**HARRY  
HERSHFIELD**

**“PALMOLIVE”**

**NBC**

ED. J. WEBER  
Gen'l Mgr.

156 W. 44th St., New York 18, N. Y.

**“KIRKMAN”**

**WOR**

. . . **RADIO ARTISTS** . . .

- BENADARET, BEA**  
NBC—Jack Benny Show  
A Day in the Life of Dennis Day  
Maxwell House Coffee Time  
Starring George Burns and Gracie Allen  
Fibber McGee and Molly  
The Great Gildersleeve  
CBS—Adventures of Ozzie & Harriet
- BENDER, DAWN**  
NBC—One Man's Family
- BENDIX, WILLIAM**  
NBC—Life of Riley
- BENNETT, FRAN**  
KDKA, Pittsburgh, Pa.  
KDKA School of the Air
- BENNY, JACK**  
(Kubelsky, Benjamin); Radio comedian; b. Chicago, Ill., Feb. 14, 1894; The Jack Benny Show (NBC)
- BENTLEY, SPENCER**  
NBC—Stella Dallas
- BERCH, JACK**  
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)
- BERLE, MILTON**  
(Berlinger, Milton); Comedian; b. New York, N. Y., July 12, 1908; Milton Berle Show (CBS)
- BERNARD, BOBBY**  
NBC—The Baxters
- BERNARD, CHARLES**  
KUGN, Eugene, Ore.  
Old Timer
- BERNARD, PHILIP**  
(Brace, Philip); Radio & Screen Actor; b. New Orleans, La., 1936; Hollywood Professional School; Lux Radio Theatre; Dennis Day Show; Family Theatre.
- BERNARD, TOMMY**  
(Brace, Tommy); Actor; b. Los Angeles, Calif., 1923; ed. Hollywood Professional School; Adventures of Ozzie & Harriet, CBS; Those Websters, KFWB; Sweeney and March, CBS
- BERNER, SARA**  
NBC—Sealtest Village Store  
Jack Benny Show  
The Frank Morgan Show  
Eddie Cantor Show  
CBS—Arthur's Place
- BERTRAND, MARIANNE**  
NBC—The Baxters
- BERWIN, BERNICE**  
NBC—One Man's Family
- BETZ, CARL**  
KDKA, Pittsburgh, Pa.  
KDKA, School of the Air  
Adventures in Research
- BICKART, SANFORD H.**  
Actor, Announcer, Narrator; b. Pittsburgh, Pa., July 14, 1905; ed. Univ. of Pittsburgh Pre-Medical; Special in drama, Carnegie Tech, AB; Jack Benny in Hollywood; Playhouse; Big Town; Dark Venture; Ford Theatre; Hedda Hopper; True Detective; Official Detective.
- BILLSBURY, RYE**  
CBS—First Nighter
- BINYON, CONRAD**  
ABC—Mayor of the Town  
NBC—One Man's Family
- BLACKBURN, ARLINE**  
ABC—Young Widder Brown  
Back Stage Wife
- BLAINE, MARTIN**  
NBC—Katie's Daughter
- BLAIR, HENRY**  
NBC—One Man's Family
- BLAIRE, HENRY**  
CBS—Adventures of Ozzie and Harriet
- BLANC, MEL**  
NBC—Jack Benny Show  
Judy Canova Show  
Maxwell House Coffee Time  
CBS—Mel Blanc Show
- BLOCK, MARTIN**  
MBS—The Martin Block Show
- BOGUE, MERWYN (Ish Kabibble)**  
NBC—Kay Kyser's College of Musical Knowledge
- BOLAND, JOE**  
ABC—My True Story
- BOLES, JIM**  
NBC—City Service  
Television
- BORGE, VICTOR**  
NBC—The Victor Borge Show
- BORIS, ANTHONY**  
NBC—Philip Morris Presents the Rudy Vallee Show

*"The People Who Live in the Burns House"*

On the Air for  
Maxwell House Coffee

**GEORGE and GRACIE**

*with*

**BILL GOODWIN and MEREDITH WILLSON**

Written by **KEITH FOWLER and PAUL HENNING**

•  
**THURSDAY NIGHTS — NBC**

ARTHUR GODFREY



IRENE  
BEASLEY

Star of

"GRAND SLAM"

CBS—Monday through Friday

Management

**RADIO PRODUCTION SERVICE**

501 Madison Ave., N.Y.C. PL. 3-8940

. . . **RADIO ARTISTS** . . .

**BRADLEY, CURLEY**  
MBS—Tom Mix

**BRADLEY, MERLE**  
KMBC, Kansas City, Mo.  
Appointment with Joanne  
Taylor

**BRAHAM, HORACE**  
ABC—The Theater Guild  
My True Story

**BRANDT, MEL**  
NBC—Light of the World

**BRANN, ROGER**  
KDKA, Pittsburgh, Pa.  
KDKA School of the Air

**BRASFIELD, ROD**  
NBC—Grand Ole Opry

**BRAZUR, BURT**  
ABC—My True Story

**BREEMER, BRACE**  
ABC—The Lone Ranger

**BREMNER, MURIEL**  
NBC—Grand Marquee

**BRENEMAN, TOM**  
Radio artist, MC; b. Waynesboro, Pa., June 18, 1902; Columbia Univ.; Keith, Balaban & Katz vaud. circuits; KFV3, 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, Tom Breneman's Breakfast in Hollywood, ABC, Jan. '41. Purchased own restaurant from which Breakfast in Hollywood emanates. Located on Vine near Sunset.

**BREWSTER, JOHN**  
NBC—Stella Dallas

**BRICE, FANNY**  
CBS—Baby Snooks

**BRIGGS, DONALD**  
CBS—Ferry Mason

**BROKENSHIRE, NORMAN**  
NBC

**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 (WNEW); Guest-RCA Victor Show; Dave Elman's Auction.

**BROWN, HAL**  
NBC—Just Plain Bill

**BROWN, JOHN**  
Actor; b. Hull, England; Life of Riley; My Friend Irma; A Date with Judy; Ozzie & Harriet; The Dennis Day Show; Baby Snooks; Duffy's Tavern (NBC)

**BRYAN, ARTHUR**  
NBC—Fibber McGee and Molly  
The Great Gildersleeve  
Adventures of Archie Andrews  
Gramps  
Milton Berle Show

**BRYANT, WILLIE**  
MBS—Harlem Hospitality Club

**BUCKLEY, FLOYD**  
NBC—The Aldrich Family

**BUKA, DONALD**  
ABC—Theater Guild

**BUNCE, ALAN**  
ABC—Ethel and Albert

**BURKE, GEORGIA**  
NBC—When a Girl Marries

**BURNETTE, JACK**  
WALT, Tampa, Fla.

**BURNS, BOB**  
NBC—Bob Burns Show

**BURNS, GEORGE**  
Comedian; b. New York, N. Y.; Maxwell House Coffee Time (NBC)

**BURROWS, ABE**  
Radio actor; Writer; b. New York City, N. Y., 1910; ed. City College of New York and N. Y. C. Writer; Dinah Shore Program; Joan Davis, Abe Burrows Show; (CBS)

**BURTON, MATT**  
WFRC, Reidsville, N. C.

**BUSEK, ANITA**  
KWSC, Pullman, Wash.  
The Story Lady

**BUSHMAN, FRANCIS X.**  
NBC—Rexall Summer Theater  
Fitch Bandwagon, Starring Alice Faye and Phil Harris

**BUTTRAM, PAT**  
NBC—Saturday Night Round-up, Starring Roy Rogers  
Fitch Bandwagon, Starring Alice Faye and Phil Harris

— C —

**CAGNEY, JEANNE**  
ABC—My True Story

**CAIN, ALDINE**  
KSGM, Ste. Genevieve, Mo.  
Movieland

**CAMARGO, Ralph**  
ABC—To Live in Peace  
My True Story

Ed and Pegeen Fitzgerald

# VOX POP

PARKS JOHNSON & WARREN HULL

*(Since 1932)*



**VINCENT PRICE**

starring as

**The Saint**

for

Trim—CBS—Wednesdays

RADIO ARTISTS

**CAMPBELL, PATSY**

Aldrich Family  
Calling All Girls  
Molle Mystery

**CANDIDO, CANDY**

NBC—Sealtest Village Store  
Jimmy Durante Show

**CANHAM, ERWIN D.**

ABC—The Christian Science  
Monitor Views The News

**CANOVA, JUDY**

NBC—Judy Canova Show

**CANTOR, CHARLIE**

NBC—Alan Young Show  
Duffy's Tavern

**CANTOR, EDDIE**

Comedian; b. New York, N. Y.,  
Jan. 31, 1893; Pabst Blue Ribbon  
Show

**CARLON, FRAN**

CBS—Our Gal Sunday  
Big Town

**CARLTON, DEAN**

ABC—This Is Your FBI

**CARPENTER, CLIFF**

Terry & the Pirates  
My True Story

**CARPENTER, KEN**

ABC—Bing Crosby Show

**CARSON, JACK E.**

Actor; b. Carmen, Manitoba,  
Canada, Oct. 27, 1910; St. Johns  
Mil. Acad.; Carleton College;  
star of NBC's "The New Seal-  
test Village Store".

**CASE, NELSON**

CBS—Lone Journey

**CASEY, ANGEL**

NBC—The Baxters

**CATES, OPIE**

ABC—The Opie Cates Show

**CESAR, GEORGE**

NBC—Curtain Time

**CHALMERS, TOM**

NBC—Pepper Young's Family

**CHAMBERS, NORMA**

ABC—My True Story

**CHANCE, RAY**

KMBC, Kansas City, Mo.  
Appointment with Joanne  
Taylor

**CHAPMAN, PATTI**

ABC—My True Story

CBS—Aunt Jenny

**CHAPPEL, ERNEST**

MBS—Quiet Please

**CHEVIGNY, HECTOR**

NBC—Plays by Ear

**CHITTISON, HERMAN**

CBS—Casey  
Crime Photographer

**CHRISTY, KEN**

NBC—Meet Me at Parky's  
Life of Riley

**CLAIRE, HELEN**

ABC—The Sheriff

**CLARK, COTTONSEED**

CBS—Hollywood Barn Dance

**CLARK, LON CLAUDE**

Actor, narrator, announcer; b.  
Bricelyn, Minn.; MacPhail Sch.  
of Music; Univ. of Minn.; New  
Sch. for Social Research; Nick  
Carter; MBS, Exploring the Un-  
known; Flashgun Casey; Aldrich  
Family; Boston Blackie; Gang-  
busters

**CLARKE, PHIL**

(Clarke, Philip Norman); Actor;  
b. London, Eng., Aug. 4, 1904;  
Cathedral of St. John the Devine;  
Peekskill Mil. Acad.; Clapham  
College, London; Helen Hayes  
Show; Light of the World; Chase  
& Sanborn Hour (Tele); Super-  
man; Dick Tracy; Nick Carter.

**CLAYTON, PATTI**

**CONWAY, JULIE**

Singer, Actress; b. Granite City,  
Ill.; ed. Northwestern U.; Sparkle  
Girl; CBS, NBC Armstrong Qua-  
ker Girl; CBS, The Blu-White Kid  
CBS, NBC

**COSTELLO, LOU**

(Cristillo, Lou); Actor; b. Pat-  
erson, N. J., Mar. 6, 1908;  
Abbott & Costello Show (ABC).

**LEE, PEGGY**

**COTSWORTH,  
STARTS**

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 Far-  
rell (NBC); Casey, Crime Pho-  
tographer (CBS); Harvest of  
Stars; The Sheriff; This Is Your  
FBI.

**COURTNEY, ALAN**

**CRAIG, DON**

NBC—Fred Waring Show

**CRENNA, DICK**

NBC—Date With Judy

JEAN HERSHOLT

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N B C  
ANNOUNCER — M.C.  
NARRATOR



## JULIE CONWAY

Oxydol's Sparkle Girl  
Armstrong Quaker Girl  
The Blu-White Kid  
*Radio Registry*

RADIO ARTISTS

**CREORE, PHYLLIS**  
CBS—Aunt Jenny

**CROCKER, BETTY**  
ABC—Betty Crocker Magazine of the Air

**CROFT, MARY JANE**  
NBC—Abbott and Costello Sealtest Village Store  
CBS—Bill Goodwin Show

**CROSBY, BING**  
ABC—Philco Radio Time

**CROWDER, CONSTANCE**  
MBS—Those Websters

**CROWLEY, MATT**  
NBC—Road of Life

**CRUM, A. B.**  
KWG, Portland, Ore. Science Byways

**CULLEN, BILL**  
CBS—Winner Take All Give and Take  
Missus Goes A-Shoppin

**CLARKE, PHIL**  
Superman  
Dick Tracy  
Nick Carter

**COLLINS, FRED**  
CBS—FBI In Peace & War

**COLLINS, TED**  
MBS—Kate Smith

**COLLINS, TOM**  
NBC—One Man's Family

**COLONNA, JERRY**  
NBC—Bob Hope Show

**COLVIG, PINTO**  
NBC—Frank Morgan Show

**CONREID, HANS**  
NBC—Mystery in the Air

Bob Burns Show  
Jack Paar Show  
Maxwell House Coffee Time

**COOK, TOMMY**  
NBC—Life of Riley  
Date With Judy

**COOPER, BEN**  
ABC—My True Story

**COPPIN, GRACE**  
NBC—Katie's Daughter

**CORDELL, KATHLEEN**  
CBS—Second Mrs. Burton

**CORRELL, CHARLES (ANDY)**  
NBC—Amos 'n' Andy Show

**COST, SUSAN**  
CBS—Mary Lee Taylor

**COSTELLO, LOU**  
NBC, ABC—Abbott and Costello

**CULLEN, BILL**  
CBS—Winner Take All

**CURTIN, JOSEPH**  
CBS—Mr. & Mrs. North

— D —

**DAMON, LES**  
CBS—Adventures of the Thin Man  
NBC—Right to Happiness

**DANCEY, NINA**  
WSIV, Pekin, Ill.  
It Happened Here

**DANDRIDGE, RUBY**  
NBC—Judy Canova Show

**DARNAY, TONI**  
CBS—Strange Romance of Evelyn Winters

**DAVIS, DIX**  
NBC—Date With Judy

**DAVIS, JOAN**  
(Williams, Josephine Madonna);  
Radio - Screen actress; b. St. Paul, Minn., June 29, 1912; Joan Davis Show (CBS).

**CULLEN, WILLIAM L.**

**DAY, DENNIS**  
NBC—A Day in the Life of Dennis Day  
Jack Benny Show

**BEAN, EDDIE**  
National Barn Dance  
Judy Canova Show

**DE CAMP, ROSEMARY**  
CBS—Dr. Christian

**DEKOVEN, ROGER**  
ABC—Famous Jury Trials  
My True Story

**DELMAR, KENNY**  
(Senator Claghorn)  
NBC—Fred Allen Show

**DENNY, GEORGE V., JR.**  
ABC—America's Town Meeting

**DeSANTIS, JOSEPH**  
ABC—The Clock

**BESMOND, FRANCES**  
NBC—Meet the Meeks

**DIAMOND, STEPHANIE**  
KDKA, Pittsburgh, Pa.  
KDKA School of the Air  
King for a Minute  
Adventures in Research

**DOBKIN, LARRY**  
NBC—Adventures of Ellery Queen

**DOIG, BARRY**  
NBC—Light of the World

**BARBARA LUDDY**  
and **OLAN SOULE**

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Program

CBS — Coast to Coast





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. . . **RADIO ARTISTS** . . .

**DOLOKHOV, ADELE**  
KDKA, Pittsburgh, Pa.  
KDKA School of the Air

**DOLPH, JACK**  
NBC—Fred Waring Show

**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); Fred Allen Show

**DONEY, JIM**  
WSRS, Cleveland Heights, O.

**DONZE, AILEEN**  
KSGM, Ste. Genevieve, Mo.  
Attention Ladies  
Thru Fairyland

**DOUGLAS, DON**  
MBS—High Adventure

**DOUGLAS, SHARON**  
NBC—Sealtest Village Store  
A Day in the Life of Dennis Day

**DOUGLAS, SUSAN**  
MBS—Official Detective

**DOUGLASS, DON**  
ABC—Fishing & Hunting Club

**DOUGLASS, NANCY**  
ABC—My True Story

**DOWLING, EDDIE**  
NBC—The Big Break

**DOWLING, JANET**  
NBC—When a Girl Marries

**DOYLE, LEN**  
NBC—Mr. District Attorney

**DRAKE, BOB**  
KENT, Shreveport, La.  
Camptown Radio

**DUBOV, PAUL**  
True Detective  
Elley Queen

**DUDLEY, BERNARD**  
This is Hollywood

**DUFF, HOWARD**  
CBS—Adventures of Sam Spade

**DUMAS, HELENE**  
NBC—Right to Happiness

**DUNBAR, CED**  
WSRS, Cleveland, Heights, O.

**DUNLAP, WALLACE**  
WLIZ, Bridgeport, Conn.

**DUNN, EDDIE**  
MBS—True or False

**DURANTE, JIMMY**  
(Durante, James); Comedian; b. New York, N. Y., Feb. 13, 1893; Jimmy Durante Show.

**DWYER, RUTH**  
WOOK, Silver Spring, Md.  
Talent House

— E —

**EARL, DR. CRAIG**  
ABC—Professor Quiz

**EAST, ED**  
Head of Ed East Creative Recorded Spots; b. Bloomington, Ind.; Meet the Missus, CBS, PAC.

**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)

**EDWARDS, SAM**  
CBS—Meet Corliss Archer

**EDWARDS, SAMMY**  
NBC—Fabulous Dr. Tweedy

**EGGLESTON, CHARLES**  
NBC—Ma Perkins

**EILER, BARBARA**  
NBC—Masquerade  
Fabulous Dr. Tweedy  
A Day in the Life of Dennis Day  
Life of Riley  
Mystery in the Air

**EINSTEIN, HARRY**  
NBC—Meet Me at Parky's

**EITTREIM, CAROL**  
KWLC, Decorah, Iowa  
Bible Storytime

**ELDERS, HARRY**  
NBC—The Baxters  
Curtain Time  
World's Great Novels  
American Novels

**ELEY, HELEN**  
NBC—Duffy's Tavern

**ELLERS, DICK**  
NBC—Mad Masters

**ELLIOT, BILL**  
WLIZ, Bridgeport, Conn.

**ELLIOT, WINN**  
CBS—County Fair  
MBS—Quick As A Flash

**ELLIS, ROY**  
WSRS, Cleveland Heights, O.

**ELSTNER, ANN**  
NBC—Stella Dallas



**CHARLOTTE MANSON**



**JAY JOSTYN**

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Arnold Stang



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RADIO ARTISTS

**EMERSON, HOPE**  
Johnny Morgan Show  
Adventures of Archie Andrews

**EMERY, BOB**  
WOR; Small Fry Club; WABD;  
Rainbow House; WABD Dumont  
Television

**EMIL, ALICE**  
KOL, Seattle, Wash.  
Broadway on the Air

**ENGEL, ROY**  
ABC—Sky King

**ERIC, ELSPETH**  
CBS—Big Sister

**ERICKSON, LOUISE**  
NBC—Date With Judy  
The Great Gildersleeve

**ERSKINE, MARILYN**  
NBC—Lora Lawton

**EVANS, BILL**  
NBC—Manor House Party

**EVANS, DALE**  
Saturday Night Round-Up

**EVERETT, ETHEL**  
ABC—My True Story

— F —

**FADIMAN, CLIFTON**  
CBS—Information Please

**FALKENBURG, JINX**  
NBC—The Tex & Jinx Show

**FAWCETT, GILBERT**  
KDAL, Duluth, Minn.  
Diary of Duluth

**FAYE, ALICE**  
NBC—Fitch Bandwagon

**SCHOFIELD, DICK**

**FELTON, HAPPY**  
MBS—Guess Who

**FELTON, VERNA**  
NBC—Red Skelton  
Maxwell House Coffee Time

**FENNELLY, PARKKER**  
NBC—Fred Allen Show

**FENWICK, ELLEN**  
Exploring the Unknown, ABC;  
NBC; CBS; MBS

**FIDLER, JIMMIE**  
ABC—Jimmy Fidler

**FIRESTONE, BILLY, JR.**  
MBS—Thoe Websters

**FIRESTONE, EDDIE**  
NBC—Life of Riley

**FISCHMAN, HARVE**  
ABC—Junior Junction

**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. Norcatour,  
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.**  
NBC—Meet Me at Parky's

**FLYNN, CHARLES**  
ABC—Jack Armstrong

**FOLEY, RED**  
NBC—Grand Ole Opry

**FORBES, MURRAY**  
NBC—Ma Perkins

**FORD, SENATOR**  
(Ford, Edward Hastings); Humor-  
ist, radio, after dinner speaker,  
author, vaudeville; b. Brooklyn,  
N. Y., June 13, 1887; Can You  
Top This (NBC); Vox Pop; Hob-  
by Lobby; guest appearances

**FORD, WHITEY** (Duke of Pa-  
dueah)  
NBC—Grand Ole Opry

**FOY, EDDIE**  
NBC—Kraft Music Hall

**FRANCIS, ARLENE**  
ABC—The Affairs of Ann  
Scotland

**FRANK, CARL**  
NBC—Woman in White

**FREEMAN, FLORENCE**  
CBS—Wendy Warren and the  
News  
NBC—Young Widder Brown

**FREYMAN, EVELYN**  
NBC—Consumer Time

**FROST, ALICE**  
CBS—Mr. and Mrs. North  
ABC—The Clock

**FULLER, BARBARA**  
NBC—One Man's Family  
Abbott & Costello

**FUSSELL, SARAH**  
NBC—Just Plain Bill  
Right to Happiness

— G —

**GALLOP, FRANK**  
NBC—Philip Morris Presents



**LON CLARK**

Title Role in "Nick Carter" MBS  
Writer—Producer—Narrator of  
Children Albums  
Actor — Announcer — Narrator  
LA 4-1200

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**DORIS McWHIRT**

SChuyler 4-5700



**MERRILL E. JOELS**

ACTOR  
L.A. 4-1200



**LES TREMAYNE**

Emcee—Readers Digest Program—CBS  
Starring—The Falcon—Mutual  
Announcer—Drew Pearson's News—ABC  
Romantic Lead—Joyce Jordan—NBC  
Romantic Lead—Wendy Warren & the News,  
CBS  
Commentator—Hollywood Headlines—ABC



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PL. 7-0700

RADIO ARTISTS

the Milton Berle Show  
**GAMEL, NORENE**  
 CBS—Bill Goodwin Show  
**GARDE, BETTE**  
 NBC—Aldrich Family  
 Home Is What You Make It  
 The Big Story

**GARDNER, ED (ARCHIE)**

(Poggenburg, Eddie); Actor, producer, director; b. Astoria, N. Y., June 29, 1904; Duffy's Tavern (NBC).

**GARGAN, WILLIAM**  
 ABC—I Deal in Crime  
**GARROWAY, DAVE**  
 NBC—Dave Garroway Show  
**GAYER, ANNE MARIE**  
 NBC—Katie's Daughter  
**GEER, WILL**  
 NBC—Joyce Jordan, MD  
 Eternal Light  
 Home Is What You Make It

**GENTRY, ART**  
 NBC—Aldrich Family  
 Bob Hawk Show

**GERALD, ARA**  
 NBC—Katie's Daughter

**GERSON, BETY LOU**  
 ABC—Mr. President

**GIBNEY, HAL**  
 NBC—Front and Center  
 Names of Tomorrow

**GIBSON, JOHNNY**  
 NBC—Philip Morris Presents  
 the Milton Berle Show  
 CBS—Casey  
 Crime Photographer

**GILBERT, JANICE**  
 ABC—The O'Neils  
 My True Story  
 Break The Bank

**GILBERT, RUTH**  
 CBS—Perry Mason

**GILFORD, JACK**  
 NBC—Philip Morris Presents  
 the Milton Berle Show

**GILLESPIE, JEAN**  
 NBC—Adventures of Frank  
 Merriwell

**GILMAN, PAGE**  
 NBC—One Man's Family

**GILMORE, ART**  
 NBC—Meet Me at Parky's

**GODFREY, ARTHUR**  
 CBS—Arthur Godfrey Show  
 Talent Scouts

**GOFF, NORRIS**  
 CBS—Lum 'n' Abner

**GOODWIN, BILL**  
 NBC—Maxwell House Coffee  
 Time  
 CBS—Bill Goodwin Show

**GORDON, BERT**  
 NBC—Eddie Cantor Show

**GORDON, GALE**  
 NBC—Maxwell House Coffee  
 Time

**GORDON, VIRGINIA**  
 NBC—Abbott and Costello

**GOSDEN, FREEMAN (AMOS)**  
 NBC—Amos 'n' Andy Show

**GOTHARD, DAVID**  
 NBC—Katie's Daughter

**GOULD, MITZI**  
 NBC—Date With Judy

**GOULD, SANDRA**  
 NBC—Life of Riley  
 Duffy's Tavern

**GRANIK, THEODORE**  
 MBS—American Forum Of  
 The Air

**GRAUER, BEN**  
 NBC—Home is What You  
 Make It

Chesterfield Supper Club  
 NBC—Symphony

**GREEN, DON**  
 KGW, Portland, Ore.  
 Horizons of Tomorrow

**GREEN, DOROTHY**  
 WCBS, N. Y., WNBC, N. Y.,  
 KHJ, Los Angeles, Calif.

**GREEN, EDDIE**  
 Actor; b. Baltimore, Md., Aug.  
 16, 1901; Eddie (The Waiter)  
 Green on Duffy's Tavern (NBC).

**GRIFFIN, ROBERT**  
 NBC—Ma Perkins

**GRIFFIS, BILL**  
 NBC—Believe It or Not (Robert Ripley)

**GRIGGS, JOHN**  
 MBS—House Of Mystery  
 Adventure Parade

**GRIMES, JACK**  
 CBS—Let's Pretend

— H —

**HAGG, BOB**  
 ABC—The Sheriff  
 My True Story

**HAINES, LARRY**  
 CBS—Young Dr. Malone



LURENE TUTTLE



SIDNEY PAUL

LE 2-1100



**LAWSON ZERBE**

SChuyler 4-5700

**BEST WISHES,  
WISHES THAT IS**

**KENNY  
DELMAR**

**PETER  
DONALD**



**Sandy Bickart**

Actor, Narrator, Announcer

SC 4-5700

RADIO ARTISTS

**HALEY, JACK**  
NBC—Sealtest Village Store

**HALOP, FLORENCE (Flo)**  
NBC—Jack Paar Show  
Duffy's Tavern

**HARRINGTON, MARY LOU**  
NBC—One Man's Family

**HARRIS, ARLENE**  
CBS—Baby Snooks

**HARRIS, PHIL**  
MC, comedian, orchestra leader; b. Linton, Ind., June 24, 1906; The Fitch Bandwagon (NBC).

**HARRIS STACY**  
ABC—My True Story

**HART, CAROLYN**  
WBNS, Columbus, Ohio

**HAWK, BOB**  
NBC—Bob Hawk Show

**HAYES, GEORGE (Gabby)**  
NBC—Saturday Night Round-up Starring Roy Rogers

**HAYES, PETER LIND**  
CBS—Ford Show Starring Dinah Shore

**HAYS, HARVEY**  
WMAQ, Chicago, Ill.  
Words and Music

**HAYMES, DICK**  
CBS—Dick Haymes Show

**HAYWARD, JOYCE**  
NBC—Mystery without Murder

**HEFLIN, VAN**  
NBC—Adventures of Philip Marlowe

**HEIDEN, MARION**  
WHBL, Sheboygan, Wis.  
Once Upon A Time

**HELM, FRANCES**  
WBAP, Fort Worth, Tex.  
Fruit Express

**HERBERT, WILMS**  
NBC—Today's Children

**HERSCHLER, BURTON**  
NBC—Nature Sketches

**HERSHFIELD, HARRY**  
Columnist (Mirror), cartoonist, radio; b. Cedar Rapids, Ia., Oct. 13, 1885; Can You Top This; Kate Smith; Hobby Lobby; Hildegarde

**HERSHOLT, JEAN**  
Actor, stage, screen, radio; b. Copenhagen, Denmark, July 12, 1836; Graduate of St. Knud, Copenhagen; Hon. MA, Bowdoin College, Me.; Hon. Dr. Humanities Degree, Rollins College, Fla.; Star of "Dr. Christian" CBS show for past 11 years.

**HERSON, BILL**  
NBC—Coffee with Congress

**HEWITT, ALLAN**  
NBC—This Is Nora Drake

**HEYDE, BUD**  
NBC—Mad Masters

**HICKEY, NANCY**  
WCYB, Bristol, Bristol, Va.-Tenn.  
Story Lady

**HIGBY, MARY JANE**  
NBC—When a Girl Marries

**HIGSBY, HIRAM**  
KMBC, Kansas City, Mo.  
Early Bird Jamboree  
Brush Creek Follies

**HILDEGARDE**  
NBC—Raleigh Room with Hildegarde  
Penguin Room with Hildegarde

**HILLIARD, HARRIET**  
CBS—Adventures of Ozzie and Harriet

**HOFFA, Portland**  
NBC—Fred Allen Show

**HOLBROOK, JOHN**  
NBC—Life Can Be Beautiful

**HOLLAND, CHARLOTTE**  
NBC—Joyce Jordan  
This is Nora Drake  
Home Is What You Make It  
CBS—Lone Journey

**HOLLENBECK, WILLIAM**  
NBC—Young Widder Brown

**HOLMES, THURSTON**  
WBRK, Pittsfield, Mass.  
Tick of Clock

**HOLMES, WENDELL**  
NBC—Colonel Humphrey Flack

**HOPE, BOB**  
(Hope, Robert); Comedian, screen, radio; b. London, Eng., May 29, 1903; The Bob Hope Show (NBC)

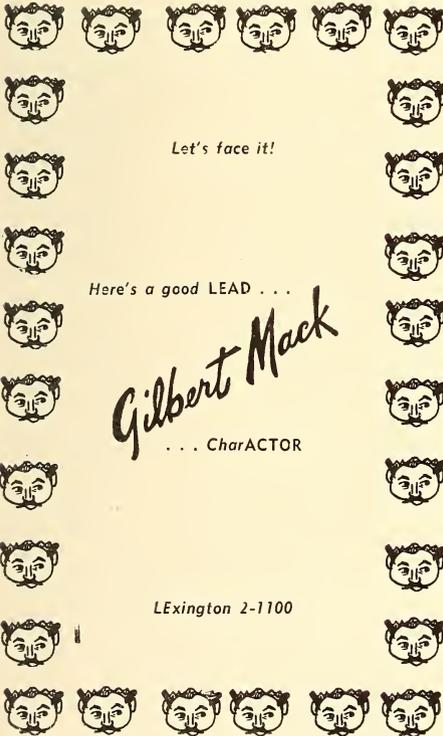
**HOPPER, HEDDA**  
CBS—This Is Hollywood

**HORSFALL, DOT**  
WPDQ, Jacksonville, Fla.  
Story Time Lady

**HORTON, EDWARD EVERETT**  
NBC—Kraft Music Hall

**HOUSTON, JANE**  
NBC—Stella Dallas

**HOWARD, EUNICE**  
NBC—Pepper Young's Family



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*Gilbert Mack*  
... CharACTOR

Lexington 2-1100

# JOHN BROWN

MY FRIEND IRMA  
THE LIFE OF RILEY  
A DATE WITH JUDY  
OZZIE AND HARRIET  
THE DENNIS DAY SHOW



**ELLEN FENWICK**  
LE. 2-1100

**TED  
COTT**

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from

**TED MALONE**

**WESTINGHOUSE**  
American Broadcasting Co.



RADIO ARTISTS

**HOWARD, JOE**  
NBC—Kay Kyser's College of Musical Knowledge

**HOWARD, TOM**  
CBS—It Pays To Be Ignorant

**HOWELL, WAYNE**  
NBC—Honeymoon in New York

**HUBBARD, IRENE**  
CBS—Mr. Keen, Tracer of Lost Persons

**HUBER, HAROLD**  
Mystery of the Week

**HUGHES, ARTHUR**  
NBC—Just Plain Bill

**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)

**HULL, MARY**  
ABC—The Fat Man  
Counterspy  
Eternal Light  
Molle Mystery  
Up to Youth  
My True Story

**HUSING TED**  
WHN—Ted Husing's Bandstand

**HUSTON, WALTER**  
ABC—The Fitzgeralds  
Opportunity Knocks  
Theater Guild on the Air

— I —

**IDELSON, BILLY**  
MBS—Those Websters

**IRVING, CHARLES**  
CBS—Young Dr. Malone  
NBC—Milton Berle Show

— J —

**JACKSON, JOAN**  
NBC—Aldrich Family

**JAMESON HOUSE**  
NBC—Aldrich Family  
Cavalcade of America

**JANNEY, LEON**  
MBS—Charlie Chan

**JARVIS, AL**  
KIAC, Hollywood, Calif.  
Make Believe Ballroom

**JENKS, HARRY**  
KMBC, Kansas City, Mo.  
Rhymaline Time

**JOELS, MERRILL E.**  
B. Hartford Conn., Jan. 19, 1915; ed. Washington U.; Readers Digest; Aunt Jenny; Sherlock Holmes; Believe it or Not, The Eternal Light, The Clock

**JOHNS, JOHN**  
KDKA, Pittsburgh, Pa.  
Adventures in Research

**JOHNSON, BESS**  
ABC—Ted Malone, Break the Bank

**JOHNSON, BILL**  
MBS—Adventures of Michael Shayne, Detective

**JOHNSON, CLIFF**  
MBS—Heart's Desire

**JOHNSON, GEORGIANNE**  
KWLC, Decorah, Iowa  
Chap-a-Day

**JOHNSON, PARKS**  
Radio actor; b. Sheffield, Ala., Mar. 22, 1891; Univ. of Ga.; Emory College; Vox Pop CBS, ABC

**JOHNSON, RAYMOND EDWARD**  
NBC—Adventures of Archie Andrews

**JOHNSTONE, BILL**  
NBC—Today's Children

**JOLSON, AL**  
**JONES, GINGER**  
NBC—Joyce Jordan

**JONES, HELEN**  
WLVA, Lynchburg, Va.  
High Time for Teens

**JORDAN, JIM (Fibber McGee)**  
NBC—Fibber McGee and Molly

**JORDAN, MARIAN (Molly McGee)**  
NBC—Fibber McGee and Molly

**JORDAN, OWEN**  
ABC—Terry and the Pirates  
My True Story

**JOSLIN, JO ANN**  
KDSJ, Deadwood, S. Dak.  
KDSJ Theatre

**JOSTYN, JAY**  
Radio actor; b. Milwaukee, Wisc.; Marquette Univ.; Wisc. Conservatory of Music; Mr. District Attorney (NBC)

**JOYCE, ARLENE**  
NBC—Ma Perkins

**JULIAN, JOSEPH**  
NBC—Call the Police



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**ED BEGLEY**

Will Brown—"Aldrich Family"—NBC  
Sgt. O'Hara—"Fat Man"—ABC  
Pete Stone—"Big Sister"—CBS  
Francis Hayfield—"Myrt & Marge"—Mutual



## BRET MORRISON

Title Role—"The Shadow"—MBS  
Starring—"Song of the Stranger"—MBS  
Narrator—"Light of the World"—NBC



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RADIO ARTISTS

— K —

**KADELL, CARLTON**  
NBC—Masquerade  
Amos 'n' Andy

**KALSON, ALBERT**  
KDKA, Pittsburgh, Pa.  
KDKA School of the Air

**KAUFMAN, IRVING**  
NBC, CBS, MBS

**KAY, BEATRICE**  
MBS—Beatrice Kay Show

**KAYE, SAMMY**  
ABC—So You Want To Lead  
A Band  
Sunday Serenade

**KEANE, CHARLOTTE**  
NBC—Adventures of Ellery  
Queen

**KEARNS, JOSEPH**  
Actor, radio, stage; b. Salt Lake  
City, Utah, Feb. 12, 1907; Sus-  
pense (CBS); Sam Spade (CBS);  
Whistler (CBS); Judy Canova  
(NBC); Ozzie and Harriet  
(CBS); Jack Benny (NBC)

**KEIGHLEY, WILLIAM**  
CBS—Lux Radio Theatre

**KEITH, RICHARD**  
MBS—True Detective Myster-  
ies

**KELK, JACKIE**  
Radio actor; b. Brooklyn, N. Y.,  
Aug. 6, 1923; Professional Chil-  
dren's Sch; Aldrich Family  
(NBC); Superman (MBS)

**KELLY, AL**  
NBC—Milton Berle Show

**KELLY, JOE**  
NBC—Quiz Kids

**KELTON, PERT**  
NBC—Milton Berle Show  
Kraft Music Hall

**KENT, ELAINE**  
NBC—Young Widder Brown

**KETTLES, SALLY**  
KDKA, Pittsburgh, Pa.  
KDKA School of the Air

**KIERAN, JOHN**  
MBS—Information Please

**KIERNAN, WALTER**  
WJZ

**KILGALLEN, DOROTHY**  
ABC—Star Time with Dorothy  
Kilgallen

**KILPACK, BENNETT**  
Mr. Keen, Tracer of Lost Per-  
sons

**KING, JOHN REED**  
CBS—Give and Take  
Missus Goes A-Shoppin

**KINSELLA, WALTER**  
ABC—Theater Guild on the  
Air

**KIRBY, DURWARD**  
NBC—Honeymoon in New  
York

**KIRBY, KLEVE**  
NBC—Reveille Round-up  
Sheaffer Parade

**KIRKWOOD, JACK**  
CBS—Arthur Place

**KLEIN, ADELAIDE**  
ABC—My True Story

**KLIEB, HELEN**  
NBC—Mad Masters

**KLING, EUGENE**  
KDKA, Pittsburgh, Pa.  
KDKA School of the Air

**KLOWDEN, NINA**  
NBC—Rexall Summer Theater

**KNIGHT, RAY**  
ABC—Good Morning, It's  
Knight

**KNUDSEN, PEGGY**  
CBS—Bill Goodwin Show  
NBC—Sealtest Village Store

**KOILMAR, RICHARD**  
ABC—Boston Blackie

**KOOPS, EDWARD**  
KDKA, Pittsburgh, Pa.  
Brunch With Bill  
King for a Minute

**KORDIC, REGIS**  
KDKA, Pittsburgh, Pa.  
KDKA School of the Air

**KRAMER, MANDELL**  
ABC—Counterspy

**KRAMER, PHIL**  
NBC—Adventures of Archie  
Andrews  
Jimmy Edmondson Show  
Chesterfield Supper Club

**KRENN, OTTO**  
KDKA, Pittsburgh, Pa.  
KDKA School of the Air

**KROEGER, BERRY**  
NBC—The Big Story  
Molle Mystery Theater  
CBS—Big Sister

**KYSER, KAY**

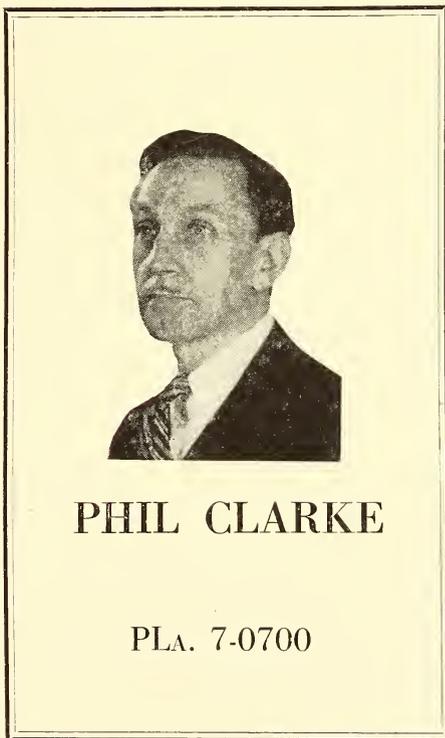
— L —

**LADD, HANK**  
NBC—Kraft Music Hall

**LAKE, ARTHUR**  
CBS—Blondie



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“AUNT MARY”—NBC

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# RADIO ARTISTS

**LAKE, BARRIE**  
 WIBC, Indianapolis, Ind.  
 Amie's Almanac

**LAKE, FLORENCE**  
 CBS—That's Finnegan

**LANDER, ROSALEE**  
 WLEB, Carrollton, Ga.  
 Story Book of the Air

**LANE, DICK**  
 NBC—Alan Young Show

**LANG, HARRY**  
 NBC—Abbott and Costello

**LARKIN, JOHN**  
 NBC—Colonel Humphrey  
 Flack  
 The Third Horseman  
 CBS—Perry Mason

**LATIMER, ED**  
 NBC—Adventures of Ellery  
 Queen

**LATING, ROBERT**  
 NBC—Woman in White

**LAUCK, CHET**  
 CBS—Lum 'n' Abner

**LAURIE, JOE, JR.**  
 Can You Top This? (NBC)

**LAWRENCE, CHARLOTTE**  
 CBS—Christopher Wells  
 NBC—Light of the World

**LAWRENCE, MORT**  
 ABC—Gangbusters  
 Exploring the Unknown  
 Adventures of the Falcon  
 Boston Blackie  
 Counterspy  
 My True Story

**LAZAR, JOAN**  
 NBC—Gramps  
 Home Is What You Make It

**LEE, PEGGY**

**LEE, PINKY**  
 NBC—The Drene Show

**LEE, VIRGINIA**  
 KAKC, Tulsa, Okla.  
 Story Time

**LEEFERS, BOB**  
 WMT, Cedar Rapids, Iowa

**LeFEVRE, NED**  
 NBC—Masquerade  
 Amos 'n' Andy

**LeGALLENNE, EVA**  
 ABC—Barnes  
 One Woman's Opinion

**LEHR, LEW**  
 Stop Me If You Have Heard  
 This

**LENROW, BERNARD**  
 NBC—Molle Mystery Theater

**LEONARD, JIMMY**  
 NBC—Circle Arrow Show

**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, ELLIOTT**  
 NBC—A Day in the Life of  
 Dennis Day  
 Fitch Bandwagon  
 Meet Me at Parky's  
 MBS—Scarlet Queen

**LEWIS, FORREST**  
 NBC—Meet the Meeks

**LEWIS, JACK**  
 KGO, San Francisco, Calif  
 Pat Novak

**LEWIS, ROBERT Q.**  
 CBS—Robert Q. Lewis Show

**LINDSAY, HOWARD**  
 NBC—Ford Theater

**LINKLETTER, ART**  
 CBS—House Party  
 NBC—People Are Funny

**LIPTON, BILLY**  
 ABC—My True Story

**LISS, RONNY**  
 MBS—Robin—Superman  
 CBS—Studio One  
 Aunt Jenny  
 Robert Q. Lewis Show  
 NBC—Ford Theatre  
 ABC—Counterspy

**LISZT, MARGIE**  
 NBC—Abbott and Costello  
 Duffy's Tavern

**LITTELL, PATTI**  
 KDKA, Pittsburgh, Pa.  
 KDKA School of the Air

**LIVINGSTONE, MARY**  
 (Benny, Mrs. Jack); Actress; b.  
 Seattle, Wash., June 23, 1909;  
 The Jack Benny Show

**LLOYD, JOHN HOWARD**  
 Studio 1  
 Lora Lawton  
 Cavalcade of America  
 Front Page Farrell  
 We, The People  
 Armstrong Theatre

**LOCKE, RALPH**  
 NBC—Life Can Be Beautiful

**LORDE, ATHENA**  
 CBS—Reader's Digest  
 Kate Smith Hour  
 NBC—When A Girl Marries  
 MBS—The Shadow



**FRANK LOVEJOY**  
**"MURDER AND MR. MALONE"**  
**ABC**

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RADIO ARTISTS

Linda's First Love  
Nick Carter  
**LORKE, PETER**  
NBC—Mystery in the Air  
**LOVEJOY, FRANK**  
Radio actor; b. N. Y. C., N. Y.,  
March 28; Murder and Mr.  
Malone (ABC); coast to coast;  
Sound Off (CBS).  
**LOVETT, DOROTHY**  
NBC—Today's Children  
**LUBIN, LOU**  
NBC—Amos 'n' Andy  
**LUDDY, BARBARA**  
Le Fevre, Barbara Mrs.; b.  
Helena, Mont.; First Nighter  
(CBS)  
**LUNT, ALFRED**  
ABC—Theater Guild on the  
Air  
**LYNCH, PEG**  
ABC—Ethel and Albert  
**LYONS, RUTH**  
WLW, Cincinnati, Ohio  
Morning Matinee  
**LYTELL, BERT**  
ABC—Warriors of Peace  
**— M —**  
**MacELHONE, ELOISE**  
MBS—Leave It to the Girls  
**MacQUARRIE, HAVEN**  
Actor; b. Boston, 1894; Noah  
Webster Says (NBC).  
**McBRIDE, JACK**  
ABC—My True Story  
**McBRIDE, MARY**  
**MARGARET**  
WNBC

**McCAFFERY, JOHN K. M.**  
NBC—Author Meets the Critic  
**McCAMBRIDGE, MERCEDES**  
NBC—This Is Nora Drake  
**McCAMMEN, BESS**  
NBC—Joyce Jordan  
**McCLESKEY, BEN**  
WFAA, Dallas, Tex.  
Hackberry Hotel  
**McCONNELL, LULU**  
CBS—It Pays To Be Ignorant  
**McCONNELL, SMILIN'  
ED**  
Story teller, MC, singer; b. At-  
lanta, Ga., Jan. 12, 1892; Wil-  
liam 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.  
**McCORMICK, MYRON**  
CBS—Christopher Wells  
ABC—The Listening Post  
**McCRARY, TEX**  
NBC—The Tex and Jinx Show  
**McDANIEL, HATTIE**  
NBC—Amos 'n' Andy  
**McDONNELL, CRAIG**  
NBC—Gramps  
Story Shop  
**McGEEHAN, PATRICK  
JOSEPH**  
Actor; b. Steelton, Pa., Mar. 4,  
1908; Univ. of Va.; Red Skelton;  
Joan Davis; Abbott & Costello;  
Life of Riley; Picture trailers;  
narrations

**McGOVERN, JOHNNY**  
NBC—Bob Burns Show  
**McGRATH, PAUL**  
CBS—Inner Sanctum  
**McGUIRE, BOBBY**  
MBS—Twenty Questions  
**McHATTON, RUSSELL**  
KVEC, San Luis Obispo, Calif.  
San Luis Obispo Players  
**McINTYRE, JOHN**  
NBC—One Man's Family  
**McKEE, BOB**  
Doctors Then and Now  
Doctors Today  
**McLAIN, BOB**  
KDKA, Pittsburgh, Pa.  
KDKA School of the Air  
**McLAUGHLIN, DON**  
ABC—David Harding, Coun-  
tersy  
NBC—Road of Life  
**MEMICHAELS, FLORENCE**  
(Flo)  
NBC—Vest Pocket Varieties  
**McNAUGHTON, HARRY**  
CBS—It Pays To Be Ignorant  
**McNEAR, HOWARD**  
ABC—The Adventures of Bill  
Lance  
**McNEILL, DON**  
ABC—Breakfast Club  
**McNELLIS, MAGGI**  
ABC—Luncheon at the Latin  
Quarter  
**McVEY, TYLER**  
NBC—Today's Children  
**McWHIRT, DORIS**  
Mutual  
Song of the Stranger  
NBC-CBS



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**MACK, GILBERT**

Actor, director; b. New York, N. Y., Nov. 3, 1912; Inner Sanctum; Superman; Reader's Digest; Grand Central Station; Mollie Mystery Theater; Harvest of Stars

**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)

**MACY, JERRY**

NBC—McGarry and His Mouse Mollie Mystery Theater  
Bernie West's Carnival

**MAHER, WALLY**

NBC—One Man's Family

**MAITLAND, ARTHUR**

NBC—Adventures of Archie Andrews

**MALDEN, KARL**

ABC—My True Story

**MANN, GLORIA**

ABC—Adventures of Archie Andrews

**MANN, JERRY**

NBC—Alan Young Show

**MANNING, JACK**

NBC—Light of the World

**MANSON**

**CHARLOTTE**

Actress; b. New York, N. Y.,

Jan. 21, 1921; NYU, BS; Georgia on the Creeper; Dr. Carlson McVicker on Road of Life (NBC); Patsy on Nick Carter (MBS); The Sheriff; Marjorie on Helen Trent; My True Story (ABC)

**MARCH, HAL**

CBS—Sweeney and March

**MARKHAM, MARCELLA**

ABC—My True Story

**MARKS, SHERMAN**

NBC—Meet the Meeks  
World's Great Novels  
American Novels

**MARR, EDDIE**

ABC—Radio Hall of Fame

**MARSHALL, HERBERT**

CBS—Man Called X

**MARTEL, BILL**

NBC—Masquerade

**MARTIN, IAN**

NBC—Adventures of Archie Andrews  
RCA-Victor Show

**MARTIN, TONY**

ABC—The Tony Martin Show

**MARSH, MYRA**

NBC—Date with Judy

**MARX, GROUCHO**

ABC—The Groucho Marx Show

**MASON, SYDNEY**

WIBC, Indianapolis, Ind.  
Hoosier Traveler

**MASSEY, RAYMOND**

NBC—Harvest of Stars

**MASTERS, MONTY**

NBC—The Mad Masters

**MASTERS, NATALIE**

NBC—The Mad Masters

**MATHENY, PAUL**

WMON, Montgomery, W. Va.  
Magic Valley

**MATTHEWS, GRACE**

CBS—Big Sister  
MBS—The Shadow

**MATTISON, C. W.**

WGLEN, Glens Falls, N. Y.  
WGLEN Players

**MAXWELL, FRANK**

NBC—Colonel Humphrey  
Flack  
Gramps  
Vest Pocket Varieties

**MEACHAM, MALCOLM**

NBC—Ma Perkins

**MAYHOFF, EDDIE**

NBC—The Charlie McCarthy Show

**MEIGHAM, JAMES**

NBC—Backstage Wife

**MENKEN, HELEN**

ABC—Woman's Exchange  
Theater Guild of the Air

**MERRILL, GARY**

NBC—Right to Happiness

**MERRILL, KEN**

KDSH, Boise, Idaho

**MEYER, MARSHALL**

WNOC, Norwich, Conn.  
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WWOL, Lackawanna, N. Y.  
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KGO, San Francisco, Calif.  
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. . . **RADIO ARTISTS** . . .

**MILLER, SUSAN**  
ABC—Abbott and Costello

**MILLS, FRANK**  
WBAP, Fort Worth, Tex.  
Fruit Express

**MINER, JAN**  
CBS—Casey, Crime Photographer

**NBC**—Lora Lawton

**MITCHELL, EVERETT**  
NBC—National Farm and Home Hour

**MITCHELL, LES**  
Theater of Famous Radio People  
Masquerade

**MITCHELL, SHIRLEY**  
NBC—The Great Gildersleeve

**MOHR, GERALD**  
ABC—The Adventures of Bill Lance

**MONKS, JAMES**  
ABC—My True Story

**MONTGOMERY, ROBERT**  
CBS—Suspense

**MOORE, ARTHUR**  
CBS—Arthur's Place

**MOORE, GARY**  
NBC—Take It or Leave It

**MOORE, TOM**  
ABC—Ladies Be Seated

**MOOREHEAD, Agnes**  
ABC—Mayor of the Town

**MORGAN, CLAUDIA**  
CBS—Adventures of the Thin Man

**NBC**—Right to Happiness

**MORGAN, FRANK**  
NBC—The Frank Morgan Show

**MORGAN, HENRY**  
NBC—Mystery in the Air

**MORGAN, HENRY**  
ABC—Henry Morgan Show

**MORGAN, JANE**  
NBC—One Man's Family  
NBC—Life of Riley

**MORGAN, JOHNNY**  
NBC—Johnny Morgan Show

**MORRIS, ELYSE**  
KYW, Philadelphia, Pa.

**MORRISON, BRET**  
Actor, singer, radio artist; b. May 5, 1912, Chicago, Ill.; Art Inst., Chicago; The Shadow (MBS); Light of the World (NBC); Thin Man; True Story; The Falcon; Superman; Song of the Stranger (MBS).

**MOSS, ARNOLD**  
ABC—Warriors of Peace  
Meet Me In Manhattan

**MOTHERAL, JAMES**  
WKTM, Mayfield, Ky.  
Friendly Philosopher

— N —

**NAGEL, CONRAD**  
CBS—Silver Theater

**NASH, CLARENCE**  
NBC—Bob Burns Show

**NEISE, GEORGE**  
NBC—Judy Canova Show

**NELSON, FRANK**  
NBC—Maxwell House Coffee Time  
Jack Benny Show  
Day in the Life of Dennis Day

**NELSON, JOHN**  
ABC—Bride and Groom

**NELSON, OZZIE**  
CBS—Adventures of Ozzie and Harriet

**NILSON, NORMA JEAN**  
Lux Radio Theater  
Stars Over Hollywood  
Screen Guild Players  
This Is My Best  
Eddie Bracken Story  
The Jack Carson Show

**NISEN, CLARE**  
NBC—Backstage Wife

**NOAH, HARRIET**  
WTAL, Tallahassee, Fla.  
Radio Work Shop

**NOLAN, JEANETTE**  
NBC—One Man's Family  
Alan Young Show

**NORTH ROBERT**  
NBC—Fitch Bandwagon

— O —

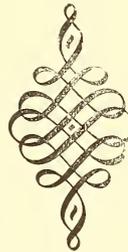
**O'BRIEN, PAT**  
NBC—Rexall Summer Theater

**O'BRIEN, VINCENT**  
KDKA, Pittsburgh, Pa.  
KDKA School of the Air

**OCKO, DANNY**  
ABC—My True Story  
Theater Guild on the Air

**O'DONNELL, GENE**  
NBC—Light of the World

**O'HARA, SHIRLEY**  
ABC—My True Story  
Theater Guild on the Air



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**OHNSMAN, HAL**  
 KDKA, Pittsburgh, Pa.  
 KDKA School of the Air  
**O'KEEFE, WALTER**  
 CBS—Double Or Nothing  
**OLIVER, STERLING**  
 ABC—My True Story  
**OLMSTED, NELSON**  
 NBC—Nelson Olmsted  
 Story for Tonight  
**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)

**OLSEN, PENNY**  
 Ladies Be Seated (ABC); Johnny  
 Olsen's Rumpus Room (ABC)  
**ORR, ANGELINE**  
 MBS—Captain Midnight  
**ORTEGA, SANTOS**  
 CBS—Big Sister  
**OSTERWALD, BIBI**  
 ABC—Theater Guild on the  
 Air  
**O'TOOLE, OLLIE**  
 NBC—Fitch Bandwagon  
**OWEN, ETHEL**  
 ABC—The Listening Post

— P —

**PAAR, JACK**  
 NBC—Jack Paar Show  
**PAGE, GALE**  
 NBC—Today's Children  
 Story of Holly Sloan  
**PARKS, BERT**  
 ABC—Break the Bank  
**PARKS, BOB**  
 KDKA, Pittsburgh, Pa.  
 Adventures in Research  
 KDKA School of the Air  
**PARKYAKARKUS (Einstein,  
 Harry)**  
 NBC—Meet Me At Parky's  
**PARSONS, HARRIET**  
 ABC—The Louella Parsons  
 Show  
**PARSONS, LOUELLA**  
 ABC—The Louella Parsons  
 Show  
**PATRICK, PAT (Ereil Twing)**  
 NBC—Charlie McCarthy Show  
**PATTON, MARY**  
 ABC—My True Story

**PAUL, SIDNEY**  
 Actor, Announcer, Narrator; b.  
 N. Y. C., Sept. 28, 1917; Johns  
 Hopkins U., Columbia U., Big  
 Town; Famous Jury Trials; Crime  
 Photographer; Treasury Star  
 Salute; Voice of the Army;  
 Real Stories.  
**PAWLEY, ED**  
 CBS—Big Town  
**PAYNE, VIRGINIA**  
 CBS—NBC—Ma Perkins  
**PEALE, NORMAN VINCENT,  
 Dr., Minister**  
 NBC—Art of Living  
**PEARCE, AL**  
 ABC—The Al Pearce Show  
**PEARL (Minnie Pearl)**  
 NBC—Grand Ole Opry  
**PEARSON, DREW**  
 ABC—Drew Pearson  
**PEARSON, FORT**  
 NBC—Sheaffer Parade  
 Evening with Romberg

**PEARSON, GEORGE**  
 NBC—Red Skelton Show  
**PEARSON, TED**  
 NBC—Cavalcade of America  
**PEARY, HAL**  
 NBC—The Great Gildersleeve  
**PELLETIER, VINCENT**  
 NBC—An Evening with Rom-  
 berg  
 General Mills Hour  
**PERRERA, LYDIA**  
 NBC—Story to Order  
**PERROTT, RUTH**  
 NBC—Judy Canova Show  
 Alan Young Show  
**PERSONS, FERN**  
 NBC—The Baxters  
**PERVIN, VICTOR**  
 NBC—Story of Holly Sloan  
**PETRIE, HOWARD**  
 CBS—Durante-Moore Show,  
 Blondie  
**PETRUZZI, JACK**  
 NBC—Woman in White  
**PIERCE, MADELEINE**  
 NBC—Stella Dallas  
**PIOUS, MINERVA (Mrs. Nuss-  
 baum)**  
 NBC—Fred Allen Show  
 CBS—Lone Journey  
**POLESIE, HERB**  
 MBS—Twenty Questions  
**POLLOCK, BERT**  
 KDKA, Pittsburgh, Pa.  
 KDKA School of the Air  
**POLMER, ILENE**  
 NBC—Road of Life  
**POULTON, LIONEL**  
 KDKA, Pittsburgh, Pa.  
 King for a Minute  
**POWELL, JANE**  
 NBC—Date with Judy

**POWERS, PENNY**  
 (Olsen, Penny); b. Milwaukee,  
 Wisc., Feb. 6, 1917; ed. Stevens  
 College; Johnny Olsen's Ladies  
 Be Seated (ABC) Tele; Johnny  
 Olsen's Rumpus Room (ABC)  
 Tele.  
**PRENTISS, ED**  
 MBS—Captain Midnight  
**PRICE, ALLEN**  
 NBC—Meet the Meeks  
**PRICE, ROGER**  
 Sealtest Village Store

**PRICE, VINCENT**  
 Actor; b. St. Louis, Mo., May  
 27, 12; ed. Yale, MA; University  
 of London; The Saint (CBS);  
 Lux Theatre; Suspense; Family  
 Theatre.  
**PRINCE, DAN**  
 KYW, Philadelphia, Pa.

**PROFESSOR QUIZ**  
 (Earl, Craig); b. Boston, Mass;  
 Tufts; Harvard; Professor Quiz  
 (ABC)  
**PRYOR, ROGER**  
 CBS—Pause That Refreshes  
 On the Air  
**PURD'HAMME, CAMERON**  
 CBS—David Harum  
**PUTNAM, GEORGE CARSON**  
 Fox Movietone News

— Q —

**QUIGLEY, ROBERT**  
 ABC—My True Story  
**QUINN, BILL**  
 ABC—My True Story  
**QUISTAL, MAE**  
 ABC—My True Story  
**QUIZ KIDS**  
 NBC

— R —

**RABY, JOHN**  
 NBC—When a Girl Marries  
**RAFFETTO, MICHAEL**  
 NBC—One Man's Family  
**RAHT, KATHARINE**  
 NBC—Aldrich Family  
**RAND, DICK**  
 KGW, Portland, Ore.  
 Horizons of Tomorrow  
**RANDOLPH, AMANDA**  
 Actress, vocalist; b. New York,  
 N. Y.; Ladies Be Seated (ABC);  
 Young Dr. Malone; Hour Glass  
 (NBC Tele)

**RANDOLPH, ISABEL**  
 NBC—Bob Burns Show  
 A Day in the Life of Dennis  
 Day  
**RATHBONE, BASIL**  
 MBS—Scotland Yard  
**RAUH, HELEN WAYNE**  
 KDKA, Pittsburgh, Pa.  
 Adventures in Research  
 KDKA School of the Air  
**READICK, FRANK**  
 ABC—Fishing & Hunting Club  
 CBS—Crime Doctor  
**REDFIELD, BILLY**  
 ABC—Tales of Willie Piper  
**REEBURGH, EVELYN**  
 WMFT, Florence, Ala.  
**REED, ALAN**  
 NBC—Duffy's Tavern  
 Abbott and Costello  
**REED, CAROL**  
 KYW, Philadelphia, Pa.  
**REED, TOBY**  
 NBC—Drene Show  
 Maxwell House Coffee Time  
**REINHART, ALICE**  
 NBC—Life Can Be Beautiful  
**RELLER, ELISSA**  
 NBC—Portia Faces Life

**RICE, ROSEMARY**  
 Actress; b. Montclair, N. Y.;  
 ed. Professional Children's School,  
 U. of Chicago; Theatre Guild of  
 the Air; Ford Theatre; Studio  
 One; When a Girl Marries  
 (NBC); Archie Andrews (NBC);  
 Right to Happiness (NBC).

**RIGGS, GLENN**  
**RIGGS, TOMMY**  
 ABC—Tommy Riggs Show  
**RIPLEY, ROBERT L. (Bob)**  
 NBC—Believe It or Not  
**RIVERS, ANTHONY**  
 ABC—My True Story  
**ROBBINS, FREDDIE**  
 NBC—Teentimers  
 King Cole Trio Time  
**ROBERTS, BOB**  
 ABC—The Sheriff  
**ROBERTSON, ARNOLD**  
 NBC—This Is Nora Drake  
**ROBINSON, BARTLETT (Bart)**  
 NBC—Gramps  
 Portia Faces Life  
**ROBINSON, FLORENCE**  
 NBC—Light of the World  
**ROCHESTER (Anderson, Eddie)**  
 NBC—Jack Benny Show  
**ROCHESTER, MELVIN**  
 KDSJ, Deadwood, S. Dak.  
**RODMAN, VICTOR**  
 NBC—Women in White

**ROEHL, ANN**  
 KSOK, Arkansas City, Kans.  
 Storyland  
**ROESSLER, ELMIRA**  
 NBC—Meet the Meeks  
**ROGERS, ROY**  
 Dick Run, O.

# RADIO ARTISTS

- NBC—Saturday Night Round-Up
- ROLF, ERIC**  
NBC—Bob Burns Show
- ROLFE, MARY**  
NBC—Aldrich Family
- RONSON, ADELE**  
ABC—My True Story
- ROOS, JEANINE**  
NBC—Fitch Bandwagon
- ROST, ELAINE**  
NBC—Adventures of Frank Merriwell
- ROUVERAL, JEAN**  
NBC—One Man's Family
- ROVENTINI, JOHNNY**  
NBC—The Milton Berle Show
- ROWLANDS, HUGH**  
NBC—The Adventures of Frank Merriwell
- ROY, CECIL H.**  
(Roy, Cecil Hildegard; Radio Actress, Singer, Announcer; b. St. Paul, Minn.; ed. Panhandle Agricultural & Mechanical College, Okla. A. & M. Teachers College, Colo.; House of Mystery MBS; Comic Weekly Time NBC; True Story ABC; Tennessee Jed ABC; Young Widder Brown NBC; School of the Air CBS.)
- RUBIN, JACK**  
Break the Bank
- RUSSELL, RUTH**  
NBC—Just Plain Bill
- RUSSELL, TODD**  
CBS—Strike It Rich
- RYAN, IRENE**  
CBS—Jack Carson Show
- RYAN, PATRICIA**  
MBS—Real Stories from Real Life  
ABC—My True Story
- S —
- SACHS, ADELAIDE LASNER**  
KDKA, Pittsburgh, Pa.  
KDKA School of the Air
- SANDS, BILL**  
NBC—Milton Berle Show
- SARGENT, NANETTE**  
NBC—Curtain Time  
World's Great Novels  
Meet the Meeks
- SCHUYLER, HELEN B.**  
KOCY, Oklahoma City, Okla.  
Turning the Leaves
- 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, Starlight Revue; Commentator, It Takes a Woman; Fact or Fantasy; Personality Parade
- SCOURBY, ALEXANDER**  
NBC—Your United Nations  
Eternal Light
- SCRIBNER, JIMMY**  
MBS—The Johnson Family
- SEEL, CHARLES**  
NBC—Story of Holly Sloan
- SELBY, SARA**  
NBC—Alan Young Show  
Frank Morgan Show
- SEROTA, SAM**  
WIP, Philadelphia, Pa.  
A Trip To The Zoo
- SEYMOUR, ANN**  
NBC—Gramps
- SHEA, GEORGE BEVERLY**  
ABC—Club Time
- SHEA, JOAN**  
NBC—Adventures of Archie Andrews
- SHEEN, FULTON, J. (Monsignor)**  
NBC—Catholic Hour
- SHELDON, HERB**  
NBC—Honeymoon in New York
- SHELTON, GEORGE**  
CBS—It Pays To Be Ignorant
- SHEPHERD, ANN**  
CBS—Big Sister
- SHERRY, BOB**  
NBC
- SHIELDS, FRED**  
CBS—Meet Corliss Archer
- SHIELDS, HELEN**  
ABC—Theater Guild  
My True Story
- SHIPP, MARY**  
NBC—The Milton Berle Show  
The Aldrich Family
- SHIRLEY, ALFRED**  
MBS—Sherlock Holmes
- SHOCKLEY, MARION**  
NBC—Road of Life
- SHORE, DINAH**
- SHUSTER, FRANK**  
NBC—Wayne and Shuster Show
- SIBOLD, FVFLAN**  
NBC—Life Can Be Beautiful
- SICKLES, WALTER**  
KDKA, Pittsburgh, Pa.  
Adventures in Research  
EDKA School of the Air
- SIMMONS, JAMES**  
KPBX, Beaumont, Tex.  
Moments in Words & Music
- SINGLETON, DORIS**  
NBC—Jack Paar Show  
Sealtest Village Store  
Maxwell House Coffee Time
- SINGLETON, PENNY**  
CBS—Blondie
- SKELTON, RED**  
NBC—Red Skelton Show
- SKINNER, CORNELIA OTIS**  
NBC—Johnny Presents the Philip Morris Program
- SLATER, BILL**  
MBS—Twenty Questions  
Fishing and Hunting Club
- SLOAN, EVERETT**  
NBC—Molle Mystery Theater
- SLOANE, ROBERT**  
NBC—The Big Story
- SMART, J. SCOTT**  
ABC—The Fat Man
- SMITH, BILL**  
NBC—Adventures of Ellery Queen
- SMITH, SYDNEY**  
MBS—Real Stories From Real Life
- SMITH, "WONDERFUL"**  
NBC—Red Skelton Show
- SMOLEN, VIVIAN**  
CBS—Our Gal Sunday  
NBC—Stella Dallas
- SMYTHE, J. ANTHONY**  
NBC—One Man's Family
- SNOOK, HARRY (Mr. & Mrs)**  
WBT, Charlotte North Carolina  
Breakfast with Patsy and Harry
- SNYDER LOUISE**  
MBS—Adventures Of The Falcon
- OCKMAN, RALPH Dr.**  
NBC—National Radio Pulpit  
Minister
- SONDERGAARD, HESTER**  
ABC—My True Story
- SOUBIER, CLIFF**  
NBC—Meet the Meeks  
World's Great Novels  
American Novels
- SOULE, OLAN E.**  
B. La Harpe, Ill., Feb. 28;  
First Nighter (CBS); Grand  
Marquee (NBC)
- SPRINGER, EUGENE**  
WBS, Canton, Ill  
Twice Told Tales
- STAFFORD, HANLEY**  
CBS—Baby Snooks  
Blondie
- STAMM, FREDERICK, K. Dr.**  
Minister  
NBC—Highlights of the Bible
- STANG, ARNOLD**  
The Milton Berle Show (NBC);  
The Eddie Cantor Show (NBC);  
Henry Morgan Show; Theater  
Guild
- STANLEY, JOHN**  
MBS—Sherlock Holmes
- STARKEY, JED**  
KMBC, Kansas City, Mo.  
Dinner Bell Roundup  
Brush Creek Follies
- STARR, BONNIE**  
KDSJ, Deadwood, S. Dak.
- STHELL, EDGAR**  
NBC—Aldrich Family  
Gramps
- STEVENS, JULIE**  
CBS—Romance of Helen Trent
- STEWART, NICODEMUS**  
NBC—The Fabulous Dr.  
Tweedy
- STITT, JESSE WILLIAM, Dr.**  
Minister  
NBC—Art of Living  
Highlights of the Bible
- STODDARD, ENSOR**  
WKAF, Allentown, Pa.  
Interlude from Reality
- STONE, EZRA**  
Aldrich Family
- STONE, HARLAN**  
NBC—Adventures of Archie  
Andrews
- STONE, PAULA**  
MBS—Leave It To The Girls
- STOOPNAGLE, COLONEL**  
CBS—Vaughn Monroe Show
- STRATTON, CHESTER**  
ABC—Theater Guild  
My True Story
- STRATTON, GIL**  
NBC—Life of Riley
- STRICKLAND, ANZIE**  
NBC—Light of the World
- STROOCK, GLORIA**  
MBC—Crimes of Carelessness
- STUDER, HAROLD (Hal)**  
NBC—The Adventures of  
Frank Merriwell
- STUDERBAKER, HUGH**  
CBS—Guiding Light  
NBC—Woman in White
- STYLES, HAL**  
KFWB—Vets Talk It Over  
So You'd Like To Be in Radio
- SULLIVAN, ELLIOTT**  
ABC—My True Story
- SULLIVAN, LEE**  
NBC—Lee Sullivan's Vest Pocket Varieties
- SUTTON, CLARK**  
KDKA, Pittsburgh, Pa.  
Youth Looks at the News
- SWEENEY, BOB**  
CBS—Sweeney & March

# RADIO ARTISTS

**SWENSON, KARL**  
NBC—Mystery without Murder  
Lorenzo Jones  
CBS—Our Gal Sunday

**SZUWALSKI, LILI**  
WWOL, Lackawanna, N. Y.

## — T —

**TAIT, HELEN**  
KMBC, Kansas City, Mo.  
Appointment with Joanne Taylor

**TANNEY, ARNO**  
CBS—Sound Off

**TARPLIN, MAURICE**  
MBS—Mysterious Traveler  
NBC—Light of the World

**TAYLOR, DEEMS**  
NBC, RCA Show

**TEDRO, IRENE**  
CBS—Meet Corliss Archer

**TELEY, WALTER**  
NBC—The Great Gildersleeve  
The Alan Young Show  
Fitch Bandwagon

**TEZTEL, JOAN**  
ABC—Theater Guild

**THOMAS, ANN**  
Theater Guild  
Molle Mystery  
The Fat Man  
Willie Piper  
Mennen Shavetime  
Hour Glass

**THOMSON, BARRY**  
MBS—Sherlock Holmes

**THOMAS, DANNY**  
NBC—The Drene Show

**THOMAS, FRAZIER**  
WLW, Cincinnati, Ohio  
Morning Matinee

**THOMPSON, BILL**  
NBC—Fibber McGee and Molly

**TODMAN, BILL**  
CBS—Winner Take All

**TOKER, NORMAN**  
NBC—The Aldrich Family

**TOMPKINS, JOAN**  
CBS—David Harum  
NBC—Call the Police

**TORME, MEL**

**TRAMELL, LYNN**  
WBAP, Fort Worth, Tex  
Dream A while

**TREACHER, ARTHUR**  
NBC—The Jimmy Durante Show

**TREMAYNE, LES**  
(Tremayne, Lester); Actor, Announcer, Em-cee; b. London, England; Kraft Music Hall, Cavalcade of America; Summer Walter Winchell Show; The Falcon; The Thin Man; Inner Sanctum; Joyce Jordan (NBC); Adventures of the Falcon (MBS); Wendy Warren & the News (CBS); Reader's Digest, Radio Edition (CBS); Drew Pearson (ABC).

**TRENT, SYBIL**  
NBC—Katie's Daughter

**TROUT, DINK**  
NBC—A Day in the Life of Dennis Day

**TUTTLE, LURENE**  
(Tuttle, Lurene Susie); Radio actress; b. Pleasant Lake, Ind. Aug. 20, 1907; Pasadena Jr. College; U. S. C. Drama Course; Effie on Adventures of Sam Spade (CBS); Nellie on Burns & Allen; Hollywood Players; The Whistler; The Saint; The Red Skelton Show (NBC); Ozzie &

Harriett; Suspense; Mystery Without Murder (NBC); Masquerade (NBC)

## — U —

**URRY, FRANCIS**  
KSL, Salt Lake City Utah  
Utah Bates Boys

## — V —

**VAGUE, VERA**  
NBC—Bob Hope how

**VAINRIB, STANLEY (Dr. I Q)**  
NBC—Dr. I Q program

**VALENTINE, LEW (Dr. I Q)**  
NBC—Dr. I Q program

**VALLEE, RUDY**  
NBC—Rudy Vallee Show

**VAN DEVENTER, FRED**  
MBS—Twenty Questions

**VAN PATTEN, DICKIE**  
NBC—Young Widder Brown

**VANDERPYLE, JEAN**  
NBC—Alan Young Show

**VAN ROOTEN, LUIS**  
ABC—My True Story

**VARDEN, EVELYN**  
NBC—This Is Nora Drake

**VAUGHAN, BERYL**  
NBC—Meet the Meeks  
Grand Marquee  
ABC—Sky King

**VENUTA, BENAY**  
MBS—Keeping Up With The Kids

**VINTON, ARTHUR**  
CBS—Crime Doctor

**VITEZ, JOAN**  
NBC—Light of the World

**VOLA, VICKI**  
NBC—Life Can Be Beautiful  
Mr. District Attorney

**VONN, VYOLA**  
NBC—Abbott and Costello  
The Great Gildersleeve  
The Alan Young Show  
A Day in the Life of Dennis Day

**VON ZELL, HARRY**  
NBC—Eddie Cantor Show

## — W —

**WADE, ERNESTINE**  
NBC—Amos 'n' Andy

**WALDO, JANET**  
CBS—Meet Corliss Archer

**WALEs, MARTIN**  
WBAY, Coral Gables, Fla.  
Uncle Martin Dreamer

**WALL, LUCILLE**  
NBC—Portia Faces Life  
Lorenzo Jones

**WALLACE, MYRON**  
NBC—Shaeffer Parade

**WANAMAKER, SAM**  
ABC—My True Story

**WARNER, GERTRUDE**  
NBC—Joyce Jordan

**WARREN, ROBERT**  
NBC—Once Upon Our Time

**WATERMAN, WILARD**  
MBS—Those Websters

**WAYNE, JOHNNY**  
NBC—Wayne and Shuster Show

**WEBB, JANE**  
NBC—Date With Judy  
MBS—Those Websters

**WEBBER, PEGGY**  
NBC—One Man's Family  
Mystery in the Air

**WEBER, CARL**  
CBS—Strange Romance of Evelyn Winters

**WEBSTER, CHARLES**  
NBC—Backstage Wife  
Light of the World  
Right to Happiness  
Pepper Young's Family  
Home Is What You Make It  
Front Page Farrell  
Portia Faces Life

**WEEKS, BARBARA**  
CBS—Young Dr. Malone

**WEIGEL, JOHN**  
NBC—Doctors Today  
Curtain Time

**WEIST, DWIGHT**  
CBS—We The People

**WELLS, SARAJANE**  
NBC—Woman in White

**WEST, TIM**  
KMBC, Kansas City Mo.  
KMBC Big Brother Club

**WESTOVER, JIM**  
KDKA, Pittsburgh, Pa.  
King for a Minute

**WEVER, NED**  
NBC—Young Widder Brown  
Lora Lawton

**WHITE, 'LASSES**  
NBC—Amos 'n' Andy

**WHITEMAN, PAUL**  
ABC—On Stage America  
Paul Whiteman Club

**WHITFIELD, ANNE L.**  
Radio Actress; b. University, Miss., Aug. 27, 1938; Fitch Bandwagon; One Man's Family; Lux Radio Theater; Jack Carson Show; Family Theater; Doorway To Life.

**WHITMAN, ERNIE**  
ABC—Mr. President

**WHITMAN, GAYNE**  
NBC—Pacific Story  
Cavalcade of America

**WICKER, MARY**  
NBC—Lorenzo Jones

**WILCOX, HARLOW**  
NBC—Truth or Consequences  
Fibber McGee and Molly

**WILKINSON, RAY**  
WCFC, Rocky Mount, N. C.

**WILLIAMS, FLORENCE**  
NBC—Front Page Farrell

**WILLIAMS, TOM**  
CBS—Garden Gate

**WILLIAMSON, DUD**  
MBS—What's The Name Of That Song

**WILLS, RICHARD**  
CBS—Look Your Best

**WILLOCK, DAVID**  
NBC—Sealtest Village Store

**WILSON, DON**  
NBC—Jack Benny Show

**WILSON, ETHEL**  
NBC—Backstage Wife  
Lora Lawton

**WILSON, JIM**  
WLBJ, Bowling Green, Ky.  
Moods In Music

**WILSON, STU**  
Quiz of Two Cities  
Surprise Party  
Examiner Comics

**WILSON, WARD**  
NBC—Can You Top This  
Aldrich Family  
Mr. District Attorney  
Gloomdodgers

**WINCHELL, WALTER**  
ABC—Jergens Journal with Walter Winchell

**WINKLEB, BETTY**  
CBS—Rosemary  
NBC—Joyce Jordan

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**RADIO ARTISTS**

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**WINSLOW, PAULA**

NBC—Life of Riley  
A Day in the Life of Dennis  
Day

**WINTERS, ROLAND**

NBC—Milton Berle Show

**WOLFE, MARY**

CBS—Rose Of My Dreams

**WOLFE, SHIRLEY**

Celebrity Night  
Allen Prescott's Party  
Meet Me in Manhattan

**WOLFE, WINIFRED**

NBC—Pepper Young's Family  
Home Is What You Make It

**WRAGGE, BETTY**

NBC—Pepper Young's Family  
Home Is What You Make It

**WRAGGE, EDWARD**

ABC—My True Story

**WRIGHT, BEN**

NBC—Woman in White

— Y —

**YARBOROUGH, BARTON**

CBS—Hawk Larabee  
NBC—One Man's Family

**YORK, DICK**

ABC—Junior Junction  
Jack Armstrong

**YORKE, RUTH**

NBC—The Third Horseman

**YOUNG, ALAN**

Radio & Movie Comedian; b.  
Northumberland, England, Nov.  
19, 19; The Alan Young Show  
(NBC); Tony Martin Show (CBS)

**YOUNG, ARTHUR, (Art)**

NBC—Curtain Time

The Baxters

**YOUNG, CARLETON**

MBS—Count of Monte Cristo

**YOURMAN, ALICE**

NBC—Young Widder Brown

Adventures of Archie Andrews

**YOUNGMAN, HENNY**

Comedian; b. London, Eng. Mar.  
16, 1906; Kate Smith Show;  
Raleigh Cigarettes; Hildegard;  
Philco.

**YOUTH PRESENTS GROUP**

WIBX, Utica, N. Y.

Youth Presents

— Z —

**ZARLEY, LOIS**

WJOL, Joliet, Ill.

Storytime

Morning Matinee

**ZERBE, LAWSON**

Adventures of Frank Merriwell  
(NBC); Road of Life (NBC;  
CBS; ABC); MBS—High Adventure

**ZIMMERMAN, DAVE**

NBC—Percolator Party

**ZINKAND, PHILLIP**

KDKA, Pittsburgh, Pa.

KDKA School of the Air

**ZUCHERO, WILLIAM**

WMON, Montgomery, W. Va.

Playhouse

**ZUCKERT, BILL**

(Zuckert, William F.) actor; b.  
N. Y. C., N. Y., Dec. 18, 15;  
Gangbusters; Mr. District Attorney;  
Boston Blackie; Big Town;  
Mr. & Mrs. North; Mollie Mystery  
Theater; Counterspy; The Fat  
Man; Mr. Keen.

**ZUIKKE, PEGGY**

ABC—My True Story

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**RILEY SHEPARD**

(THE COWBOY PHILOSOPHER)

1576 Broadway

New York City

# Vocal Artists

## —their work during 1947

### — A —

**ABEL, PATRICIA**  
KWKW, Pasadena, Calif.

**AGA, BOB & (LEE BABCOCK)**  
KDSJ, Deadwood, S. Dak.  
Bob and Lee Serenade

**AIKEN, RICHARD**  
WTRR, Sanford, Fla.

**JEFF ALEXANDER CHORUS**  
CBS—Tony Martin Show

**ALEXANDER, DURELLE**  
WBAP, Fort Worth, Tex.  
Durelle

**ALEXANDER, TED**  
WARL, Arlington, Va.  
Time Out With Ted

**ALLEN, ROSALIE**  
WOV, New York City

**ALLEN, TOMMY**  
WKY, Oklahoma City, Okla.  
Anthony Avenue

**ALTENDORF, BOB**  
KVGB, Great Bend, Kaus.  
Range Riders

**AMSTERDAM CHORUS**  
NBC—Waltz Time

**ANDERSON, BOB**  
WDAY, Fargo, N. Dak.  
Tello-Test Time

**ANDERSON, PAUL**  
WJTN, Jamestown, N. Y.  
Breakfast With Bigelow's

**ANDREWS SISTERS**  
CBS—Club 15

**ANDREWS, ALICE**  
KDKA, Pittsburgh, Pa.  
Home Forum

**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).

**ARCHER, GENE**  
WRC, Washington, D. C.  
Look to This Day  
Matchless Service Time

**ARRES, DON**  
WHN, New York, N. Y.

**ASHTON, SYLVIA**  
NBC—Design for Listening

**ASTON, BUZZ**  
KDKA, Pittsburgh, Pa.  
Buzz & Bill  
Memory Time

**ATRINS, JIMMY**  
NBC — Fred Waring Show,  
Jack Berch Show

**AUTRY, GENE**  
CBS—Gene Autry Show

### — B —

**BABBITT, HARRY**  
NBC—Kay Kyser's College of  
Music & Knowledge

**BABCOCK, LEE & (BOB AGA)**  
KDSJ, Deadwood, S. Dak.  
Bob and Lee Serenade

**BACK, GLADYS**  
WWBZ, Vineland, N. J.  
Gladys Back Blues Singer

**BAKER, KENNY**  
Kenny Baker Show

**BALDWIN, BILL**  
KSO, Des Moines, Iowa  
Baldwin's Music Shop & Tea  
Time Serenade



**PATTI CLAYTON**

*What's that . . . you say  
you're  
Waitin' For Clayton?  
well — here she is!*

**WORLD TRANSCRIPTIONS**

**BULLET RECORDS**

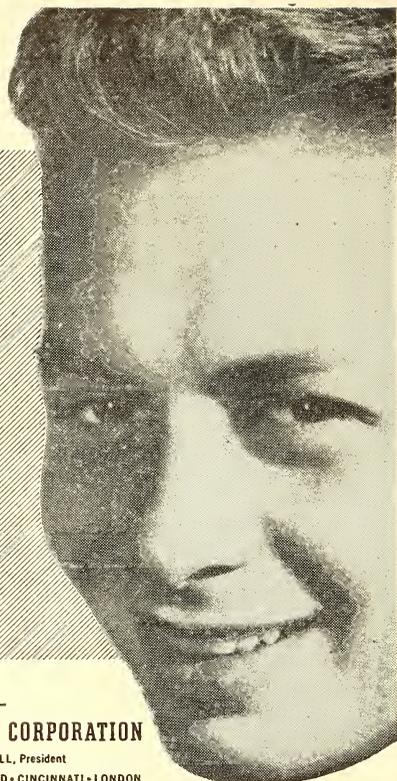
**PARAMOUNT PICTURES**

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**MUSICRAFT RECORDS**



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**CARLOS GASTEL**



Direction -  
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THOMAS G. ROCKWELL, President  
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over CBS

and

**Mercury Records**

Public Relations  
Sidney Ascher

Personal Management  
Lou Capone

Bookings  
William Morris Agency, Inc.

VOCAL ARTISTS

**BALDWIN, WALT**  
WDVA, Danville, Va.  
Songs of the Day, Walt Baldwin, Songs

**BARBOUR, DAVE**  
Songwriter, Guitarist & Conductor; b. Flushing, L. I., N. Y., May 28, 1913; Summer Electric Program.

**BARFIELD, WARREN**  
WPTF, Raleigh, N. C.  
Barfield and Scott

**BARROWS, JOHNNY**  
KWTC, Barstow, Calif.  
Rangeland, Serenade

**BARRY SISTERS**  
WHN, New York, N. Y.

**BARTON, EILEEN**  
NBC — Eileen Barton Show;  
Teentimers Club, Angel In The Wings

**BAXTER, JEANNE (Guest)**  
KDKA, Pittsburgh, Pa.  
Home Forum, Duquesne Show

**BEARDSLEY, ALICE**  
KUSD, Vermillion, S. Dak.  
Star on the Campus

**BEASLEY, FRANCES**  
WFAA, Dallas, Tex.

**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.

**BEASLEY, JACK**  
KOMA, Oklahoma City, Okla.  
Okla. Roundup

**BEAUDETTE, VICKIE**  
KDAL, Duluth, Minn.  
Royal Trio

**BECKER, MARGARET**  
KGW, Portland, Ore  
String Serenade

**BENCE, BLAIR**  
WDAD, Indiana, Pa.  
Blue Ridge Pioneers

**BELL, KEN**  
WPDQ, Jacksonville, Fla.  
A Date With Ken

**BENNETT, BETTY**  
NBC—Reveille Roundup

**BENSON, BETTY**  
WKMO, Kokomo, Indiana

**BERCH, JACK**  
NBC—Jack Berch Show

**BERG, FLORENCE**  
KDKA, Pittsburgh, Pa.  
Memory Time

**BERNIER, DAISY**  
NBC—Fred Waring Show

**BERRY, BOB**  
WITH, Baltimore, Md.  
Laff With Lunch

**BETMARIK, AL**  
WMOX, Meridian, Miss.  
Lonesome Ben

**BETTY AND HER BOYFRIENDS**  
CBS—Here's To You

**BEVERLY**  
NBC—Music of the Moment

**BEVERLEY, ELAINE**  
KDKA, Pittsburgh, Pa.  
Brunch With Bill, Memory Time

**BLACK, JUNE**  
WKRC, Cincinnati, Ohio  
Amber Room

**BLAKE, CECE**  
NBC—Eddie Cantor Show

**BLISARD, DON & NORMAN**  
KUOA, Siloam Springs, Ark.  
Grass Valleys Boys

**BLOCKSTEIN, EVELYN**  
KDKA, Pittsburgh, Pa.  
KDKA Home Forum

**BLUE, GINNY**  
WAAT, Newark, N. J.  
Broadwayites

**BOBBITT, HAPPY**  
WBOB, Galax, Va.  
Galax Roundup

**BODYCOMBE, ROBERT**  
KDKA, Pittsburgh, Pa.  
KDKA Home Forum

**BOND, JOHNNY**  
CBS-NBC

**BORDENAIRE QUARTET**  
CBS—County Fair

**BOSWORTH, LILLIAN**  
WROM, Rome, Ga.  
Hymns of Inspiration

ANITA ELLIS

RED SKELTON SHOW

N.B.C.

7:30 to 8:00 P.M., P.T.

10:30 to 11:00 P.M., E.T.

COLUMBIA PICTURES





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## VOCAL ARTISTS

### BOYD, BILL

WRR, Dallas, Tex.  
Cowboy Ramblers

### BOYD, JIM

WRR, Dallas, Tex.  
Cowboy Ramblers

### BRADLEY, BILL

WCMA, Corinth, Miss.  
Farmer's Frolic

### BRANNUM, LUMPY (HUGH)

NBC—Fred Waring Show

### BRAZZELL, JIMMY

WHSC, Hartsville, S. C.  
Uncle Rays Kiddie Klub

### BRINEY, M. M.

KDKA, Pittsburgh, Pa.  
Tap Time

### BRINKLEY, J. B.

WBAP, Fort Worth, Tex.  
Chuck Wagon Gang

### BRITO, PHIL

(Colombrito, Philip T.) Singer;  
b. Boomer, W. Va.; Sept. 15;  
1918; Kremi Radio Show (MBS);  
Raleigh Cigarette Show (NBC);  
Contented Hour (NBC); Hilde-  
garde (NBC); Kraft Music Hall  
(NBC); Hollywood Open House  
(CBS); Monogram Pictures As-  
sociated Transcriptions Musicraft  
Records.

### BRITTON, JIMMY

WHEC, Rochester, N. Y.  
To the Ladies

### BRODIE, ROBERT

WHOP, Hopkinsville, Ky.  
Clean-up Serenade

### BROOKS, KIRBY

WIOD, Miami, Fla.  
Studio A

### BROWN, AUDREY

KOWL, Santa Monica, Calif.  
Audrey Brown Sings

### BROWN, BOB

KCTX, Childress, Tex.  
Song Stenographers

### BROWN, BUDDY

KTIM, San Rafael, Calif.  
Maison Marin Show

### BROWN, CLIFF

WSBA, York, Pa.  
Ranch Boys

### BROWN, DICK

(Brown, Herbert Richards); Sing-  
er, MC, Actor, b. Youngstown,  
O.; Cincinnati Coll. of Music;  
Calling All Girls; Hearts in Har-  
mony; Pleasure Parade; Dick  
Brown Show (WNEW); Guest-  
RCA Victor Show; Dave Elman's  
Auction.

### BROWN, ED

WMGY, Montgomery, Ala.  
Ed Brown Sings

### BROWN, JACK

NBC—Circle Arrow Show

### BROWN, JACK

WLW, Cincinnati, Ohio  
Morning Matinee

### BROWN, JIMMIE

(Brown, James R.) Singer; b.  
Pittsburgh, Pa. ed. Carnegie In-  
stitute of Technology; Angostura  
Time, WOR.

### BROWN, NELLIE

WREN, Topeka, Kans.  
The Keynoters

### BRUNO, JACK

WOV, New York City

### BRYAN, CHARLES

WMMT, McMinnville, Tenn.  
Supper Serenade

### BUCCANEERS

NBC—Circle Arrow Show

### BUCK AND SHORTY

KSVP, Artesia, N. Mex.  
Western Request

### BUICE, BETTY

WGAA, Cedartown, Ga.  
Hymn Time

### BUICE, WALLACE

WGAA, Cedartown, Ga.  
Hymn Time

### BUNCH, ELVA

WRRF, Washington, N. C.  
Songs by Elva

### BURDETTE, JAMES

WFAA, Dallas, Tex.

### BUTLER, WARDE

WKRC, Cincinnati, Ohio  
Amber Room

### BYRD, F. (MRS.)

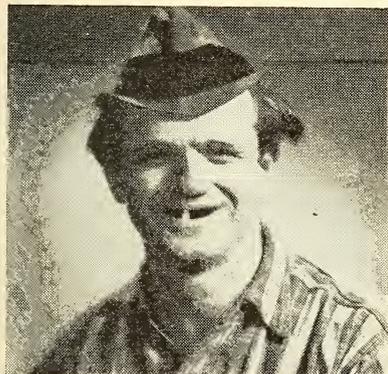
WKTW, Mayfield Ky.  
Perfect Hearts Quartet

### BYRD GORDON

KSEO, Durant, Okla.  
Gordon Byrd

### BYRD, MILDRED

WAYS, Charlotte, N. C.  
Young Americans' Club



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## DICK BROWN

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OF

"CALLING ALL GIRLS"  
"PLEASURE PARADE"  
"HEARTS IN HARMONY"  
"DICK BROWN SHOW"



## MARTHA TILTON

Dick Haymes Show  
C.B.S.

VOCAL ARTISTS

**BYRD, PAUL**  
WCKB, Dunn, N. C.  
Paul Byrd & Radio Pals

**BYRNES, PAULINE**  
NBC — Chesterfield Supper Club

— C —

**CAMP MEETIN' CHOIR**  
NBC—Camp Meetin' Choir

**CAMPBELL, DICK**  
WDVA, Danville, Va.  
Shoppers' Serenade, Dick Campbell Sings

**CAMPUS KIDS**  
NBC—Kay Kyser's College of Music & Knowledge

**CANFIELD, PEPPER**  
WFBR, Baltimore, Md.  
Club 1300

**CANNON, NADIA**  
KGO, San Francisco, Calif.  
Musical Etchings

**CANTWELL, AL**  
WDNC, Durham, N. C.  
The Frozen Food Kitchen

**CAP ANDY & MILT**  
WCHS, Charleston, W. Va.  
Cap Andy & Milt

**CARL MAHR CHORUS**  
NBC—Philip Morris Presents the Rudy Vallee Show

**CARMICHAEL, JAMES**  
KWTC, Barstow, Calif.  
Music For Day-Dreaming

**CARROLL, GEORGE**  
NBC—Circle Arrow Show

**CARROLL, HELEN**  
NBC—Chesterfield Supper Club

**CARLUCCI, JOSEPH**  
WHAT, Philadelphia, Pa.  
For Those Who Prefer Music

**CARMICHAEL, HOAGY**  
CBS—Hoagy Carmichael Sings

**CARROLL, GLORIA**  
WEEI, Boston, Mass.  
Beantown Varieties

**CARPENTER, THELMA**

**CARSON, KEN**  
NBC—Presenting Ken Carson, Summerfield Bandstand, The Time, the Place & the Tune, Henry Russell's Music

**CARTER, BOB**  
KDKA, Pittsburgh, Pa.  
Tap Time, Sunday Suppertime

**CARTER, RICKIE**  
WWRL, Woodside, N. Y.  
Songs by Rickie Carter

**CASE, BILL**  
KTNM, Tucumcari, New Mexico.  
Timekeepers of the Airwaves

**CASEY, CLAUDE**  
WBT, Charlotte, N. C.  
The Briarhoppers, Carolina Hayride

**CASS COUNTY BOYS**  
CBS—Gene Autry Show

**CATLETT, BETTY JO**  
KABC—San Antonio, Tex.  
Hearts Delighters

**CAVANAUGH, PAGE** (With Page Cavanaugh Trio)  
NBC—Jack Paar Show

**CHAPMAN, FRED**  
WILK, Wilkes Barre, Pa.  
Smile for Supper

**CHARIOTEERS**  
ABC—Bing Crosby

**CHATWIN, CLAIR**  
NBC—Chesterfield Supper Club

**CHURCHILL, STEWART**  
NBC—Fred Waring Show

**CLARK, BOB**  
KMAC, San Antonio, Tex.  
Stars Over San Antonio

**CLARK, BUDDY**  
NBC—Carnation Contented Hour

**CLARK SISTERS**  
NBC—The Drene Show

**CLARKE, JEFF**  
WNEW, New York, N. Y.

**CLAYTON, PATTI**  
vocalist, actress; b. Detroit, Mich., Feb. 28, 1924; Waitin' For Clayton (CBS); Club Fifteen (CBS); World Transcriptions; Bullet Records; Paramount Pictures.

**CLITES, MINOR**  
KRES, St. Joseph, Mo.  
ACCORDIAN CAPERS

**COHENOUR, SUSAN**  
KOB, Albuquerque, New Mexico  
Sweetheart Time



**JIMMIE BROWN**

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VOCAL ARTISTS

**COHENOUR, WILLIAM**  
KOB, Albuquerque, New Mexico  
Sweethearts Time

**COLE, NAT KING**  
(Coles, Nathaniel); b. Montgomery, Ala., March 17, 1919.  
Kraft Music Hall, King Cole Trio Time (NBC).

**COLE, RICHARD (DICK)**  
WFAA, Dallas, Tex.  
Early Birds

**COLEMAN, FRANK**  
KYW, Philadelphia, Pa.

**COMO, PERRY**  
Vocal artist, radio & screen; b. Cannonsburg, Pa.; Supper Club (NBC).

**COLLYER, LYNNE**  
NBC — Linger Awhile With Lynne Collyer, Honeymoon in New York, Lynne Collyer Sings

**CONIFF, JIMMY**  
WJBO, Baton Rouge, La.  
Songs by Jimmy Coniff

**CONNER, NADINE**  
NBC—Kraft Music Hall

**CONTE, JOHN**  
NBC—Teentimers Club

**CONWAY, JULIE**  
NBC—The Drene Show

**CONWAY SISTERS**  
WBYS, Canton, Ill.  
Conway Sisters

**COOPER, JERRY**  
MBS—Diamond Records

**COOPER, GENEVA**  
WINN, Louisville, Ky.  
Geneva Cooper

**COURTNEY, DIANE**  
NBC—Honeymoon in New York.

**COX, BETY**  
WOW, Omaha, Nebr.  
WOW Calling

**COYLE, JERRY**  
WSNY, Schenectady, N. Y.

**COZZI, SAM**  
KCIL, Houma, La.  
Sam Cozzi Sings

**CRANE, JOHN**  
NBC—Voices Down the Wind

**CRAWFORD, KITTY**  
NBC—Ted Straeter Orchestra

**CREW CHIEFS**  
NBC — Names of Tomorrow, Front & Center, Henry Russell's Music

**CRIST, JAMES**  
WITH, Baltimore, Md.

**CRIST, PHILIP**  
WFBR, Baltimore, Md.  
Club 1300

**CROSBY, BING**  
ABC—Philco

**CROSBY, BOB**  
KTSM, El Paso, Tex.

**CROSBY DICK**  
Easy Listening

**CROSS, GLENN**  
NBC—Manhattan Merry-Go-Round

**CRUTCHFIELD, EMILY**  
WCCP, Savannah, Ga.

**CUMMINGS, MARY J.**  
WRVA, Richmond, Va.  
Quiet Corner

**CURLEY AND GANG**  
KSVP, Artesia, N. Mex.  
Western Round-up

— D —

**DAHLEN, DEL**  
KDAL, Duluth, Minn.

**DAILEY, MAXINE**  
KTSW, Emporia, Kans.  
Kansas Soya Products

**DALTON, TAUDIE**  
KVOO, Tuasa, Okla.  
Dude Ranch

**DAME, DONALD**  
NBC — American Album of Familiar Music

**DAMONE, VIC**  
(Farinola, Vic) Singer. b. B'klyn, N. Y. June 12, 1928. Saturday Night Serenade (CBS); Jack Smith Show; Hit Parade; Hi Jinx Program; National Guard Programs.

**DANIELS, JACK**  
WCOU, Montgomery, Ala.  
Songs by Jack

**DARWIN, GLENN**  
CBS—Sound Off

**DAUM, MARGARET**  
NBC — American Album of Familiar Music

**DAVIES, EDWARD**  
WMAQ, Chicago, Ill.  
Words and Music



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RKO Bldg., Radio City, New York



**JEANNIE McKEON**

VOCAL ARTISTS

**DAVIS, ART**  
KAKC, Tulsa, Okla.  
Rhythm Riders

**DAVIS, BERYL**  
CBS—Vaughn Monroe Show  
NBC—Your Hit Parade

**DAVIS, JACK**  
WLAR, Athens, Tenn.  
Jack Davis and Tennessee Pals

**DAVIS, JEANETTE**  
CBS—Arthur Godfrey Show

**DAWN, MARIAN**  
WFBR, Baltimore, Md.  
Club 1300

**DAWSON, GLORIA**  
KNOW, Austin, Tex.  
Date With Gloria

**DAY DENNIS**  
NBC—Jack Benny Show, A  
Day in the Life of Dennis Day

**DAY DORIS**  
NBC—Your Hit Parade

**DAYE, MARILYN**  
WBNS, Columbus, Ohio  
Song Shop

**DeBORD, JEROME**  
WIBW, Topeka, Kans.  
Henry and Jerome

**DeCESARE, ALICE**  
WGNV, Newburgh, N. Y.  
Postman's Serenade

**DE FRANCESCO, JOHN**  
WOV, New York City

**DELANTOS, BILL & HIS ORCHESTRA**  
KSRO, Santa Rosa, Calif.

**DELTA RHYTHM BOYS**  
NBC—Amos 'n' Andy

**DeMARCA SISTERS**  
NBC—Fred Allen Show

**DENNEY, EDMUND**  
WIBW, Topeka, Kans.  
Edmund Denney Time

**DENNIS, CLARK**  
CBS—Welcome to Clark Dennis, Forever Tops

**DENNY, DAVE**  
KOMA, Oklahoma City, Okla.  
Okla. Roundup

**DESMOND, JOHNNY**  
Teentimers Show, Teen Timers Club, Philip Morris Frolics

**DETRICK, JEAN**  
WMMJ, Peoria, Ill.  
Studio Party

**DEXTER, CLIFFORD**  
KIVJ, Huron, S. Dak.  
Vallet Hour

**DEY, GEORGIA**  
NBC—Wayne & Shuster Show

**D & H Miners**  
NBC—D & H Miners

**DICK, ROBERT**  
WIBW, Topeka, Kans.  
Songs of Bobby Dick

**DICKENSON, JEAN**  
NBC—American Album of Familiar Music

**DIEHL, VIRGINIA**  
WIP, Philadelphia, Pa.  
Studio Party

**DIXIE DONS**  
NBC—Signed, Beasley Smith

**DIXIE FOUR**  
WIBC, Indianapolis, Ind.  
Dixie Four

**DON, MILDRED**  
KDKA, Pittsburgh, Pa.  
Mildred Don & the Men About Town

**DONALDSON, ELAINE**  
Kall, Salt Lake City, Utah  
This is Elaine

**DONNA JEAN**  
NBC—Circle Arrow Show

**DONOVAN, WARDE**  
NBC—Solitaire Time, Songs by Warde Donovan, Warde Donovan Sings

**DOREY, RAY**  
WBZ-WBZA, Boston, Mass.  
Music Shop

**DOWNING, LARRY**  
NBC—Circle Arrow Show

**DRAGON, ELOISE**  
NBC—Maxwell House Coffee Time

**DRAGONETTE, JESSICA**

**DRAKE, ALFRED**  
ABC—Ford Festival of American Music

**DRISCOLL, MARYLYN**  
KENT, Shreveport, La.  
Date With Driscoll

**DUGAN, PATTI**  
NBC—Luncheon With Lopez

**DUNBAR, DEL**  
KABC, San Antonio, Tex.  
D-Bar Ranch Hand

**DUNCAN QUARTETTE**  
WRFS, Alexander City, Ala.



**JOHNNY BOND**



**HELEN CARROLL**

and

**THE SATISFYERS**

Bob Lange—Ted Hansen—Art Lambert  
Mgt. F. C. O'Keefe, RKO Bldg., N. Y. C.

# VOCAL ARTISTS

**DUNN, ARTY**  
NBC—Three Suns Trio, Three  
Suns Shine

## — E —

**EDDY, NELSON**  
NBC—Kraft Music Hall

**EDWARDS, JOHNNY**  
WJW, Cleveland, Ohio  
Songs by J. Edwards

**EDWARDS, JOAN**  
NBC—Hit Parade  
Republic Pictures

**EDWARDS, LEE**  
NBC—Percolator Party

**EEESEENSEE, HUGO**  
KNAF, Fredericksburg, Tex.  
Texas Drifter

**EIBECK, WALTER**  
KDKA, Pittsburgh, Pa.  
KDKA Home Forum, Duquesne  
Show

**ELLINGTON, RUTH**  
KSYL, Alexandria, La.  
Ruth Ellington Sings

**ELLIOT, BILL**  
WHEB, Portsmouth, N. H.  
The Singing Cop

**ELLIS, ANITA KERT**  
(Anita Ellis) b. Montreal, Cana-  
da; ed. College of Music, Cinn.,  
O., Los Angeles City College,  
U.C.L.A. Calif. KTLA Tele; Co-  
lumbia Pictures; Mercury Record-  
ing Red Skelton Show (NBC)

**EMBREE, DOC & ESTHER**  
WIBW, Topeka, Kans.  
Hymn Time

**EMORY, RUSS**  
WNEW, New York, N. Y.

**ERWIN, TRUDY**  
NBC—Jack Paar Show

**ESQUIRE CHORUS**  
CBS—It Pays To Be Ignorant

**ETTING, RUTH**  
WHN, New York, N. Y.

**EVANS, BETTE**  
KAKC, Tulsa, Okla.  
Bette Sings

**EVANS, DALE**  
Saturday Night Round-up Star-  
ring Roy Rogers, NBC; Breakfast  
Club (ABC)

**EWAN, TRUDY (Poor Mirium)**  
NBC—Bob Hope Show

## — F —

**FARNEY, DICK**  
NBC—Philip Morris Presents  
the Milton Berle Show

**FARRELL, EILEEN**  
CBS—Eileen Farrell-Invitation  
to Music

**FARRELL, SKIP**  
NBC—Manor House Party

**FAY, LEW**  
KONO, San Antonio, Tex.  
Laxy Ivories

**FAYE, ALICE**  
NBC—Fitch Bandwagon.

**FEE, JANET**  
KOA, Denver, Colo.  
As You Like It; Rhapsody of  
the Rockies

**FIDLER, JOAN**  
WKAL, Rome-Utica, N. Y.  
Joan Comes Calling

**FISCHER, DICK**  
KDKA, Pittsburgh, Pa.  
Duquesne Show; Men About  
Town

**FLAK, JUSTIN**  
KWLC, Decorah, Iowa  
Hymns We Love

**FORD, MAC and (SANDY)**  
WNAM, Neenah, Wisc.  
Mac and Sandy Show

**FORD, SANDY and (MAC)**  
WNAM, Neenah Wisc.  
Mac and Sandy Show

**FOREMAN, DAVE**  
NBC—RUBY Newman  
Orchestra

**FORTIER, ROOSELLE COURY**  
WCOU, Lewiston, Maine  
Songs by Roselle

**FOUNTAINAIRES**  
NBC—Sealtest Village Store

**FOUR HITS AND A MISS**  
CBS—Dick Haymes Show

**FWLER, WALLY**  
NBC—Grand Ole Opry

**FOX, MARJEAN**  
KTUL, Tulsa, Okla.  
Ring the Bell

**FRERAR, JAMES**  
KDKA, Pittsburgh, Pa.  
KDKA Home Forum

**FREY, HARRY E.**  
WBOW, Terre Haute, Ind.  
From Me to You

**FROMAN, JANE**  
CBS—Pause That Refreshes

**FULTON, DICK**  
KAKA, Pittsburgh, Pa.  
Duquesne Show, Men About  
Town

## — G —

**GALLAGHER, FRANK**  
NBC—Sheaffer Parade Star-  
ring Carmen Cavallero

**GARCIA, LUCIS**  
NBC—Echoes from the Trop-  
ics, Tropicana

**GARDNER, JUNE**  
WFBL, Syracuse, N. Y.  
Musical Clock

**GARVEN, ERNIE**  
WCCO, Minneapolis, Minn.  
Darragh Aldrich Show

**GARVEN, HAL**  
WCCO, Minneapolis, Minn.  
Red River Valley Gang

**GATES, NANCY**  
WKY, Oklahoma City, Okla.  
Songs of Nancy Gates

**GAYLORD, CHET**  
WBZ-WBZA, Boston, Mass.  
Chet Gaylord

**GIBBS, GEORGIA**  
NBC—Blue Ribbon Music  
Time

**GIBOIN, GEORGETTE**  
WCOU, Lewiston, Maine  
Two on the Aisle

**GIBSON, DONALD**  
WQHS, Shelby, N. C.  
The Hi-Lighters

**GILBERT, CAROLYN**  
NBC—Carolyn Gilbert, Design  
for Listening

**GIPSON, JACK**  
WBAP, Fort Worth, Tex.  
Golden Couple

**GLENN, MARY**  
KDKA, Pittsburgh, Pa.  
KDKA Home Forum

**GOOD, DOLLY**  
NBC—Circle Arrow Show

**GORDON, ANITA**  
NBC—Charlie McCarthy Show

**GRAYCE, MARY**  
WIOD, Miami, Fla.  
Studio A

**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,  
Checked records, Benick rec-  
ords. First accordion player on  
live program, 1925; Tele shows.

**GRENIER, ANN**  
WATR, Waterbury, Conn.  
Listen to Ann Grenier

**GRIFFIN, MERV**  
KFRC, San Francisco, Calif.  
Pictsweet Show, Merv Griffin  
Show

**GRUBAUGH, MERLE**  
WILS, Lansing, Mich.  
Rhythm Ranch

**GRUBER, JOHN**  
KFXJ, Grand Junction, Colo.  
Word of Life

**GULES, BEN**  
WGLN, Glens Falls, N. Y.  
Musical Showcase

**GUSTAFSON, RUTH**  
KFXJ, Grand Junction, Colo.  
Word of Life

**GWINN, BILL**  
KFRC, San Francisco, Calif.  
Pictsweet Show

## — H —

**HAGAMAN, CHARLES**  
WNOX, Knoxville, Tenn.  
Merry-Go-Round

**HALL, GALE**  
NBC—Gale Hall

**HALL, JANE**  
WKY, Oklahoma City, Okla.  
Call for Jane Hall

**HAMILTON, DAVE**  
WIBC, Indianapolis, Ind.  
Hamilton Songs, WIBC Coffee  
Shop

**HAMMOND, HEAVY**  
WALT, Tampa, Fla.

**HANK & THELMA**  
WDAY, Fargo, N. Dak.  
Morning Round-up

**HANNA, PHIL**  
CBS—Here's to You

**HANNON, BOB**  
NBC—Waltz Time

**HANSON, BURT**  
WCCO, Minneapolis, Minn.

**HAPPY RAMBLERS**  
WFBS, Alexander City, Ala.  
Happy Ramblers

**HAPPY JOHNNY and The  
HIGGINS BOYS**  
KXEL, Waterloo, Iowa

**HARGROVE, HOMER**  
KTNM, Tucumcari, N. Mexico  
Timekeepers of the Airwaves

**HARMONAIRES**  
NBC—Circle Arrow Show

**THE HARMONETTES**  
WPAM, Pottsville, Pa.  
The Harmonettes

**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  
Hall Show; Song Machine  
(WOR).

**HARRIS, BETTY**  
NBC—The Three Suns Shine,  
Betty Harris Show

# VOCAL ARTISTS

## HARRIS, PHIL

MC, comedian, orchestra leader;  
b. Linton, Ind., June 24, 1906;  
The Fitch Bandwagon (NBC).

## HARRIS, WILMA

KDKA, Pittsburgh, Pa.  
Home Forum

## HASKELL, JACK

NBC—Dave Garroway Show,  
Design for Listening, Musi-  
cana, Touchdown Tips

## HAYES, HERBERT

WWRL, Woodside, N. Y.  
Songs by Herbert Hayes

## HAYMES, DICK

CBS—Dick Haymes Show

## HEART, PEGGY

WHOO, Orlando, Fla.  
Cinderella

## HESKIN, ORLAND

KFYR, Bismarck, N. Dak.  
Twilight Time

## HENRY, MARY

WRBC, Jackson, Miss.  
Sunday Music

## HENZKE, MARTHA

KDKA, Pittsburgh, Pa.  
Duquesne Show, Home Forum

## HICKMAN, ELMER

WOAY, Oak Hill, W. Va.  
The Elmer Hickman Show

## HILDEGARDE

CBS

## HILL, LOLA

NBC—Design for Listening,  
Lola Hill

## HINDS, BILL

KDKA, Pittsburgh, Pa.  
Brunch With Bill, Buzz & Bill,  
Tap Time

## HOLTEN, BRICK

KWJJ, Portland, Ore.  
Hammond Harmonies

## HOUSTON, BOB

WHN, New York  
NBC—Bob Houston Sings,  
Solitary Time

## HOWARD, MARY LOU

KYW, Philadelphia, Pa.

## HUGHES, BOB

KDKA, Pittsburgh, Pa.  
Duquesne Show

## HUGHES, FRANCES

WCNN, Atlanta, Ga.  
Sweetheart Serenade

## HUGHES, MARJORIE

NBC—Chesterfield Supper  
Club

## HULL, JOHN WARREN

## HUSS, JOAN

WNAM, Neenah, Wis.  
Music for Modernes

## — I —

## IKE & HAP

KVNU, Logan, Utah  
Western Serenaders

## IRBY, JERRY

KATL, Houston, Tex.  
Texas Ranchers

## — J —

## JACKSON, ROY & HIS NORTH- WESTERNERS

KEX, Portland, Ore.  
Neath Western Skies, North-  
westerners

## JAMISON, ANNE

NBC—An Evening with Rom-  
berg

## JAYNES, DOC

KFYR, Bismarck, N. Dak.  
Northwest Farm Front

## JENKINS, PEE WEE

WJHP, Jacksonville, Fla.

## JENNINGS, JOANNE

CBS—Hour of Charm

## JOHNS, ROGER

KSYL, Alexandria, La.  
Songs by Roger Johns

## JOHNS, VIVIEN

KDKA, Pittsburgh, Pa.  
KDKA Home Forum

## JOHNSON, BETTY

WBT, Charlotte, N. C.  
Betty Johnson Sings

## JOHNSON FAMILY

WBT, Charlotte, N. C.  
Johnson Family Singers, John-  
son Family Singers and Larry  
Walker

## JOHNSON, JOHNNY

KDSH, Boise, Idaho

## JOHNSON, ROME

NBC—Circle Arrow Show

## JOHNSON, SHIRLEE

WEEK, Peoria, Ill.  
Stardust Serenade

## JOHNSTONE, JOHNNY

CBS—Rhapsody in Rhythm

## JOLSON, AL

(Yaelson, Asa); Actor, Singer; b.  
St. Petersburg, Russia, May 28,  
1888. Star on Kraft Music Hall  
(NBC).

## JONES, GENE

WBZ-WBZA, Boston, Mass.  
Gene Jones

## JONES, LINWOOD

WXGI, Richmond, Va.  
Mountain Pals

## JORDAN, JIMMY

WABZ, Albemarle, N. C.  
Jimmy Jordan Sings

## JUBILAIRES

NBC—Amos 'n' Andy  
JUBILEE SINGERS, THE

KXEL, Waterloo, Iowa

## JUN, ROSE MARIE

WMT, Cedar Rapids, Iowa

## — K —

## KALLEN, KITTY

ABC—Saturday Senior Swing

## KAY, BEATRICE

MBS—Beatrice Kay Show.

## KELLUM, KAY

WRBC, Jackson, Miss.  
Dixie Rambler

## KELLY, DONNA JANE

KDKA, Pittsburgh, Pa.  
KDKA Home Forum

## KELSO, MARIE

KGDM, Stockton, Calif.  
Melodies

## KEELAND, FRANCES

NBC—Voices Down the Wind

## KEN CHRISTY CHORUS

NBC—Cities Service Highways  
in Melody

## KEN LANE CHORUS

NBC—Your Hit Parade

## KENDALL, FRED

WJR, Detroit, Mich.

## KENNEDY, NOREEN

WJAS, Pittsburgh, Pa.  
Lee Kelton Orchestra

## KENNY, JACK

WHUM, Reading, Pa.  
Jack Kenny Serenade

## KILTY, JACK

Once Upon Our Time (NBC);  
Vest Pocket Varieties (NBC);  
Jack Kilty Show (WNBT); Make  
Mine Manhattan, Broadway Mus-  
ical.

## KINCHEN, JOE

WCMA, Corinth, Miss.  
Farmer's Frolic

## KINDERS, BARBARA

KDKA, Pittsburgh, Pa.  
Tap Time

## KINDERS, ELAINE

KDKA, Pittsburgh, Pa.  
Tap Time

## KINDERS, SHIRLEY

KDKA, Pittsburgh, Pa.  
Tap Time

## KING COLE TRIO

Kraft Music (CBS-MBS); Wild-  
root Show (NBC).

## KING, LOUISE

CBS—Music For You  
KING, W. O.

WTCC, Savannah, Ga.  
Hymns of the People

## KING'S JESTERS

CBS—Music For You  
KING'S MEN

NBC—Fibber McGee & Molly

## KIRBY, FRED

WBT, Charlotte, N. C.

## KIRBY, JOHN

Cowboy Roundup Time  
KDKA, Pittsburgh, Pa.  
Singing Strings, Songs You  
Love

## KNIGHT, EVELYN

CBS—Tony Martin Show

## KREISMAN, BERNICE

WAPX, Montgomery, Ala.  
Songs of Bernice

## — L —

## LA DUKE, BILL

WDRG, Hartford, Conn.  
Shoppers Special, Shopping By  
Radio

## LAMB, BOB

NBC—Francis Craig Orchestra

## LAMOUR, DOROTHY

NBC—Front & Center Starring  
Dorothy Lamour

## LANE, LILLIAN

NBC—Front & Center Starring  
Dorothy Lamour

## LANGFORD, FRANCES

NBC—The Drene Show, Max-  
well House Coffee Time

## LANGSTON, SALLY

WJMX, Florence, S. C.  
Memory Time

## LANHAM, ROY

NBC—Circle Arrow Show

## LANSON, SNOOKY

NBC—Songs by Snooky,  
Snooky Lanson Show

## LARSON, NORMAN

NBC—Storehouse of Music

## LAWRENCE, GREGG

NBC—Chesterfield Supper  
Club

## LAWRENCE, LEONARD

KDKA, Pittsburgh, Pa.  
KDKA Home Forum

## LEACH, BILLY

CBS—Music For You

## LEAR, ROY

WBT, Charlotte, N. C.  
CBS—Dixie Jamboree, Caro-  
lina Calling

## LEE, ERNIE

WLW, Cincinnati, Ohio  
Ernie Lee Show

## LEE, JERRY

KDSJ, Deadwood, S. Dak.  
Songs of Yesteryear

# VOCAL ARTISTS

## LEE, PEGGY

(Egstrom, Norma); Singer, Song-writer, Actress; b. Jamestown, North Dakota, May 26, 1920; Bing Crosby Show; Summer Electric Program; Jimmy Durante Show.

## LEE, TERRY

WFAA, Dallas, Tex.

## LEONHARDT, ELIZABETH

KDKA, Pittsburgh, Pa.  
KDKA Home Forum

## LEWIS, MONICA

Singer; b. Chicago, Ill., May 5, 1925, Hunter College; Bob Hope Show; Monica Lewis Program; Eversharp - Schick; Jack Smith - Jan August Show.

## LEWIS, WELCOME

KOWL, Santa Monica, Calif.  
Sing O

## LILLARD, ANNIE LAURIE

WPRC, Reidsville, N. C.

## LILLIE & MARGE

WBYS, Canton, Ill.

Tune Toppers

## LINDBLAD, ELLIOTT

WRLC, Toccoa, Ga.

Songs of Praise

## LINDSAY, MERL

KOMA, Oklahoma City, Okla.

Okla. Night Riders

## LINDSLEY, L. A. (MRS.)

WRBC, Jackson, Miss.

Radio Revival

## LINK, BOB

WCCO, Minneapolis, Minn.

Songs with Bob Link

## LINK, DICK

WCCO, Minneapolis, Minn.

Melody Morning

## LISTER, BILL

KABC, San Antonio, Tex.

Songs by Bill Lister

## LLOYD, DAVID

KYW, Philadelphia, Pa.

## LONG, ALICE

KDKA, Pittsburgh, Pa.

KDKA Home Forum

## LONG, GEORGE

WSBA, York, Pa.

Ranch Boys

## LOVE, LUCY

WBIG, Greensboro, N. C.

Restful Music

## LUDRICK, NORMA

WJMX, Florence, S. C.

Songs by Norma

## LYNCH, CAROLYN SMITH

WLAQ, Rome, Ga.

Takitezytyme

## LYNCH, CHRISTOPHER

NBC—Voice of Firestone

## LYONS, DOLORES

KGHF, Pueblo, Colo.

Dolores Lyons

## M

### MacARTHUR, BILL

KOWL, Santa Monica, Calif.  
The Throb

### MacCULLUM, JOHN

KDKA, Pittsburgh, Pa.

Men About Town, Duquesne Show

### MacGREGOR, EVELYN

NBC—Waltz Time

### MacGREGOR, PHIL

NBC—Clevelandaires

### MacRAE, GORDON

CBS—Gordon MacRae Troubadour

NBC—Teentimers

### McLELLAN, STANLEY

NBC—D & H Miners

### McCONNELL, SMILIN' ED

NBC—Smilin' Ed McConnell & His Buster Brown Gang

### McCUNE, DON

KRSC, Seattle, Wash.

Romance-time

### McCURDY, TED

KDKA, Pittsburgh, Pa.

KDKA Home Forum

### McDOWELL, JAMES

WHFB, Benton Harbor, Mich.

### McGUIRE, PAT

WICY, Malone, N. Y.

Welsh Tierney Show

### McINTYRE, DOLENA

WCOU, Lewiston, Maine

Time for Music

### McINTIRE, FRANCES

WSTP, Salisbury, N. C.

In a Sentimental Mood

### McINTIRE, RUSSELL

WSTP, Salisbury, N. C.

Songtime

### McKENNA, JEAN

NBC—A Miss & A Male, Design for Listening, Musicana, Patterns in Melody

## McKEON, JEANNIE

(Brabazon, Mrs. Pual); Vocalist; b. Fall River, Mass.; Univ. of Maine Green Light Review; Borge-Goodman Show; NBC; Black & White Records Yesterdays (Album).

### McMANUS, MARIAN

NBC—Manhattan Merry-Go-Round

## McMULLEN, EDDIE

NBC-ABC-MBS

Penguin Dana Records

### MAE, GEORGIA

WBZ-WBZA, Boston, Mass.

Georgia Mae & Her Buckaroos

### MALBIN, ELAINE

NBC—Tapestry Musicale, Music for Today, Serenade to America

### MANN, PEGGY

NBC—RCA Show

### MARDELL, RICK

WAAT, Newark, N. J.

Broadwayites

### MARESCA, ROSALIA

WHOM, New York City

Sunday Serenade

### MARINE, JOE

NBC—Fred Waring Show

### MARINERS

CBS—Arthur Godfrey Show

### MARSH, AUDREY

NBC—Aldrich Family

### MARTIN, TONY

CBS—Tony Martin Show

### MARTIN, VIVIAN

WMAQ, Chicago, Ill.

Dave Garroway—Musicana

### MARTIN, VIVIAN

NBC—Dave Garroway Show, Design for Listening, Musicana

### MASSEY, CURT

ABC—Curt Massey Show.

### MASSEY, VERA

ABC—Vera Massey, Jack Berch

### MAURIELLO, CAPPY

WNHC, New Haven, Conn.

Cappy Mauriello Program

### MARTIN, ZEKE

WMA, Corinth, Miss.

Farm and Home Hour

### MASON, BETTY ROSE

WSAV, Savannah, Ga.

There's Music in the Air

### MAXWELL, MARILYN

NBC—Abbott & Costello

### MAYO, LARRY

WTIC, Hartford, Conn.

Rudy Martin & His Music

### MEANS, SAM

KDKA, Pittsburgh, Pa.

KDKA Home Forum

### MEIERS, MARVIN

KCOL, Fort Collins, Colo.

Marvin Meiers Sings

### MELTON, ELIZABETH

KSEO, Durant, Okla.

Elizabeth Melton

### MELTON, JAMES

NBC—Harvest of Stars

### MEN OF THE WEST QUARTET

KOA, Denver, Colo.

Bekins Moving & Storage Pgm.

### MERRILL, JACK

WFMJ, Youngstown, Ohio

Melodies by Merrill

## MERRILL, ROBERT

Singer; b. Brooklyn, N. Y., June 4, 1918, Kostelanetz Hour, Serenade to America; RCA—Battle of Music; RCA—Music America loves Best; NBC—Symphony; RCA—Television Show.

### MESERVEY, NORMAN

WOLF, Syracuse, N. Y.

Notes with Norm.

### MIFFLIN SISTERS

WLIP, Kenosha, Wisc.

Songs You Love to Hear

### MILEWICZ, STACH

WWOL, Lackawanna, N. Y.

Polish Hr.

### MILLER, BETTY LOU

WSTP, Salisbury, N. C.

Star Time

### MILLER, MILENA

NBC—Kraft Music Hall

### MILLIE & SUE

KMBC, Kansas City, Mo.

Early Bird Jamboree, Brush Creek Folies

### MILLER, WES

KIJV, Huron, S. Dak.

Songs to Remember

### MILLS BROTHERS

NBC—Kraft Music Hall

### MITCHELL, RUSS

KDKA, Pittsburgh, Pa.

Men About Town, Duquesne Show

### MODERNAIRES

CBS—Club 15

### MOFFATT, VIOLA

KSEO, Durant, Okla.

Viola Moffatt

### MONROE, VAUGHN

CBS—Vaughn Monroe Show

### MOON MAIDS

CBS—Vaughn Monroe Show

### MOONEY, JOE

ABC—Joe Mooney's Quartet, Paul Whiteman Hour.

### MOORE, JUANITA & (LEE)

WCHS, Charleston, W. Va.

Lee & Juanita Moore

### MOORE, LEE & (JUANITA)

WCHS, Charleston, W. Va.

Lee & Juanita Moore

### MORGAN, LEE

KYW, Philadelphia, Pa.

### MORGAN, MAC

NBC—Cities Service Highways in Melody

### MORRISON, BRET

MULLINS, JOHN

WKTM, Mayfield, Ky.

Wingo Quartet

### MURTAH SISTERS

ABC—Patt Barnes

VOCAL ARTISTS

— N —

**NASH, HELEN**  
WOW, Omaha, Nebr.  
WOW Calling

**NEGRO QUARTET**  
WRUF, Gainesville, Fla.  
Invincible Singers, Veterans  
of Harmony

**NASH, JOEY**  
Transcriptions

**NELMS, NANCY**  
WDBJ, Roanoke, Va.  
Estelle & Nancy

**NESBIT, FRED**  
KOA, Denver, Colo.  
Treasure Trails of Melody

**NOBLE, ROGER**  
WSLI, Jackson, Miss.  
Old and New

**NOLAN, BOB**  
NBC—Saturday Night Round-  
up Starring Roy Rogers

**NORMAN, LOULIE JEAN**  
NBC—Kay Kyser's College of  
Music & Knowledge

**NORMAN, LUCILLE**  
NBC—Names of Tomorrow,  
Lucille Norman Show, The  
Time, the Place & the Tune

**NORTON, LILIAN**  
NBC—Percolator Party

**NYDEGGER, VERNE**  
KFBI, Wichita, Kans.  
Nadine & the Nydegger  
Sextet

**NYGARD, MARION**  
WMIQ, Iron Mountain, Mich.  
Sunday Evening Serenade

— O —

**OAKRIDGE QUARTET**  
NBC—Grand Ole Opry

**O'CONNOR, DICK**  
NBC—Manhattan Merry-Go-  
Round

**O'CONNOR, JIMMY**  
WDBJ, Roanoke, Va.  
Songs for You

**OLSEN, JOHNNY**  
WJZ—Rumpus Room

**O'NEILL, JULIE**  
NBC—St. Louis Serenade

**O'CONNOR, WM.**  
WLS, Chicago, Ill.  
Morning Devotions

**ODSON, JUANITA**  
KVER, Albuquerque, N. Mex.  
Minutes of Melody

**OTHEREN, DICK**  
WHK, Cleveland, Ohio  
Beat the Boys, Say It with  
Music, Irish Program

**O'NEIL, DANNY**  
ABC—Mary Small Revue,  
Echoes of N. Y.

**O'ROURKE, KEN**  
WWRL, Woodside, N. Y.  
Ken O'Rourke Show

**OSTROM, BERNARD**  
KVOX, Moorhead, Minn.  
Minnesota Woodchopper

**OWENS, BARBARA**  
KDKA, Pittsburgh, Pa.  
Songs You Love To Hear

**OWENS, JACK**  
ABC—Breakfast Club, Stair-  
way to the Stars

— P —

**PAIGE, RICHARD**  
NBC—Design for Listening,  
Musical Patterns in Mel-  
ody

**PARKER, EVELYN**  
NBC—Signed, Beasley Smith

**PARKER, FAYE**  
KDKA, Pittsburgh, Pa.  
Tap Time

**PARKER, PAUL**  
WMBL, Morehead City, N. C.  
Songs by Paul Parker

**PARRISH, FRANK**  
WIRE, Indianapolis, Ind.  
Frank Parrish Show

**PARVIN, CATHERINE E.**  
WWBZ, Vineland, N. J.  
Catherine E. Parvin

**PATTERSON, CREAN**  
WONS, Hartford, Conn.  
Patter by Patterson

**PATTON, PEGGY**  
WWNR, Beckley, W. Va.  
Songs by Peggy Patton

**PAYNE, FERN**  
KCTX, Childress, Tex.  
Favorite Gospel Songs

**PERKINS, RAY**  
KFEL, Denver, Colo.  
The Ray Perkins Show

**PERRIN, MAC**  
NBC—Fred Waring Show

**PERRY, BILL**  
CBS—Saturday Night Seren-  
ade

**PERRY, EVERETTE**  
WABZ, Albemarle, N. C.  
Hymn Time

**PETE, COLORADO**  
KMBC, Kansas City, Mo.  
Early Bird Jamboree, Dinner  
Bell Roundup, Brush Creek  
Follies

**PETERS, HENRY**  
WIBW, Topeka, Kans.  
Henry and Jerome

**PICKENS, JANE**  
ABC—Echoes of New York

**PICKLE, KAY and HIS RANGE  
RIDERS**  
KRSO, Santa Rosa, Calif.

**THE TIED PIPERS**  
ABC—ohhny Olsen's Rumpus  
Room

**PIEPER, GERALD**  
KDKA, Pittsburgh, Pa.  
KDKA Home Forum

**PINAFORES**  
CBS—Gene Autry Show

**PLANER, ROBERT**  
WNRD, Syracuse, N. Y.  
Housewarmers

**PLEIS, RAYMOND**  
WWBZ, Vineland, N. J.  
Go'den Melodies

**PORTNOY, JOSEPH**  
KDKA, Pittsburgh, Pa.  
KDKA Home Forum

**POST, BILL**  
KALL, Salt Lake City, Utah  
Post Box

**POTEET, ORVILLE**  
KCVR, Lodi, Calif.  
Old Music Box

**PRICE, DEWEY**  
WBT, Charlotte, N. C.  
Briarhoppers

**PRICE, HOWARD**  
KDKA, Pittsburgh, Pa.  
Duesnes Show

**PRICE, NOMAN**  
NBC—D & H Miners

**PUTTERMAN, DAVID**  
NBC—Eternal Light

— Q —

**QUINN, BRYAN**  
WBAA, West Lafayette, Ind.  
Songs by Bryan Quinn

— R —

**RABORN, SAM**  
WWNR, Beckley, W. Va.  
Singin' Sam

**RADIO CHORISTERS**  
NBC—Highlights of the Bible,  
National Radio Pulpit

**RAGLAND, HENRY**  
WCON, Atlanta, Ga.  
Sweetheart Serenade

**RAINE, LORRY**  
(Gayle (MRS.) Tim); b. Detroit,  
Mich., June 13, 1926; Mark War-  
now's Sound-Off (ABC); Califor-  
nia Melodies (MBS); Summerfield  
Band Concert (NBC); Coast Rec-  
ords with Mark Warnow.

**RAMONA**  
WLW, Cincinnati, Ohio  
Rendezvous with Ramona

**RAND, WILL & MILLIE**  
WNOC, Norwich, Conn.  
Rand Review

**RANDALL, EARL**  
NBC—Reveille Roundup

**RANDOLPH, AMANDA**  
**RANGERS, THE**  
WBT, Charlotte, N. C.  
Rangers Quartet

**RAWLEY'S TRIO, AL**  
WEEL, Boston, Mass.  
Al Rawley's Trio

**REDBAUGH, HAROLD**  
KGHF, Pueblo, Colo.  
Harold Redabaugh

**REED, BOB**  
WOR, New York, N. Y.  
Your Time

**REED, CAROL**  
WPEN, Philadelphia, Pa.  
Open House

**REED, PENNY**  
KYW, Philadelphia, Pa.

**REGAL, JEAN**  
NBC—Your Host Is Buffalo

**REID, BOB**  
Robert Q. Lewis Show, Bob  
Reid Sings

**REVERE, ADRIAN**  
NBC—D & H Miners

**REYNOLDS, ANDY**  
WSBA, York, Pa.  
Ranch Boys

**RHYTHM RIDERS**  
KMBC, Kansas City, Mo.  
Ray Judgens, Val Tatham,  
Howard Smith, Joe Manning,  
Western Echoes, Brush Creek  
Follies

**RISLING, ROBERT**  
WBZ-WBZA, Boston, Mass.  
Robert Risling Sings, Concert  
Centennial

**RIZZI, GLORIA**  
WPAM, Pottsville, Pa.  
Treasury of Song

**ROBERTS, DOROTHY**  
WIRE, Indianapolis, Ind.  
Tune Up Time

**ROBB, MURIEL**  
KDKA, Pittsburgh, Pa.  
KDKA Home Forum

**ROBERTS, BARRY**  
NBC—Manhattan Merry-Go-  
Round

**ROBERTSON, TEXAS JIM**  
ABC—Texas Jim Robertson

**ROBINSON, AL**  
KPBX, Beaumont, Tex.  
Down on the Farm

**ROBOFSKY, ABRASHA (SGT.)**  
NBC—U. S. Army Air Force  
Band

# VOCAL ARTISTS

- RODGERS, BOB**  
KIUL, Garden City, Kans.  
Tune Topper
- RODGERS, SLIM**  
KSGM, Ste. Genevieve, Mo.  
Dinner Bell Time
- ROGERS, ROY**  
NBC—Saturday Night Round-  
up Starring Roy Rogers
- ROLAND, RUSSELL**  
KMBC, Kansas City, Mo.  
Rhymaline Time, Russell Rol-  
and Sings, Brush Creek Follies
- ROMAY, LINA**  
CBS—Dick Haymes Show
- ROSS, BETSY**  
WFHG, Bristol, Va.  
Betsy Ross Sings
- ROSS, SHIRLEY**  
NBC—Bob Burns Show
- ROUSCH, MYRA SUE**  
WJLS, Beckley, W. Va.  
Myra Sue Rousch
- ROWE, GENEVIEVE**  
NBC—Harvest of Stars
- ROY, CECIL H.**
- RUDOLPH, JACK**  
WPAM, Pottsville, Pa.  
Jack Rudolph Sings
- RUSSELL, CONNIE**  
NBC—Manor House Party
- RUSSELL, JANE**  
NBC—Kay Kyser's College of  
Music and Knowledge
- RYAN, ANN**  
NBC—Ann Ryan Sings, Circle  
Arrow Show
- RYAN, DENNIS**  
NBC—Manhattan Merry-Go-  
Round
- S —
- SANDS, LITA**  
NBC—Clevelandaires, Do You  
Remember
- SATISFYERS, THE**  
NBC—Chesterfield Supper  
Club; Victor Records.
- SAUNDERS, FRANK**  
CBS—Arthur Godfrey
- SAUNDERS, GEORGE**  
KGW, Portland, Ore.  
Oregon Melodies
- SAVALIER, CLARENCE**  
WEIM, Pitchburg, Mass.  
Memories in Song
- SAVECKA, ROSALYN**  
KDKA, Pittsburgh, Pa.  
KDKA Home Forum
- SAYLES, FRED**  
WAAT, Newark, N. J.  
Among My Souvenirs
- SCHAEFER, ANNE**  
WKY, Oklahoma City, Okla.  
Anthony Avenue
- SCHIMPF, STEWART**  
KUOA, Siloam Springs, Ark.  
Gospel Singer
- SCHMIDT, REINHOLD**  
NBC—An Evening with Rom-  
berg
- SCHON, KENNETH**  
NBC—D & H Miners
- SCHOOLEY, IVAN**  
KOA, Denver, Colo.  
As You Like It
- SCHWARTZ, TINY**  
NBC—Your Host Is Buffalo
- SCOTT, ROMAINE**  
WPPA, Pottsville, Pa.  
Woman's World
- SCOTT, TOM**  
CBS—Tom Scott, American  
Troubadour
- SEAGLE, JOHN**  
NBC—Voices Down the Wind
- SEGAL, ROBERT**  
NBC—Eternal Light
- SENNETT, BOB**  
WMAZ, Macon, Ga.  
At Home with Bob Sennett
- SERENADERS**  
CBS—Saturday Night  
Serenade
- SHANNON, BOB**  
WPEN, Philadelphia, Pa.  
Holiday Inn
- SHAW, SHIRLENE**  
KENT, Shreveport, La.  
Date at Eight
- SHAY, DOROTHY**  
CBS—Spotlight Review
- SHAW, HOLLACE**  
CBS—Saturday Night  
Serenade
- SHELTON, ROBERT**  
WFAA, Dallas, Tex.  
Sunshine Roundup
- SHEPARD, RILEY**  
NBC—CBS—WBT, WSM.
- SHEPHERD, JOAN**  
KWBK, Oakland, Calif.  
Joan Sings
- SHERIDAN, PHIL**  
WIP, KYW, Philadelphia, Pa.  
Studio Party
- SHELMAN, JUNE**  
NBC—Words & Music, Design  
for Listening, Musicana
- SHORE, DINAH**  
(Montgomery, Mrs. George);  
singer, actress; b. Winchester,  
Tenn., Mar. 1, 1917; ed. Van-  
derbilt Univ. BA Degree; Colum-  
bia Records; Call for Music  
(CBS); Ford Show (CBS).
- SHUMAKER, JIMMY**  
WRON, Ronceverte, W. Va.  
Rocky Mountain Frolic
- SIDNEY, BOB**  
WHN, New York, N. Y.
- SIDNEY, PHYLLIS**  
KDKA, Pittsburgh, Pa.  
KDKA Home Forum
- SIEDEL, FLO**  
WCCO, Minneapolis, Minn.  
De Haven's Date
- SILVER SAGE RIDERS**  
KCVR, Lodi, Calif.  
Western Music
- SIMMONS SINGERS**  
WSAV, Savannah, Ga.  
Simmons Singers
- SIMS, EVELYN**  
WTOC, Savannah, Ga.  
Music by Request
- SIMMS, GINNY**  
CBS—Pause That Refreshes
- SINATRA, FRANK**  
CBS—Songs by Sinatra  
NBC—Your Hit Parade
- SIZEMORE, GORDON WITH  
LITTLE BETTY & DOC**  
WBT, Charlotte, N. C.  
Songs by Gordon Sizemore,  
Betty, and Doc
- SLANEY, RUTH**  
KDKA, Pittsburgh, Pa.  
KDKA Home Forum
- SMITH, ARTHUR**  
WBT, Charlotte, N. C.  
Arthur Smith Quartet
- SMITH, BILLIE**  
KPRC, Houston, Texas  
Time On My Hands
- SMITH, FRED**  
WCCO, Minneapolis, Minn.  
Fred Smith Sings
- SMITH, GENE**  
WRON, Rome, Ga.  
Gene Smith Sings
- SMITH, JACK**  
CBS—Jack Smith Show  
NBC—The Drene Shampoo  
Show
- SMITH, KATE**  
May 9, 1909; b. Greenville, Va.,  
Kathryne Elizabeth Smith; Kate  
Smith Sings (CBS); Kate Smith  
Speaks (MBS).
- SMITH, PETE**  
WBAA, West Lafayette, Ind.  
Songs by Pete Smith
- SMITH, RALPH**  
WBT, Charlotte, N. C.  
Carolina Hayride
- SMITH, SONNY**  
WBT, Charlotte, N. C.  
Arthur Smith and Cracker-  
jacks
- SMOOTHIES**  
NBC—Vest Pocket Varieties
- SYNDER, ROBERT**  
WFBG, Altoona, Pa.  
Bob and Gene
- SOLO, SAMMY**  
WHN, New York, N. Y.
- SONS OF THE PIONEERS**  
NBC—Saturday Night Round-  
up Starring Roy Rogers
- SOUTHERNAIRES**  
ABC—The Southernaires
- SPANN, HELEN**  
NBC—Voices Down the Wind
- SPITALNY, PHIL ALL GIRL  
CHOIR**  
CBS—Hour of Charm
- SPORTSMEN QUARTET**  
NBC—Jack Benny Show, Fitch  
Bandwagon, Judy Canova Show
- STAFFORD, JO**  
NBC—Chesterfield Supper  
Club
- STANTON, BOB**  
NBC—The Time, the Place &  
the Tune, Sealtest Village  
Store
- STARLIGHTERS**  
NBC—Chesterfield Supper  
Club, Sealtest Village Store,  
Bob Hope Show
- STEBER, ELEANOR**  
NBC—Voice of Firestone
- STEELE, HARRY**  
KALE, Portland, Ore.  
(Singer and emcee)
- STEFFAN, ART**  
NBC—Music of the Moment,  
Your Host Is Buffalo
- STEPHENS, HAROLD**  
WASL, Annapolis, Md.  
The Melody Tenor of Radio
- STETLER, ROBERT**  
WLAN, Lancaster, Pa.
- STEVENS, GARRY**  
NBC—Chesterfield Supper  
Club
- STEVENS, RISE**  
CBS—Family Hour
- STUART, MICKEY**  
WWRL, Woodside, N. Y.  
Songs by Mickey Stuart
- STUTZ, CARMEN**  
KONO, San Antonio, Tex.  
It's a Good Day
- SULLIVAN, DON**  
KMBC, Kansas City, Mo.  
Dinner Bell Roundup, Brush  
Creek Follies

# VOCAL ARTISTS

## SULLIVAN, LEE

NBC—Vest Pocket Varieties,  
Serenade to America

## SUMMERS, GEGE

KWEM, Mayfield, Ky.  
Ky. Play Boys

## SUNRISE SERENADERS

WRFS, Alexander City, Ala.  
Sunrise Serenaders

## SUNSET QUARTET

WSAV, Savannah, Ga.  
Souvenirs of the Old South

## SWALLEY, DUANE

NBC—Reveille Roundup

## SWANERS QUARTET

NBC—Camp Meetin' Choir

## SWEETLAND, LEE

NBC—Harvest of Stars

## SYLVIA

WLW, Cincinnati, Ohio  
Sylvia Show

## SYRIA, LEVI

WJMS, Ironswood, Mich.  
Bashful Joe

## — T —

## TAYLOR, BOBBIE

WVOD, Lynchburg, Va.  
Bobbie Taylor Sings

## TEXAS MELODY BOYS

WWNR, Beckley, W. Va.  
Songs of the Buckeroos

## TEW, PAUL

WRUF, Gainesville, Fla.  
Autumn Serenade

## TEXAS MELODY BOYS

KIJV, Huron, S. Dak.

Hill Billy

## THALL, BILL

NBC—Circle Arrow Show

## THOMAS, BENNY

WACE, Chicopee, Mass.

## THOMAS, JACK

KVMV, Twin Falls, Idaho  
Music Director

## THOMPSON, JEANNE

(Guest 1 time only)  
KDKA, Pittsburgh, Pa.

Duquesne Show

## THOMAS, THOMAS L.

NBC—Manhattan Merry-Go-  
Round

## THREE NOTES

WDAY, Fargo, N. Dak.  
Tello-Test Time

## TILTON, MARTHA

Vocalist; b. Corpus Christi; Dick  
Haymes Show (CBS); Meet Me  
At Parky's (NB); Your Hit Pa-  
rade (NBC).

## TIMM, ALLEN

WEMP, Milwaukee, Wis.  
Ladies' Choice

## TINNEY, FRANK

WGWR, Asheboro, N. C.  
Familiar Hymns

## TORME, MEL

(Tormé, Mel H.); Actor, Com-  
poser, Arranger; b. Chicago, Ill.,  
Sept. 13, 1925; Singing with the  
Meltones; Torme Time (NBC).

## TREADWELL, KENNY

KOWL, Santa Monica, Calif.  
Kenny Treadwell

## TREVATHAN, SKIPPER

KPRC, Houston, Texas

## TRICKEY, NANCY

WBZ-WBZA, Boston, Mass.  
Nancy Trickey Sings

## TUMA, C

KVOO, Tulsa, Okla.  
Sons of the Range

## TUNE CHASERS

KMBC, Kansas City, Mo.  
Charlie Pryor, Ruel Joyce, Ted  
Painter, Vaughn Busey.

The Tune Chasers, Brush  
Creek Follies

## TURNER, DALLAS (Cowboy)

KALE, Portland, Ore.

## — V —

## VALLEE, RUDY

NBC—Phillip Morris Presents  
the Rudy Vallee Show

## VARNY SISTERS

WMIQ, Iron Mountain, Mich.  
The Varney Sisters

## — W —

## WAGAMAN, JOHN

WDAF, Kansas City, Mo.

## WAGNER, ANN

WIBC, Indianapolis, Ind.  
WIBC Coffee Shop, Annie's  
Almanac

## WAIN, BEA

ABC—Arthur Murray Show  
WMCA—Mr. and Mrs. Music

## WALSH, MARY JANE

WHN, New York, N. Y.

## WALTERS, FRANCIS

WDBJ, Roanoke, Va.

Bouquet of Melodies

## WALTI, PAUL

NBC—Mad Masters

## WARD, KEN

WTAM, Cleveland, Ohio  
Affectionately Yours, Do You  
Remember, Clevelandaires

## WATER, OZIE CAPT.

KMYR, Denver, Colo.

Sagebrush Serenade

## WATERS, "SMILIN' BILL"

WHEB, Portsmouth, N. H.

"Smilin' Bill Waters

## WELLING, FRANK

WCHS, Charleston, W. Va.

Uncle Si

## WELLINGTON, LARRY

NBC—Reveille Roundup

## WELLS, J. B.

WXGI, Richmond, Va.

Mountain Pals

## WELSH, IRYNE

WJR, Detroit, Mich.

## WEST, NADINE

KFBI, Wichita, Kans.  
Nadine & the Nydegger  
Quartet

## WEST, TED

WREN, Topeka, Kans.  
The Keynoters

## WESTON, KRIS

NBC—Luncheon with Lopez

## WHALEN, CLYDE

WACE, Chicopee, Mass.

Tune Time Club

## WHEATLEY, JOAN

NBC—Fred Waring Show

## WHELOCK, JUANITA

KCTX, Childress, Tex.

Sunday Serenade

## WHITEY AND HOGAN

WBT, Charlotte, N. C.  
The Briarhoppers, Carolina  
Hayride

## WHITING, MARGARET

CBS—Club 15

NBC—Eddie Cantor Show

## THE WHOOT OWLS

WHOO, Orlando, Fla.

The Whoot Owls

## WILLARD, DICK

WOR, New York, N. Y.

Time for Remembrance

## WILDE, EMIL

KFUO, St. Louis, Mo.  
Songs of Praise

## WILLIAMS, MARVIN

WRR, Dallas, Tex.

Who's Who in Radio

## WILSON, BILL

WDOD, Chattanooga, Tenn.

Vicks Dixie Swingers

## WILSON, GRACE

WIS, Chicago, Ill.

National Barn Dance

## WILSON, JANE

NBC—Fred Waring Show

## WILSON, J. GARFIELD

NBC—Camp Meetin' Choir

## WILTSHIRE, ARLINE

WXGI, Richmond, Va.

Cornbread Matinee

## WILTSHIRE, BILL

WXGI, Richmond, Va.

Cornbreak Matinee

## WINTERS, JERRY

KVFD, Fort Dodge, Ia.

Mary and Jerry

## WIS HILLBILLIES

WIS, Columbia, S. C.

Wis Hillbillies

## WOLF, REYNALD S.

WKOK, Sunbury, Pa.

Memory Songs

## WOOD, BARRY

NBC—Johnny Presents the  
Phillip Morris Program

## WOOD, TRUDY

KPRC, Houston, Texas

## WOODS, B. L.

KTFB, Texarkana, Texas

## WOOD, GLORIA

NBC—Kay Kyser's College of  
Music and Knowledge

## WOODS, ILENE

ABC—Johnny Thompson and  
Ilene Woods, Breakfast Club

## WOODY, PAULA

KOLN, Lincoln, Nebr.

The Paula Woody Show

## WORKMAN, DICK

WFBL, Syracuse, N. Y.

Musical Clock

## WRIGHT, HANK

WJPF, Herrin, Ill.

Hillbilly

## WRIGHT, WILLIAM

NBCVoices Down the Wind

## — Y —

## YOUNG, DALE

WAOV, Vincennes, Indiana  
Teen Time

## YOUNG, EYE

NBC—Story Shop, Honey-  
moon in New York

## YOUNG, HENRIETE

KDKA, Pittsburgh, Pa.

KDKA Home Forum

## YOUNG, NATALIE

KDKA, Pittsburgh, Pa.

KDKA Home Forum

## YOUNG, NORMAN

NBC—Once Upon Our Time

## YOUNG, WILLIARD

NBC—D & H Miners

## YVETTE

ABC—Stairway to the Stars

## — Z —

## ZIMMERMAN, MARGARET

KORE, Eugene, Ore.

The Kaufman Show

# HARRY WISMER

BROADCASTING THE NATION'S TOP SPORTING EVENTS

Sports Director of American Broadcasting Company

# Sports Commentators

## —their work during 1947

### — A —

**ADAMS, BILL**  
Ice Hockey  
KWJJ, Portland, Ore.

**ADAMS, FELIX**  
Sports Roundup  
KGER, Long Beach, Calif.

**ADAMS, JOHNNY**  
WQQW, Washington, D. C.

**ADAMS, NOREY**  
Sports Ann.  
KGY, Olympia, Wash.

**ADAMS, TONY**  
Tony Adams' Roundup  
WMUR, Manchester, N. H.

**AHEARN, JACK**  
Scholastic Sports  
WITH, Baltimore, Md.

**ALDEN, JEREMY**  
Sports Roundup  
WSNJ, Bridgeton, N. J.

**ALLAIN, ORREN**  
WKAN, Kankakee, Ill.

**ALLEN, MEL**  
b. Birmingham, Ala., Feb. 14, 1913; ed. U. of Ala., AB, LL.B., Columbia University; World Series, Major League All-Star Football Championship Game, Game, All-America Conference Sugar Bowl Game, CBS Football Television, New York Yankees Baseball and Football Games.

**ALLEN, WAYNE**  
Sports Cast  
KSEL, Lubbock, Tex.

**ALLINGER, RALPH**  
Today in Sports  
WFAS, White Plains, N. Y.

**ALLMAN, BOB**  
On the Sports Horizon  
KYW, Philadelphia, Pa.

**ALTMAN, DICK**  
KTHH, Houston, Tex.

**ALVES, BOB**  
Spotlight on Sports  
KPRK, Livingston, Mont.

**ANDERSON, BOB**  
Day's News  
KWBR, Oakland, Calif.

**ANDERSON, DICK**  
WEOA, Evansville, Ind.

**ARMSTRONG, FRANK**  
Sports Parade  
WDSG, Dyersburg, Tenn.

**ARNOLD, FULTON**  
Arnold Sports  
WTTM, Trenton, N. J.

**ARTHUR, HARRY**  
WSMB, New Orleans, La.

**ATLAS, DON**  
Sports Tabloid  
KLOK, San Jose, Calif.

**ATWOOD, BRAD**  
Sports Roundup  
KWIK, Burbank, Calif.

**AUSTIN, COLEMAN**  
Roanoke Boxing Bouts  
WROV, Roanoke, Va.

### — B —

**BACHMAN, CHARLIE**  
Football Predictions  
WILS, Lansing, Mich.

**BAILEY, BLAIN**  
Resume of the sports of Day  
KVNU, Logan, Utah

**BAILEY, CHARLES**  
WEBB, Buffalo, N. Y.

**BAILEY, DON**  
KWLK, Longview, Wash.

**BAKER, DICK**  
Sports Caster  
KRDU, Dinuba, Calif.

**BAKER, DICK**  
Sports Whirl  
WFKY, Frankfort, Kentucky

**BAKER, NELSON**  
Hamburger's  
WFBR, Baltimore, Md.

**BAKKE, HAL**  
S. W. Football Preview  
Sports Final  
WBAP, Fort Worth, Tex.

**BALDING, CHUCK**  
Sports Whirl  
WOAY, Oak Hill, W. Va.

**BALDRICA, MERV**  
Sports from the Sidelines  
WMIQ, Iron Mountain, Mich.

**BALL, ROGER**  
WALT, Tampa, Fla.

**BARBER, JOE**  
Top of the Sports  
WNAB, Bridgeport, Conn.

**BARBER, RED**  
CBS—Red Barber, Sports  
WHN, N. Y.

**BARKER, EDDIE**  
Sports Editor  
Scoreboard  
KMAC, San Antonio, Tex.

**BARLOW, JAY**  
Special Events  
WHLN, Harlan, Ky.

**BARRETT, WILLIAM R.**  
Quarterback Club  
WJLS, Beckley, W. Va.

**BARRUS, G. A.**  
KODI, Cody, Wyoming

**BARTON, KEN**  
KWKW, Pasadena, Calif.

**BASEL, MEL**  
WEVD, New York, N. Y.

**BEARDSLEY, PAUL**  
Sports Parade  
KRMD, Shreveport, La.

**BEATTY, ROSS**  
Sports Parade  
Sports Pages of the Air  
WELM, Elmira, N. Y.

**BECK, AL**  
Sports Announcer  
WDIA, Memphis, Tenn.

**BECKENDORF, JOHN**  
Sports Parade  
WGAU, Athens, Ga.

**BECKNER, RAY**  
Sports Roundup  
KRLN, Canon City, Colo.

**BELCHER, ROD**  
Echoes from the Grandstand  
(Football, Basketball)  
KMO, Tacoma, Wash.

**BELL, GEORGE**  
Let's Look 'em Over  
WJRD, Tuscaloosa, Ala.

**BELL, TED**  
Football  
KRSC, Seattle, Wash.

**BENNETT, KENYON**  
Baseball games  
KGEM, Boise, Idaho

**BENNETT, THURSTON**  
Baseball Announcer  
WBBQ, Augusta, Ga.

**BERG, LEE**  
Speaking of Sports  
KOLN, Lincoln, Nebr.

**BERGER, HAL**  
Sports Review  
KMPC, Los Angeles, Calif.

**BERGMAN, DUTCH**  
WRC, Washington, D. C.

**BERNARD, MEL**  
The Sportsman  
WHSC, Hartsville, S. C.

**BERRY, RICHARD**  
The Sports Revue  
KXO, El Centro, Calif.

**BETTINSON, WINSLOW**  
Sports Billboard  
WHEB, Portsmouth, N. H.

**BILLICH, GEORGE**  
Sportscoop  
WOLF, Syracuse, N. Y.

**BIRLEFFI, LARRY**  
Daily Sportscast  
KFBC, Cheyenne, Wyoming

**BJERKE, KEN**  
Play x play remotes  
KWLK, Decorah, Iowa  
KDEC, Decorah, Iowa

**BLACK, ELBERT L.**  
Baseball  
KVOU, Uvalde, Tex.

**BLACKBURN, ROBERT**  
KFRE, Fresno, Calif.

**BLASHKIWI, PETE**  
Cavalade of Sports  
KWBW, Hutchinson, Kans.

**BLOSSFIELD, CHARLIE**  
In the Sport Light  
WONS, Hartford, Conn.

**BLUE, EARL**  
Sports With Earl Blue  
WKIX, Columbia, S. C.

**BLUE, IRA**  
Adventures in Sports  
KGO, San Francisco, Calif.

**BOARDMAN, FRANK**  
Sports Roundup  
KSWO, Lawton, Okla.

**BOCHMAN, BILL**  
Sportspage  
WCOS, Columbia, S. C.

**BOGGESS, JOHN**  
WLAG, LaGrange, Georgia

**BOGGS, OTIS**  
WFAA, Dallas, Tex.

**BOLAND, CHARLIE**  
Sportscast  
KWIX, Waco, Tex.

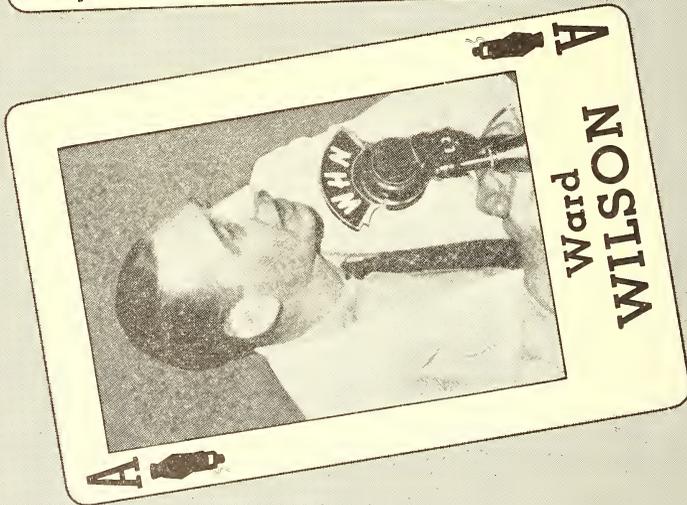
**BOLAND, JOE**  
Joe Boland on Sports  
WSBT, South Bend, Ind.

**BOLTON, BILL**  
Tendcrust Sports Review  
Football Play by Play  
KSYL, Alexandria, La.

**BOOSE, DANA**  
Sports Spotlight  
WTSP, St. Petersburg, Fla.

**BOROM, BILL**  
Sports Scrapbook  
KABC, San Antonio, Tex.

**three of a kind—**



## **“Winners” on WHN**

HOCKEY . . . “TODAY’S BASEBALL” . . . BASKETBALL . . . “TAKE A TIP FROM ME”  
“SPORTS EXTRA” . . . “SPORTS GOSSIP FROM GALLAGHER’S” . . . “WARM-UP TIME”

SPORTS COMMENTATORS

**BOSTIC, TOM**  
Sports Extra  
KIMA, Yakima, Wash.

**BOUDREAU, DON**  
Sou Ill Sports Roundup  
WCLL, Carbondale, Ill.

**BOYD, DON**  
World of Sports  
WCLO, Janesville, Wis.

**BOYER, JOHN**  
Sports Program  
KDKA, Pittsburgh, Pa.

**BRADLEY, JACK**  
Sports Journal  
WSAZ, Huntington, W. Va.

**BRADLEY, LYLE C.**  
Sportsman  
WSSV, Petersburg, Va.

**BRADLEY, WILLIAM V.**  
College Cheer  
Pieskin Review  
WHEB, Portsmouth, N. H.

**BRADSHAW, DICK**  
WCEC, Rocky Mount, N. C.

**BRAMHALL, ART**  
Marquette Football  
WEMP, Milwaukee, Wis.

**BRANDT, BILL**  
MBS—Inside Of Sports

**BRANDT, JOSEPH A.**  
Sports Roundup  
WTPR, Paris, Tenn.

**BRAZZELL, JIMMY**  
The Sportsman  
WHSC, Hartsville, S. C.

**BREITENMOSER, DON**  
Sports Report  
KPDR, Alexandria, La.

**BREMSEMER, LYELL, BREMSEMER**  
Sports Director  
KFAB, Omaha, Nebr.

**BRENARD, GEO.**  
Sports Lineup  
WLIP, Kenosha, Wisc.

**BREWER, HUGH**  
Local Baseball Games  
Local Football Games  
Sports Round-Up  
WKSJ, Pulaski. Lawrenceburg, Tenn.

**BRITT, JIM**  
WHDH, Boston, Mass.

**BROCK, ART**

**BRICK, ART**  
Sports Ramble  
KAFY, Bakersfield, Calif.

**BROOKS, NORMAN**  
Pigskin Preview  
Sports Highlights  
WFPG, Steel Pier, Atlantic City, N. J.

**BROWN, DENNIS**  
Sports Arena  
WMLT, Dublin, Ga.

**BROWN, ANDERSON B.**  
Sports Review  
WGWR, Asheville, N. C.

**BROWN, BILL**  
Sports Journal  
WSTP, Salisbury, N. C.

**BROWN, ED**  
Sports Hi-Lights  
MGY, Montgomery, Ala.

**BROWNLOW, JOE**  
Cascade Sports  
KIPQ, Wenatchee, Wash.

**BRYLES, MARVIN**  
Morning Sports  
KCOR, San Antonio, Texas

**BRUCKNER, SKIP**  
Sports Final  
WAGU, Athens, Ga.

**BRUNDIGE, BILL**  
Sports Parade  
WOL, Washington, D. C.

**BRYANT, CHARLES**  
Sports Roundup  
KVI, Tacoma, Wash.

**BUCHANAN, BRUCE**  
Sports Review  
WOLS, Florence, S. C.

**BULLER, DICK**  
Front Page of Sports  
WKMH, Dearborn, Mich.

**BULOW, HARRY**  
WJPR, Greenville, Miss.

**BURGESS, JACK**  
WATN, Scoreboard  
The Sportsman  
WATN, Watertown, N. Y.

**BURICK, SI**  
Si Burick  
WHIO, Dayton, Ohio

**BURKE, BILL**  
Sports Quiz  
WPWA, Chester, Pa.

**BURT, JIM**  
Sport Hlights  
Sports Final  
KELO, Sioux Falls, S. Dak.

**BURTON, DON**  
Gen Manager  
WLBC, Muncie, Indiana

**BUSH, HERB**  
The Sportsman  
Sports Roundup  
KDIX, Dickinson, N. Dak.

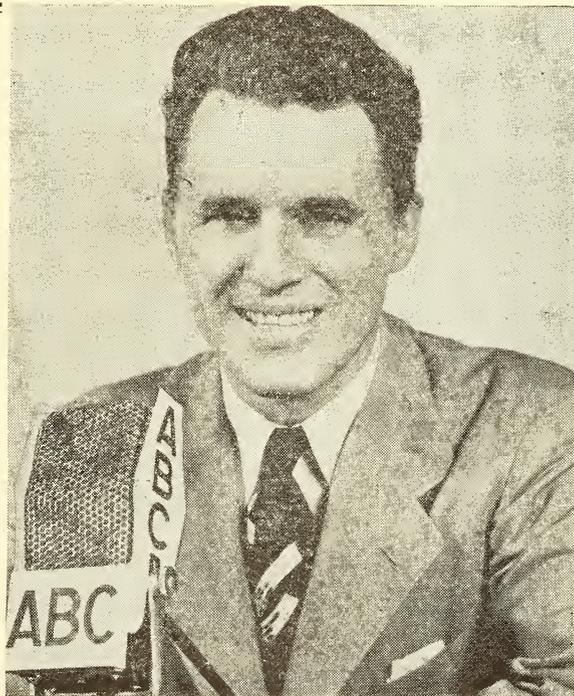
**BYER, HAL (Football-basketball)**  
KWIL, Albany, Ore.

DON  
DUNPHY

GILLETTE'S "CAVALCADE  
OF SPORTS" — ABC

BLOW BY BLOW  
BROADCASTER  
OF  
FRIDAY NIGHT  
FIGHTS FROM  
MADISON SQUARE  
GARDEN WITH  
RADIO'S TOP RATINGS  
2nd LOUIS-CONN ....68.2  
1st LOUIS-CONN ....58.2  
LOUIS-WOLCOTT ....43.2

"DON DUNPHY SHOW"  
TELENEWS



SPORTS COMMENTATORS

**BYRNE, HARRY**  
Spotlight on Sports  
KCSJ, Pueblo, Colo.

**BYRUM, HOWARD**  
Sports Spotlight  
WGNS, Murfreesboro, Tenn.

— C —

**CALLAHAN, CHRIS**  
Sportlight  
WNOC, Norwich, Conn.

**CALVIN, JACK**  
Sports Reporter  
KSON, San Diego, Calif.

**CAMPBELL, BILL**  
Sports  
WCAU, Philadelphia, Pa.

**CAMPBELL, CHARLES**  
Sportscaster  
KGEZ, Kalispell, Mont.

**CAMPBELL, "NEENIE"**  
Caravan of Sports  
WMCK, McKeesport, Pa.

**CANAVAN, ROBERT**  
Sportscaster  
KROD, El Paso, Tex.

**CAPPS, GORDON**  
Sports Spotlight  
KSRV, Ontario, Ore.

**CARAY, HARRY**  
Harry Caray Sports Review  
KXOK, St. Louis, Mo.

**CARLSON, ADE**  
Your Sports Round-Up  
WEBC, Duluth, Minn.

**CARLYLE, HUGH**  
Sports Album  
KSWI, Council Bluffs, Iowa

**CARMICHAEL, H.**  
Football, Baseball  
KUIN, Grants Pass, Ore.

**CARNEAL, HERB**  
Herb Carneal  
WSYR, Syracuse, N. Y.

**CARNEGIA, TOM**  
The Sportsman  
Sportswire  
WIRE, Indianapolis, Ind.

**CARPENTER, BILL**  
WSNY, Schenectady, N. Y.

**CARROLL, BROOKE**  
All Sports  
KGVU, Greenville, Tex.

**CARROLL, FRANK**  
Football Games  
KLOU, Lake Charles, La.

**CARROLL, TIM**  
Sport Page of the Air  
KELP, El Paso, Tex.

**CARSON, TOM**  
Play by Play  
WKBZ, Muskegon, Mich.

**CARTER, CAL**  
The Sportlight  
KAMD, Camden, Ark.

**CASE, JACK**  
Morning Sports  
Evening Sports  
WWNY, Watertown, N. Y.

**CASE, LEE**  
Sports Round-Up  
WCHA, Chambersburg, Pa.

**CAVANAUGH, J.**  
Sports Scene  
WARD, Johnstown, Pa.

**CAVE, WALTER H.**  
Sports Arena  
Football Scoreboard  
KMJ, Fresno, Calif.

**CHADD, DON**  
Sports Roundup  
KSOK, Arkansas City, Kans.

**CHALMERS, JIM**  
Speaking of Sports  
WEIM, Fitchburg, Mass.

**CHAMBERLAIN, CARL**  
Sports  
WSAY, Rochester, N. Y.

**CHAMBERLIN, GEORGE**  
Sportscast  
WMBM, Miami Beach, Fla.

**CHARLES, BERT**  
WAKR, Akron, Ohio

**CHRISTIE, GEO.**  
Christie's Sports Page  
WFEA, Manchester, N. H.

**CLARK, J. B.**  
Sports Final  
WAYS, Charlotte, N. C.

**CLARK, JOHN**  
Durham In Sports  
WHHT, Durham, N. C.

**CLARK, LARRY**  
Sports Parade  
Play by Play reports  
WIBA, Madison, Wisc.

**CLARK, Lowell**  
Today in Sports  
KGFJ, Shawnee, Okla.

**CLAUSSEN, GENE**  
Football  
KMOX, St. Louis, Mo.

**CLAYTON, TOM**  
WLLH, Lowell, Mass

**CLEMENTS, JOE**  
Sports Announcer  
KVMV, Twin Falls, Idaho

**CLOVER, CARLOS**  
Evening Sportscast  
KRIG, Odessa, Tex.

STAN LOMAX  
SPORTCASTS

6:45 p.m. WOR

for

Krueger Beer—Mon. - Wed. - Fri.

for

Kopper Co.—Tues. - Thurs. - Sat.

SPORTS COMMENTATORS

**CLUNEY, JOHN A.**  
Speaking of Sports  
WBRY, Waterbury, Conn.

**COCHRAN, BILL**  
Bill Cochran, Sports News  
WIOD, Miami, Fla.

**COLE, JOHN**  
Sports Final  
KFRU, Columbia, Mo.

**COLEMAN, JIM**  
Speaking of Sports  
KLPM, Minot, N. Dak.

**COLTON, LAVERN**  
World of Sports  
WCOU, Lewiston, Maine

**COLWELL, TERRY**  
The Sports Page  
WACE, Chicopee, Mass.

**CONLIN, CLEM**  
Sportlites  
KBCX, Sidney, Mont.

**CONNOR, BILL**  
Standard-Oil Sports-News  
Football Review Preview  
WEBC, Duluth, Minn.

**CONNORS, JOE**  
Sports Review  
WKRZ, Oil City, Pa.

**CONROY, BILL**  
IGA Sportsshow  
WICY, Malone, N. Y.

**CONWELL, TOM**  
Sports  
KCIL, Houma, La.

**COOK, BILL**  
World of Sports  
KVKM, Monahans, Tex.

**COOK, STANLEY**  
WHDF, Houghton, Mich.

**COOPER, ED**  
WCTC, New Brunswick, N. J.

**CORLEY, BILL**  
Play-by-Play  
WBNS, Columbus, Ohio

**CORNISH, WORTHEN C. (Bud)**  
Worthen C. (Bud) Cornish  
WGAN, Portland, Maine

**COSTELLO, ED**  
The World of Sports  
KOSA, Odessa, Tex.

**COWELL, ED**  
Speaking of Sports  
WJHL, Johnson City, Tenn.

**COZZI, SAM**  
Sports  
KCIL, Houma, La.

**CRAGO, RICHARD L.**  
Speaking of Sports  
WRUF, Gainesville, Fla.

**CRAIN, PAUL**  
KNEW, Spokane, Wash.

**CREAGER, MACK**  
Sportsman  
Sports Parade

Hockey, wrestling and football  
(live)  
KAKC, Tulsa, Okla.

**CROGHAN, JOE**  
Sports Special  
WANN, Annapolis, Md.

**CROSBY, CHUCK**  
Sports Scrapbook  
WCOP, Boston, Mass.

**CROSIAR, FRANK**  
Spots in Sports  
WHOT, South Bend, Ind.

**CROWN, NORMAN**  
WHFB, Benton Harbor, Mich.

**CRUMP, GEORGE**  
Speaking of Sports  
WCRO, Johnstown, Pa.

**CUMMINS, RAY**  
Strictly Sports  
WMBL, Morehead City, N. C.

**CUMMINS, TAIT**  
WMT, Cedar Rapids, Iowa

**CUMMINS, JACK**  
Football Scores  
Pigskin Predictions

WPDQ, Jacksonville, Fla.  
**CUMMISKEY, JOE**  
MBS—Inside Of Sports

**CUNNINGHAM, R. S.**  
Sports general  
KSVF, Artesia, N. Mex.

**CUSHING, KERBY**  
WHDD, Boston, Mass.

— D —

**DANIEL, DAN**  
Sports Journal  
WHOO, Orlando, Fla.

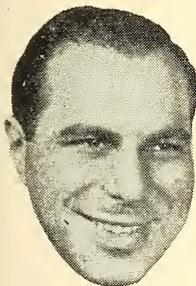
**D'ACCARDO, GENE**  
Sports Events  
KTRB, Modesto, Calif.

**DAGG, BILL**  
Sports Spotlight etc.  
KBOW, Butte, Mont.

**DAIN, ROLAND**  
Play x play remotes  
KWLC, Decorah, Iowa

**DALE, HAROLD**  
Sports In Review  
WABZ, Albemarle, N. C.

**DANIEL, LARK O.**  
Sports Summary  
KONO, San Antonio, Tex.



STEVE  
ELLIS

**BASEBALL**

PLAY-BY-PLAY  
NEW YORK GIANTS

for  
CHESTERFIELD CIGARETTES  
Via NBC TELE

**BOXING**

WJZ - WHN  
For GILLETTE

**FOOTBALL**

COLLEGE  
WMCA

**NEW YORK GIANTS**

SPORTS RESUME 6:45 to 7:00 P.M.  
Monday thru Saturday

SPORTS DIRECTOR — Station WMCA



MEL ALLEN

# SPORTS COMMENTATORS

- DANIELSON, PAUL**  
KWIL, Albany, Ore.
- DAPLETTE, DOUG**  
KREO, Indio, Calif.
- DARIAN, FRANK**  
Operator  
SRDU, Dinuba, Calif.
- DAVIS, BILLIE**  
Spotlight on Sports  
WAYX, Waycross, Ga.
- DAVIS, CHAS. J.**  
Sports Review & Football  
Predictions  
WWNC, Asheville, N. C.
- DAVIS, GEOFF**  
Geoff Davis  
WINS, New York, N. Y.
- DAWSON, BUD**  
Sports Director  
WQUA, Moline, Ill.
- DAWSON, LYNN**  
Sports Review  
WGNH, Gadsden, Ala.
- DEALY, JACK**  
Head of Local News Dept.  
WKRK, Columbia, Tenn.
- DEAN, BILL**  
Sportlight on Sports  
KBIX, Muskogee, Okla.
- DeCAMP, JOHN**  
Sportsman  
WBAA, West Lafayette, Ind.
- DECKER, TOM**  
Sports Journal  
WFBL, Syracuse, N. Y.
- DECKER, VIC**  
Clean Sports for Good Sports  
WCMW, Canton, Ohio
- de FOREST, ED**  
Ed de Forest's Inside of Sports  
KRUX, Phoenix & Glendale,  
Arizona
- DELANEY, BOB**  
Alfar Sports Review  
WJNO, West Palm Beach, Fla.
- DENGLER, BOB**  
Headpin Headlines  
KSYL, Alexandria, La.
- DENISON, SPENCER**  
Sportscast  
WHLS, Port Huron, Mich.
- DENNIS, DINTY**  
Sports Dugout  
WKAT, Miami Beach, Fla.
- DENTON, GLENN**  
Tip-Off on Sports  
KRJF, Miles City, Mont.
- DEPPE, DAVE**  
WWNS, Statesboro, Ga.
- DESILET, LeROY**  
Sports Quips  
KRLC, Lewiston, Idaho
- DESMOND, CONNIE**  
WHN, New York, N. Y.
- DESMOND, FRANK**  
Sports Reporter  
KSEO, Durant, Okla.
- DETTER, BUD**  
Sporting Events  
KWBB, Hutchinson, Kans.
- DeVICTOR, MARTY**  
Play-by-play  
WBNS, Columbus, Ohio
- DeYOANNES, A. M.**  
Play by Plays  
WHLB, Virginia, Minn.
- DIHLMANN, HANK**  
Sports Editor  
Parade of Sports  
KROS, Clinton, Iowa.
- DIEHL, BILL**  
Sports Parade  
WGH, Newport News, Va.
- DI LEO, LEW**  
WGAT, Utica, N. Y.
- DILLON, LENNY**  
Sports Review  
WWBZ, Vineland, N. J.
- DIMMERLING, WM.**  
Play-by-Play  
WPAM, Pottsville, Pa.
- DIXON, RANDY**  
Toast To Sports  
WTEL, Philadelphia, Pa.
- DOGGETT, JERRY**  
Baseball-Football  
WRR, Dallas, Tex.
- DOMIN, CHAPPY**  
WKNE, Keene, N. H.
- DONAHOO, DEL**  
Sports Director  
KBIZ, Ottumwa, Iowa
- DOPP, CLAY**  
Play-by-Play  
WKBK, Detroit, Mich.
- DOUGHERTY, WILL**  
Sports Page  
WJIM, Lansing, Mich.
- DOUGLAS, HAROLD**  
Sports Page of the Air  
KFRU, Columbia, Mo.
- DOUGLAS, STEVE**  
WRC, Washington, D. C.
- DOUGLASS, WIN**  
Sports Spotlight  
WCMA, Corinth, Miss.
- DOWTY, BYRON**  
Football Finals  
WDSO, New Orleans, La.
- DOWTY, KENNETH M.**  
World of Sports  
KWCF, Natchitoches, La.
- DOYLE, DICK**  
Sports Parade  
WHBQ, Memphis, Tenn.
- DRILLING, JOE C. JR.**  
Sports Parade  
Play by Play  
KCOK, Tulare, Calif.
- DUCKETT, CARL E.**  
Sports Parade  
WBOB, Galax, Va.
- DUDLEY, JIMMY**  
Shell Digest  
Sports Page  
WJW, Cleveland, Ohio
- DUFFY, BOB**  
Sportsfolio  
WLNH, Laconia, N. H.
- DUGGAN, TOM**  
Sports World  
KEEN, San Jose, Calif.
- DUMAS, ROLAND**  
Sport Highlights  
WMAS, Springfield, Mass.
- DUNBAR, STU**  
Sports Round-up  
KTOP, Topeka, Kans.
- DUNCAN, CARL**  
KYUM, Yuma, Ariz.
- DUNHAM, GLEN**  
KROP, Brawley, Calif.
- DUNPHY, DON**  
WHN, New York, N. Y.; Covale-  
cade of Sports (ABC); Don Run-  
phy Show.
- DYER, BILL**  
Sports Special  
WITH, Baltimore, Md.
- DYER, HAROLD F.**  
Sports Journal  
WCSH, Portland, Me.
- E —
- EAKINS, PHIL**  
Sports Broadcast  
KSIL, Silver City, New Mex.
- EDWARDS, CHARLES D.**  
Highlights of Sports  
WBBZ, Ponca City, Okla.
- EGAN, LEO**  
WHDH, Boston, Mass.
- ELDER, DON**  
Final Sports  
WMAQ, Chicago, Ill.
- ELKINS, FRANK**  
WHN, New York, N. Y.
- ELLIOTT, DOYCE**  
Tonies Sports Review  
KXOX, Sweetwater, Tex.
- ELLIOT, "WIN"**  
**ELLIS, PHIL**  
WPTF, Raleigh, N. C.
- ELLIS, STEVE**  
WHN, New York, N. Y.  
WMCA, New York, N. Y.
- ELLIS, WALT**  
Sports Roundup  
WLBH, Mattoon, Ill.
- ELSNER, HAL**  
Major & Minor Sports  
WWRK, Woodside, N. Y.
- ELSON, BOB**  
WJJD, Chicago, Ill.
- EMBURY, ALLEN**  
Sportscast  
Play-by-Play  
WOSH, Oshkosh, Wis.
- EMMERICH, LEE**  
Tops in Sports  
WKOX, Framingham, Mass.
- ENGLISH, TOM**  
Tom English Sports Review  
WRKC, Toccoa, Ga.
- ENROTH, DICK**  
WLWL, Minneapolis, Minn.
- ERWIN, TOMMY**  
Sports Highlights  
KVLFF, Alpine, Tex.
- ESSICK, LOU**  
Sports Review  
WGNI, Wilmington, N. C.
- EUBANKS, BLAIR**  
Coca Cola Sports Revue  
WTAR, Norfolk, Va.
- EUGENE, LES**  
KTFS, Texarkana, Texas
- EVANS, JONES**  
Football (Atlantic)  
WSCR, Scranton, Pa.
- EVANS, ROBERT B.**  
Sports Roundup  
WSPD, Toledo, Ohio
- EVANS, W. T. J.**  
Top of the Sports  
WBAX, Wilkes-Barre, Pa.
- F —
- FADLCONER, J. B.**  
Sports Page  
WLAP, Lexington, Ky.
- FAGAN, FRANK**  
Sports Parade  
WGTC, Greenville, N. C.
- FAIR, JIM**  
Play by Play  
WLEE, Richmond, Va.
- FALKENSTIEN, MAX**  
Sports Roundup  
WREN, Topeka, Kans.
- FALKENSTEIN, MAX**  
WREN, Topeka, Kans.
- FALLON, FRANK**  
WMEX, Boston, Mass.
- FARBER, LOU**  
Speaking of Sports  
WHIM, Providence, R. I.
- FARMER, JIM**  
Jim Farmer's Sportscast  
WKBV, Richmond, Ind.
- FARRELL, MAURY**  
Speaking of Sports  
Sports Headlines  
WAPI, Birmingham, Ala.
- FARRINGTON, FRANK**  
Sports  
KFAM, St. Cloud, Minn.

## SPORTS COMMENTATORS

- FARRIS, JOE**  
Today's Luck in Sports  
WGKV, Charleston, W. Va.
- FAY, JOE**  
Joe Fay's Sportslants  
WPRO, Providence, R. I.
- FAZZIN, ART**  
Sports Spotlight  
WDUK, Durham, N. C.
- FELTON, DON**  
WHL D, Niagara Falls, N. Y.
- FENNO, RALPH**  
Spotlight on Sports  
WKXL, Concord, New Hampshire
- FENTON, EDDIE**  
All Sports Special  
WCBM, Baltimore, Md.
- FERGUSON, A. B.**  
Sports Desk  
WBOW, Terre Haute, Ind.
- FERGUSON, BERT**  
Sports Announcer  
WDIA, Memphis, Tenn.
- FERGUSON, JOHN**  
Football Games  
WJBO, Baton Rouge, La.
- FERGUSON, MAURY**  
Football Idiot  
Radio Town Mirror Sports-page  
KIXL, Dallas, Tex.
- FIELD, BILL**  
(all Football & Sports)  
KBWD, Brownwood, Tex.
- FIELD, BOB**  
Hockey  
KMO, Tacoma, Wash.
- FIELD, BRYAN**  
MBS
- FIELDER, JOHN**  
Play-by-Play  
WBHT, Harriman, Tenn.
- FINCH, HOWARD K.**  
Football Broadcaster  
WJIM, Lansing, Mich.
- FINNEGAN, BOB**  
Ass't Sports Dir.  
WRBL, Columbus, Ga.
- FINNERTY, HUGH**  
Time out for Sports  
KCRC, Enid, Okla.
- FISHELL, DICK**  
Sports reporter  
KFWB, Hollywood, Calif.
- FISHER, "HANK"**  
Sports Review  
WLW, Cincinnati, Ohio
- FITZPATRICK, JACK**  
KFEL, Sportscast  
KFEL, Denver, Colo.
- FLEISHMAN, SOL J.**  
Thrills for Sportsmen  
WDAE, Tampa, Fla.
- FLEMING, JACK**  
Sports Final  
WAJR, Morgantown, W. Va.
- FLEUGEL, CRES**  
Sportograph  
WWXL, Peoria, Ill.
- FLYNN, FAHEY**  
WBMM, Chicago, Ill.
- FLYNN, ROBERT**  
Sports Final  
WBBC, Flint, Mich.
- FOSTER, BUD**  
Sports News  
KROW, Oakland, Calif.
- FOOTS, BOB**  
Bob Fouts' Sports  
KYA, San Francisco, Calif.
- FRANKLIN, ORVIN**  
Sports Headlines  
KRRV, Sherman-Denison, Tex.
- FRAZIER, HAL**  
Sports Parade  
WMVA, Martinsville, Va.
- FRED, ALAN**  
WAKR, Akron, Ohio
- FRENCH, JACK**  
The 10:20 Sports Club  
KIL O, Grand Forks, N. D.
- FRENKLE, MILT**  
Athletic Events  
WTAW, College Station, Tex.
- FRISCH, FRANKIE**  
WMCA—Giant Baseball
- FROST, BILL**  
KGFN, Grass Valley, Calif.
- FULTON, BOB**  
Sports with Bob Fulton  
KXLR, North Little Rock, Ark.

### — G —

- GADZIOLA, JOE**  
Sports Director  
WSID, Baltimore, Md.
- GALLAHER, EDDIE**  
WTOP, Washington, D. C.
- GANNON, MIKE**  
Sports Final  
WIS, Columbia, S. C.
- GARDNER, DON**  
WKBN, Youngstown, Ohio
- GARROD, GEORGE**  
Sports Around Town  
WWR L, Woodside, N. Y.
- GARY, KAYS**  
The Sportsman  
WOHS, Shelby, N. C.
- GATES, HILLIARD**  
Gateway to Sports  
WKJG, Fort Wayne, Ind.
- GEORGE LEE**  
Sports Spotlight  
KWTO, Springfield, Mo.
- GEORGE, STEVE**  
Strictly Sports  
KCRA, Sacramento, Calif.
- GIANARIS, HARRY**  
Sportspage of the Air  
WHAN, Charleston, S. C.
- GIBBONS, JIM**  
Arrow Sports Review  
WMAL, Washington, D. C.
- GIBBS, ROWLAND**  
KWKW, Pasadena, Calif.
- GILLESPIE, EARL**  
WJPG, Green Bay, Wis.
- GISMOUDI, JAMES**  
Sportlights  
WMBS, Uniontown, Pa.
- GLENN, JAMES F.**  
Sports Review  
KDRO, Sedalia, Mo.
- GLICKMAN, MARTY**  
WHN, New York, N. Y.
- GOBEN, BOB**  
Sports Scrapbook  
WSOY, Decatur, Ill.
- GOBER, JIM**  
Sports  
KNOW, Austin, Tex.
- GODON, RICHARD**  
Sports Slants  
KHQ, Spokane, Wash.
- GODWIN, AL W.**  
Spotlight on Sports  
WNRD, Syracuse, N. Y.
- GOETZ, JACK**  
Sports on Parade  
KRPL, Moscow, Idaho
- GOLLIDAY, C. LESLIE**  
Sports Special  
WEP M, Martinsburg, W. Va.
- GOODING, KEN**  
Reports from the World of Sports  
KVAK, Atchison, Kan.
- GOODIN, LLOYD A.**  
7:30 AM Final
- KENT, Shreveport, La.**
- GOODRICH, BILL**  
Let's Look at Sports  
WRBC, Jackson, Miss.
- GOODWIN, CARL S.**  
WCHV, Charlottesville, Va.
- GORDON, LARRY**  
Let's Talk Sports  
KAVR, Havre, Mont.
- GORDON, RED**  
Play-by-play of various sporting events  
KELD, El Dorado, Ark.
- GORHAM, BUD**  
Football announcer  
KLIZ, Brainerd, Minn.
- GOTTLEB, RICHARD**  
The Sportsman  
WTAW, College Station, Tex.
- GOWDY, CURT**  
Sports by Gowdy  
KOMA, Oklahoma City, Okla.
- GRAMER, BILL**  
KUSN, San Diego, Calif.
- GRANT, PHIL**  
World of Sports  
WJXN, Jackson, Miss.
- GRANT, WAYNE**  
Today in Sports  
KOV C, Valley City, N. Dak.
- GRATZ, GENE**  
Sports Parade  
WELO, Tupelo, Miss.
- GRAVENMIER, HARRY**  
Sports Spotlight  
KFFA, Helena, Ark.
- GRAYSON, BOBBY**  
Bobby Grayson, Sports  
KGW, Portland, Ore.
- GREEN, HOWARD**  
Sportspage  
KRBC, Abilene, Tex.
- GREENSPAN, BUD**  
WHN, New York, N. Y.
- GREGORY, JIMMY**  
The Sports Mike  
WHBS, Huntsville, Ala.
- GRESHAM, TOM**  
Sports Roundup  
KLOU, Lake Charles, La.
- GRIENER, FRED**  
Sports Final  
KWSC, Pullman, Wash.
- GRIFFITHS, BILL**  
WADC, Akron, Ohio
- GRIFFITHS, DAVE**  
Sportsreel of the Air  
WARM, Scranton, Pa.
- GROSS, HERMAN**  
The Sportsman  
WKT M, Mayfield, Ky.
- GUERTLER, AL**  
Sports Round-up  
WPAM, Pottsville, Pa.
- GUINAN, JACK**  
Reports on Sports  
WJTN, Jamestown, N. Y.
- GUNDAKER, ED**  
Spotlight On Sports  
WHP, Harrisburg, Pa.
- GUYMAN, BILL**  
Football Warmup  
KSFO, San Francisco, Calif.

### — H —

- HAAS, CLARE**  
Sports Spotlight  
WMAN, Mansfield, Ohio
- HADLEY, DOUG**  
Parade of Sports  
WJPF, Herrin, Ill.
- HADLEY, IRVING "Bump"**  
Sports  
WBZ-WBZA, Boston, Mass.
- HAGERMAN, JOE**  
KRJM, Santa Maria, Calif.

# SPORTS COMMENTATORS

- HAGGERTY, LARRY**  
Football Games  
KPRL, Paso Robles, Calif.
- HALE, BILL**  
Local Baseball Games  
Local Football Games  
Sports Round-Up  
WBEJ, Elizabethton-Johnson City, Tenn.
- HALE, MARION**  
Marion Hale  
WHBQ, Memphis, Tenn.
- HALL, BILL**  
World of Sports  
WFRC, Reidsville, N. C.
- HALL, HALSEY**  
Time out for Sports  
WCCO, Minneapolis, Minn.
- HALLECK, MARK**  
Director Sports  
WLEX, Lexington, Ky.
- HALLOCK, WILES**  
The Sportsman  
Sports Time  
WNAE, Warren, Pa.
- HALPERN, BILL**  
Sports Merry-Go-Round  
WLBK, Lebanon, Pa.
- HAMPTON, RAY**  
News & Sports  
WHBF, Rock Island, Ill.
- HANDLEY, LEE**  
Sports Director  
WMCK, McKeesport, Pa.
- HANSEN, CARROLL**  
Looking 'Em Over  
KQW, San Jose, Calif.
- HANSEN, DON**  
Boatcat Prevue  
Tornadoes on Parade  
WLAU, Laurel, Mississippi
- HANSEN, ED**  
World of Sports  
WDLB, Marshfield, Wis.
- HAPGOOD, ART**  
Spotlight  
KPRL, Paso Robles, Calif.
- HARMON, TOMMY**  
NBC—Jimmy Durante Show
- HARPER, EARL**  
Play by Play games  
WFRP, Savannah, Ga.
- HARDING, JIM**  
Sports News of the Day  
WTBC, Tuscaloosa, Ala.
- HARRELL, BILL**  
News & Sports  
KVOP, Plainview, Tex.
- HARRINGTON, JOHN**  
WBRM, Chicago, Ill.
- HARRINGTON, JOHN**  
5:30 PM Sportscast  
KTAR, Phoenix, Arizona
- HARRIS, JACK**  
Berghoff Sports Reporter  
WSAP, Portsmouth, Va.
- HARRIS, ROBERT**  
Sports Special  
WAOV, Vincennes, Indiana
- HARRIS, WALTER**  
Football Roundup  
KFRC, San Francisco, Calif.
- HARRISON, BOB**  
WHNC, Sports Parade  
WHNC, Henderson, N. C.
- HARRISON, JACK**  
Sportlites  
WLAU, Grand Rapids, Mich.
- HARVEY, HENRY**  
Along the Sports Trail  
KFBI, Wichita, Kans.
- HARVILLE, CHARLIE E.**  
Sports Director  
WGBR, Goldsboro, N. C.
- HARWELL, DICK**  
Spot Sports  
KRGV, Weslaco, Tex.
- HARWELL, ERNIE**  
WBGE, Atlanta, Ga.
- HARWELL, ERNIE**  
Sports Show  
WGST, Ga. Tech Station, Atlanta, Ga.
- HASEL, JOE**  
ABC
- HASSETT, BUZZ**  
Sports Editor  
KCRG, Cedar Rapids, Iowa
- HATCH, JACK**  
Sportlite  
KVNI, Coeur d'Alene, Idaho
- HAWKINS, JACK**  
KIUN, Pecos, Texas
- HAYS, JIM**  
Puntformation Please  
KVOA, Tucson, Arizona
- HEAD, IVAN R.**  
Football Games  
KVSF, Santa Fe, N. M.
- HEALY, CHUCK**  
Sportscope  
WGNY, Newburgh, N. Y.
- HEARN, CHICK**  
Football games  
WMRO, Aurora, Ill.
- HEATH, HAROLD**  
WOC, Davenport, Ia.
- HEATH, MICKEY**  
Brewer Baseball  
WEMP, Milwaukee, Wis.
- HACK, TED**  
WGPA, Bethlehem, Pa.
- HEDRICK, LEE**  
KXYZ, Houston, Tex.
- HEILBRONER, LEWIS**  
Sports Parade  
WCPS, Tarboro, N. C.
- HEMENWAY, STANLEY, D.**  
KPAB, Laredo, Tex.
- HENRIKSON, LES**  
WCNN, Atlanta, Ga.
- HERON, FRANK**  
Baseball games  
KWJJ, Portland, Ore.
- HERRETT, ARTHUR**  
WMFG, Hibbing, Minn.
- HEWEY, IRA I.**  
Spotlighting the Sport-life  
WHA1, Greenfield, Mass.
- HICKS, FRANK**  
Hiels Predicts  
KYSM, Mankato, Minn.
- HILL, BILL**  
KGDH, Stockton, Calif.
- HILL, DON**  
Sports  
WAVE, Louisville, Ky.
- HILL, JERRY**  
Sports Table  
KDYL, Salt Lake City, Utah
- HILL, JOE**  
Gridiron Flashes  
WAPO, Chattanooga, Tenn.
- HIRSCH, ELROY**  
Sports Round Up  
WKOW, Madison, Wis.
- HITCHCOCK, JACK**  
Spotlight on Sports  
KCOL, Fort Collins, Colo.
- HITCHCOCK, LARRY**  
Sports Parade  
WMAM, Marinette, Wis.
- HOLDEN, KENNETH F.**  
Speaking of Sports  
KBKR, Baker, Ore.
- HOLLERON, BOB**  
Sportscaster  
K TSA, San Antonio, Tex.
- HOLMES, ED**  
Cheerful Earful  
WLI, Jackson, Miss.
- HODGES, RUSS**  
WINS, Yankee Baseball
- HOLSTEN, ARCH**  
Sports Parade  
WRON, Ronceverte, W. Va.
- HOMAN, MARVIN**  
Sports Announcer  
WOSU, Columbus, Ohio
- HOOKER, KEN**  
Sports Roundup  
KTYL, Mesa, Ariz.
- HOOPER, JACK**  
Sports Observer  
WHBG, Harrisburg, Pa.
- HOOPER, DON**  
KIUP, Durango, Colo.
- HOOPER, DON**  
WJMS, Ironwood, Mich.
- HORNER, JACK**  
KSTP, St. Paul, Minneapolis, Minn.
- HORNING, DUTCH**  
Hornin' In on Sports  
KSIB, Creston, Iowa
- HOUGH, HAL**  
KOME, Tulsa, Okla.
- HOUSE, BOB**  
Sports in Review  
KWSL, Lake Charles, La.
- HOUSTON, HAROLD**  
Sport Spotlight  
KBLE, Red Bluff, Calif.
- HOWARD, JOHN**  
WHJB, Greensburg, Pa.
- HOWARD, TONY**  
Tony Howard's Sports  
WPIK, Alexandria, Va.
- HOYT, WAITE**  
Baseball and Sports Reviews  
(Play by Play)  
WCPO, Cincinnati, Ohio
- HUDSON, HARVEY**  
Sportlite on Football  
WLEE, Richmond, Va.
- HUMISTON, HOD**  
Sport News of the Day—all sport play by play  
KWHK, Hutchinson, Kans.
- HUNDLEY, EARL**  
Sports Editor  
WLPM, Suffolk, Va.
- HUNTER, HARRY**  
The Sportsman  
WMVG, Milledgeville, Ga.
- HUNTER, RIG**  
Sports Roundup  
KHUB, Watsonville, Calif.
- HUSING, TED**  
Ted Husing Bandstand, WHN; Sports NBC, CBS, ABC.
- HUSSEY, TOM**  
WHDH, Boston, Mass.
- HUTTON, E. M.**  
Results With Tiny  
WHYU, Newport News, Va.
- I —
- IRVING, CAMPBELL**  
Pipetime  
WGPC, Albany, Ga.
- J —
- JACKSON, BILL**  
Speaking of Sports  
WDSC, Dillon, S. C.
- JAEGER, JOE**  
Sports Final  
KWSC, Pullman, Wash.
- JAMES, DENNIS**  
Announcer, Emcee, Sportscaster, b. Jersey City, N. J., Aug. 24, 1917; ed. Theater School of Dramatic Arts & Radio; St. Peters College, B.S.; Bob Hawk Show (CBS); Can You Top This?; Song of the Stranger; Lawyer Q; Television—Cash & Carry; Sportscaster (Boxing, Wrestling).

• • • **SPORTS COMMENTATORS** • • •

**JARVIS, BILL**  
Today in the World of Sports  
KVGB, Great Bend, Kans.

**JASON, PHILIP R.**  
Scoreboard  
WTAG, Worcester, Masf

**JAY, BILL**  
Sports  
WNOX, Knoxville, Tenn.

**JOHNSON, HERB**  
BC Sports Review  
WMAZ, Macon, Ga.

**JOHNSON, MONK**  
Sports on Parade  
KUSD, Vermillion, S. Dak.

**JOHNSON, PAUL**  
Sports News and Views  
WTAG, Worcester, Mass.

**JOHNSON, ROLLIE**  
Sports Review  
WTCN, Minneapolis, Minn.

**JOLLEY, LeROY**  
Sports Slants  
KWIL, Albany, Ore.

**JONES, JOHN G.**  
KLBM, LaGrande, Ore.

**JONES, ROBERT L.**  
Sports Highlights  
WSPR, Springfield, Mass.

**JONES, TOM**  
Tom Jones Predicts  
WRFS, Alexander City, Ala.

**JONTRY, "SPEC"**  
Football Scoreboard  
WJBC, Bloomington, Ill.

**JORDAN, TINY JOE**  
Sports Editor  
WKMO, Kokomo, Indiana

**JORGENSEN, ROY L.**  
KYUM, Yuma, Ariz.

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**KABER, RUSSELL V.**  
Sports Headlines  
KABR, Aberdeen, S. Dak.

**KALBER, FLOYD**  
KGFV, Kearney, Nebr.

**KALLAY, ED**  
Latest in Sports  
WNN, Louisville, Ky.

**KANE, JACK**  
Today's Sports  
WHEB, Portsmouth, N. H.

**KEATING, WILLIAM**  
Sports Revue  
WHYN, Holyoke, Mass.

**KEENE, BILL**  
Time out for Sports  
KBOL, Boulder, Colo.

**KEEP, BARNERY**  
Keeping Up With Sports  
KEX, Portland, Ore.

**KEHL, TONY**  
The World of Sports  
KOLT, Scottsbluff, Nebr.

**KEITER, LES**  
Sports Roundup  
KELA, Centralia & Chehalis,  
Washington

**KEITH, DON**  
Public Relations Director  
KUJ, Walla Walla, Wash.

**KELLER, ROD**  
Rod and Reel Club  
KSDG, Crowley, La.

**KELLEY, BILL**  
Sports Edition  
KFDA, Amarillo, Tex.

**KELLEY, BOB**  
Parade of Sports  
KMPC, Los Angeles, Calif.

**KELLY, GENE**  
WIBC, Indianapolis, Ind.

**KELLY, RUSH**  
World in Sports  
KWBC, Fort Worth, Tex.

**KENNARD, STEWART**  
WFBR, Baltimore, Md.

**KENNEDY, KEVIN**  
Sports Panel  
WNYC, New York, N. Y.

**KENNEY, PAUL**  
Sports Highlights  
WMOA, Marietta, Ohio

**KENT, CARL**  
Sports Roundup  
KTAR, Phoenix, Arizona

**KEOWN, JOE**  
Sport Hlights  
WPHP, Huntsville, Ala.

**KERNS, JERRY**  
Football Preview  
WMOX, Meridian, Miss.

**KETNER, WILL**  
Sports Roundup  
WFBG, Altoona, Pa.

**KILLIAN, JIM**  
Football (Atlantic)  
WSCR, Scranton, Pa.

**KEYES, HUGH**  
Sports Round Up  
KSUN, Bisbee, Ariz.

**KINCAID, FRED**  
Football, Hockey, Basketball  
WRR, Dallas, Tex.

**KINDER, DICK**  
Sports Director  
WKDK, Newberry, S. C.

**KING, ARTHUR**  
Art King Sports Show  
WEEL, Boston, Mass.

**KING, BILL**  
Sports Roundup  
WSIV, Pekin, Ill.

**KING, ED**  
KGEN, Grass Valley, Calif.

**KING, WALLY**  
Sports of the Day  
WATR, Waterbury, Conn.

**KINSER, JOE**  
Clothing World of Sports  
KTKC, Visalia, Calif.

**KIRBY, BILL**  
Tips from the Gridiron  
WDSM, Superior, Wisc.

**KIRBY, DOROTHY**  
Sports Show  
WGST, Ga. Tech Station, At-  
lanta, Ga.

**KIRBY, JERRY**  
Sport Flash  
WKBB, Dubuque, Iowa

**KIRBY, LEE**  
Sports Spotlight  
WBT, Charlotte, N. C.

**KLEY, HERB**  
WHBL, Sheboygan, Wisc.

**KOESKY, MICHAEL**  
Sportscast  
KVOR, Colorado Springs, Colo.

**KORCH, FRANK**  
WGN, Chicago, Ill.

**KORZELIUS, GENE**  
WBNY, Buffalo, N. Y.

**KOSCHMANN, MARTIN**  
Sports Editor  
KXLE, E'lensburg, Wash.

**KRAUSE, ED**  
Krause Talks Basketball  
WHOT, South Bend, Ind.

**KROEN, ED**  
WKPA, New Kensington, Pa.

**KROUGH, BILL**  
WCNC, Elizabeth City, N. C.

**KURTZ, PAUL**  
District Sports  
WPIT, Pittsburgh, Pa.

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**LACHINMEIER, RUDY**  
Sports Director  
KXL, Portland, Ore.

**LACKEY, DUTCH**  
Sportscast  
WHOP, Hopkinsville, Ky.

**LaFRANCHISE, CHAS.**  
KALE, Portland, Ore.

**LANDMAN, LOU**  
Sports Roundup  
WHA, Madison, Wis.

**LANE, BILL**  
WCYB, Bristol, Va.-Tenn.

**LANHAM, GEORGE**  
KIOX, Bay City, Tex.

**LARAMORE, JIM**  
KIUP, Durango, Colorado

**LASSEN, LEO**  
Signal Sports  
KRSC, Seattle, Wash.

**LAUX, FRANCE**  
Ill-Mo Hunt & Fish Club  
KXOK, St. Louis, Mo.

**LAWERANCE, JOHN**  
Local Sports Reel  
WMFF, Plattsburg, N. Y.

**LAWRENCE, TEDD**  
LAZ, BILL  
Football games  
WMRO, Aurora, Ill.

**LEACH, ED**  
Sports Roundup  
WEWO, Laurinburg, N. C.

**LEBOW, GUY**  
WHN, New York, N. Y.

**LEE, BERT**  
WHN, New York, N. Y.

**LEDEBUHR, AL**  
Today in Sports  
KFUO, St. Louis, Mo.

**LEE, BOB**  
Sports Review  
Football  
KVER, Albuquerque, N. M.

**LEE FRANK**  
Sports Spotlight  
WMMN, Fairmont, W. Va.

**LEE, JACK**  
Play-by-Play  
WGBR, Goldsboro, N. C.

**LEE, WILLIAM P.**  
WLAK, Lakeland, Fla.

**LEE, ZEB**  
Sports Parade  
WSKY, Asheville, N. C.

**LEIBMAN, NED**  
In the World of Sports  
KYJC, Medford, Ore.

**LENNON, PAUL**  
Sports Review (also play-by-  
play on football & basketball)  
WSUA, Bloomington, Indiana

**LENOX, JOHN JR.**  
KHBG, Okmu'gee, Okla.

**LEONARD, LEE**  
WFMJ, Youngstown, Ohio

**LEPAGE, JEAN**  
Sports Review  
WMSA, Massena, N. Y.

**LESTER, TOM**  
Sports Roundup  
WESX, Salem, Mass.

**LEWIS, ARNOLD**  
From the Grandstand  
WJOR, Bangor, Maine

**LEWIS, ED**  
Nightcap of Sports  
KRDO, Colorado Springs, Co'o.

**LIBBY, EDWARD F.**  
Sports  
WKEY, Covington, Va.

**LIEBBE, "SPIKE"**  
Muscatine Sports Reviewer  
KWPC, Muscatine, Iowa

**LIPEZ, HARRIS**  
WPBZ, Lock Haven, Pa.

**LIVINGSTON, SAM**  
Down Sports Avenue  
WKYB, Paducah, Ky.

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- LITCHMAN, ART**  
Sports Copy  
KUGN, Eugene, Ore.
- LLOYD, VINCE**  
(Sports Director)  
WMBD, Peoria, Ill.
- LOCHMAN, WALT**  
(Sports Director)  
KCMO, Kansas City, Mo.
- LOCKE, ROBERT C.**  
Sports Roundup  
WRRN, Warren, Ohio
- LOTFIELD, KIETH**  
Sports Round-up  
KOPO, Tucson, Arizona
- LOMAX, STAN**  
Stan Lomax-Sports; WOR, WHN,  
New York, N. Y.
- LONGE, JAMES**  
Sporting Extra  
KWG, Stockton, Calif.
- LOUDEN, VERN**  
Sports Interviews  
KROW, Oakland, Calif.
- LOWE, WALTER**  
Sports Lowdown, Sighting  
In With Walt Lowe  
KGEM, Boise, Idaho
- LOWELL, STAN**  
KOB Sportlight  
KOB, Albuquerque, New Mex.
- LOWERY, BILL**  
Local Baseball Games, Local  
Football Games, Sports  
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WGRV, Greenville, Tenn.
- LUNDQUIST, ELDON**  
In With Walt Lowe  
WTRC, Elkhart, Ind.
- LUCAS, MARTIN**  
Sports Round-up  
KWBU, Corpus Christi, Tex.
- LYNN, MAC**  
Brewer's Rox Scores  
WLAY, Muscle Shoals, Ala.
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- MACKENZIE, JOCK**  
Sports Parade  
WMOU, Berlin, N. H.
- MacLEAN, JOHN**  
Sports Whirl  
WROM, Rome, Ga.
- MacNEIL, JIM**  
Jim MacNeil on Sports  
WTSB, Lumberton, N. C.
- MacRAE, JOHNNY**  
Highlights on Sports  
WABI, Bangor, Me.
- McCALL, L. C.**  
World of Sports  
WWPF, Palatka, Fla.
- McCANDLESS, PAUL**  
Sports Parade  
WDAD, Indiana, Pa.
- McCANN, BOB**  
Sportsreel  
KMBY, Billings, Mont.
- McCARTHY, DICK**  
In the Grandstand  
WKNY, Kingston, N. Y.
- McCARTHY, JIM**  
On the Sports Scene  
WBRE, Wilkes Barre, Pa.
- McCORMACK, JIMMIE**  
WHAR, Clarksburg, W. Va.
- McCRACKEN, JARRELL**  
May's Sports Cast  
KGNO, Dodge City, Kans.
- McDONALD, ARCH**  
WTOP, Washington, D. C.
- McDULIN, BILL**  
Today in Sports  
WMOH, Hamilton, Ohio
- McGINNIS, PAT**  
Sports Special  
WLIZ, Brainerd, Minn.
- McGONEGLE, JOE**  
Sports Roundup  
WHIS, Bluefield, W. Va.
- McGRATH, ED**  
Duke's Sport Show, Pigskin  
Highlights  
WSPA, Spartanburg, S. C.
- McGRATH, NED**  
Sports Page  
WHDL, Olean, N. Y.
- McGUIRE, RAY**  
Sports 5:30 P. M.  
WNOE, New Orleans, La.
- McHALE, Billy**  
WPKA, Chester, Pa.
- McINTIRE, J. CHAS.**  
WMBH, Joplin, Mo.
- McKEE, BURTT, JR.**  
WAPI, Birmingham, Ala.
- McKECHNIE, JAMES**  
Leaders in Sports  
WENE, Endicott, N. Y.
- McKINNON, BILL**  
Sports Digest  
WBNS, Columbus, Ohio
- McKINNON, BOB**  
Sports Round-up  
WRFS, Alexander City, Ala.
- McLENDON, GORDON**  
(Managing Director)  
KNET, Palestine, Tex.
- McLESKEY, JOE**  
Spotlight on Sports  
WMAP, Monroe, N. C.
- McLINN, STONEY**  
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WIP, Philadelphia, Pa.
- McNALLY, RAY**  
KANS, Wichita, Kans.
- McNAMARA, LARRY**  
Sports Round-up  
WNHC, New Haven, Conn.
- MACK, JOHNNY**  
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WMID, Atlantic City, N. J.
- MAIERHOFER, LOU**  
Sports Announcer  
WRTA, Altoona, Pa.
- MANN, STU**  
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WLOL, Minneapolis, Minn.
- MANNING, TOM**  
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WTAM, Cleveland, Ohio.
- MANSFIELD, BOB**  
WGOV, Valdosta, Ga.
- MARGET, MANNY**  
Sports Shorts  
KVOX, Moorhead, Minn.
- MARKS, GARNETT**  
KGFN, Grass Valley, Calif.
- MARSHALL, R. E.**  
Time out for Sports  
WPAY, Portsmouth, Ohio
- MARSHALL, R. H.**  
In the Sportlite  
WORZ, Orlando, Fla.
- MARTIN, ALLYN**  
Good Morning Sports  
WLIZ, Bridgeport, Conn.
- MARTIN, BOB**  
Sports Editor  
WPOR, Portland, Maine.
- MARTIN, AL**  
WHHM, Memphis, Tenn.
- MARTIN, DICK**  
Sports Parade  
WCMI, Ashland, Ky.
- MARTIN, GLEN**  
KLP, Denver, Colo.
- MARTIN, JACK**  
Sports Spotlite  
WOPI, Bristol, Tenn.
- MARTIN, TINY**  
Highlights in Sports  
WFNC, Fayetteville, N. C.
- MARVIN, BILL**  
Play by Play  
KSON, San Diego, Calif.
- MASON, LUTHER**  
WHA, Madison, Wisc.
- MASSE, AL**  
Sports Scope  
WBTA, Batavia, N. Y.
- MASON, FRANK**  
Sports Round-up  
WSLB, Ogdensburg, N. Y.
- MATTHEWS, TOM**  
WFLA, Tampa, Fla.
- MAXWELL, BOB**  
Sports Revue  
WKNX, Saginaw, Mich.
- MAXWELL, JOCKO**  
WWRL Sports Club  
WWRL, Woodside, N. Y.
- MAYER, JACK**  
Football Prophet  
WALB, Albany, Ga.
- MAYNARD, BILL**  
Sports Round-up  
KTES, Springfield, Mo.
- MENTON, BILL**  
Sports on Toast  
WKRQ, Mobile, Ala.
- MERRIMAN, DON**  
Sports Jamboree  
WHDL, Olean, N. Y.
- MESKILL, BOB**  
(Sports Director)  
Sports Special  
WBBQ, Augusta, Ga.
- MEYER, A. J.**  
All Sports  
KPOW, Powell, Wyoming
- MILLER, DON**  
Sports Director  
WTOL, Toledo, Ohio
- MILLER, DICK**  
KDWT, Stamford, Texas
- MILLER, FRED**  
WBGE, Atlanta, Ga.
- MILLER, HARVEY**  
Sportscaster  
WJSW, Altoona, Pa.
- MILLER, JACK**  
WGY, Sports Record  
WGY, Schenectady, N. Y.
- MILLER, LINWOOD**  
Sportscast  
WSAB, Fall River, Mass.
- MILLS, GLENN**  
Sports in Review  
KRAL, Rawlins, Wyoming
- MILLS, PELHAM, JR.**  
Mills Views Sports  
KPLC, Lake Charles, La.
- MILLS, RUSS**  
Sports  
WFOM, Marietta, Ga.
- MILNE, JAMES**  
Play by Play of Basketball,  
Hockey, Football  
WNHC, New Haven, Conn.
- MILWARD, ART**  
The Sports Special  
WMIX, Mt. Vernon, Ill.
- MITCHELL, HAROLD (RED)**  
Seeing Red with Mitchell  
KSTG, Crowley, La.
- MITCHELL, J. W.**  
Sports Page  
WCVS, Springfield, Ill.
- MITCHELL, PAUL**  
Football Color & Baseball  
KSYL, Alexandria, La.
- MOLEN, SAM**  
KMBC, Kansas City, Mo.
- MOONEY, GEORGE**  
Sports Director KWEM, and  
Razorback Network  
KWEM, West Memphis, Ark.

# SPORTS COMMENTATORS

**MOORE, BERI**  
Football Games, Basketball Games, Baseball Games  
WCTA, Andalusia, Ala.

**MOORE, BILL**  
WPLH, Huntington, W. Va.

**MOORHEAD, TOM**  
Tom Moorhead  
WFIL, Philadelphia, Pa.

**MORGAN, DICK**  
Speaking of Sports  
KTUC, Tucson, Arizona

**MORGAN, HANK**  
World of Sports  
WFNS, Burlington, N. C.

**MORGAN, RAY**  
Sports, Baseball, Basketball, Baseball, Hockey, College Football  
WWDC, Washington, D. C.

**MORGAN, ROBERT B.**  
Sports Round-up  
WMBO, Auburn, N. Y.

**MORRISON, GARRETT**  
WLOS Sports  
WLOS, Asheville, N. C.

**MOSENA, RICHARD**  
KBUR, Burlington, Iowa.

**MUMFORD, ALEX**  
WCOM, Parkersburg, W. Va.

**MURPHY, BILL**  
KFYR, Bismark, N. Dak.  
Reports on Sports

**MURRAY, DON**  
Sports Chat  
WAZL, Hazleton, Pa.

**MURPHY, ED**  
WDSR, Lake City, Fla.

**MURPHY, WM. B.**  
Sports Whirl  
KBLF, Red Bluff, Calif.

**MURRAY, FRANNY**  
Sporting Page  
WIBG, Philadelphia, Pa.

**MURRAY, JIM**  
Sports Director  
WVON, Woonsocket, R. I.

**MUZZY, JIM**  
Today's Sports Today, Sports Whirl  
WHBC, Canton, Ohio

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**NAGLER, AL**  
Al Nagler Sports  
WKBK, Detroit, Mich.

**NARZ, JACK**  
Sports Mirror  
KWTK, Burbank, Calif.

**NASH, HARRY**  
WNJR, Newark, N. J.

**NATALE, JOE di**  
Sportstime  
KODY, North Platte, Nebr.

**NAUMAN, DICK**  
Football, Sports Resume  
WRB, Dallas, Texas

**NEAL, BILL**  
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WJMX, Florence, S. C.

**NEAL, DON**  
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KFLW, Klamath Falls, Ore.

**NEAL, BOB**  
WGAR, Cleveland, Ohio

**NEAL, BOB**  
Sports Special  
WMPS, Memphis, Tenn.

**NEALS, WALTER**  
Sports Final  
WGLN, Glens Falls, N. Y.

**NEILSON, DAVE**  
Play by Play Brcs.  
WENC, Whiteville, N. C.

**NELSON, FRED**  
Sportsreel  
KBYM, Billings, Mont.

**NELSON, JAMES**  
Spotting the Sports  
KOAC, Corvallis, Ore.

**NELSON, JOHNNY**  
Sports Corner  
WESB, Bradford, Pa.

**NELSON, LINDSEY**  
WKGN, Knoxville, Tenn.

**NESBITT, DICK**  
Dick Nesbitt  
WKRC, Cincinnati, Ohio

**NEW, JIMMY**  
Cartersville High Games  
WBHF, Cartersville, Ga.

**NEWKIRK, AL**  
Speaking of Sports  
WICA, Ashtabula, Ohio

**NEWKIRK, BILL**  
Sports Preview  
KATL, Houston, Tex.

**NEWMAN, ZIPP**  
WSGN, Birmingham, Ala.

**NICHOLSON, JOHN**  
Sports Special  
WTMC, Ocala, Fla.

**NICKELS, JACK P.**  
The Sports Special  
KTRC, Santa Fe, N. Mex.

**NICKELL, G. E.**  
Football, Baseball  
KUIN, Grants Pass, Ore.

**NOBLES, TOM**  
BC Sports Review, Sports Mirror, Football Prophet  
WDDO, Chattanooga, Tenn.

**NOLAN, JACK**  
Wire Grass Sports  
WBHB, Fitzgerald, Ga.

**NORMAN, JAYE**  
Sports Camera  
WIGM, Medford, Wisc.

**NORMAN, NEIL**  
Sports Review  
WIL, St. Louis, Mo.

**NORTON, ROBT.**  
Sports Parade  
KVIC, Victoria, Tex.

**NORVELL, JAMES**  
Sports Director  
WKAI, Macomb, Ill.

**NOYES, CURT**  
Football Prophet  
WESX, Salem, Mass.

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**OBERN, GEORGE**  
KIST Sports-reel  
KIST, Santa Barbara, Calif.

**O'BRIEN, DON**  
Sports Director  
KIOA, Des Moines, Iowa

**O'BRIEN, DON**  
Sports Page of the Air  
WNAK, Yankton, S. Dak.

**O'BRIEN, JOE**

**O'BYRNE, JOE**  
KYW Hunting & Fishing Club  
KYW, Philadelphia, Pa.

**O'CONNOR, HENRY**  
H&L Sportscastr  
KOCA, Kilgore, Tex.

**O'GARE, ROGER**  
Sports  
WBEC, Pittsfield, Mass.

**O'HALLORAN, PAT**  
Game Forecasts  
KPQ, Wenatchee, Wash.

**OKUN, PAUL**  
WTTR, Sanford, Fla.

**O'NEILL, LOU**  
Sports Club of the Air  
WWRL, Woodside, N. Y.

**O'NEAL, MARTY**  
Local Angle in Sports (and all sports events carried by station)

WMIN, St. Paul, Minn.

**ORUM, WILLIAM**  
Muny & Sports  
WEW, St. Louis, Mo.

**OWEN, CLIFF**  
5 Star Sports Final  
KOPP, Ogdan, Utah

**OWENS, MOREY**  
Sports Review  
WROK, Rockford, Ill.

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**PAIGE, ERIK**  
Sports Parade  
WVNR, Beckley, W. Va.

**PARADY, WILLIAM F.**  
Sports Highlights  
KGLU, Safford, Ariz.

**PARKER, KEN**  
WWOL, Lackawanna, N. Y.

**PARKER, VIRGIL**  
Sports Parade, Gridiron Guesses  
KORE, Eugene, Ore.

**PARKES, HAL**  
Sports Sparks  
KOLE, Port Arthur, Tex.

**PARKS, DARYL E.**  
WRJN, Racine, Wisc.

**PARKS, DEL**  
Off-sides  
WILM, Wilmington, Del.

**PARTON, RED**  
Sportseop  
WOLF, Syracuse, N. Y.

**PASSAGE, GEORGE**  
Sports Album, Sports Final  
WRVA, Richmond, Va.

**PATRICK, VAN**  
WGAR, Cleveland, Ohio

**PEARCE, ROY**  
6:45 Sports  
KDMO, Carthage, Mo.

**PECK, C. W.**  
KRUL, Corvallis, Ore.

**PENFELD, ADD**  
World of Sports  
Sports Report  
WRNY, Rochester, N. Y.

**PENNER, RAY**  
Sports Parade of the Air  
WLOW, Norfolk, Va.

**PERICOLA, FRANK**  
WBSR, Pensacola, Fla.

**PERRY, BOB**  
Highlights  
KSIX, Corpus Christi, Tex.

**PERRY, KEN**  
Spotlight on Sports  
KFKA, Greeley, Colo.

**PETERS, GEORGE**  
Play by Play  
KVLf, Alpine, Tex.

**PETERS, KEN**  
Play by Play Broadcasts  
WTMS, Santa Barbara, Calif.

**PETERSON, DON**  
Sports Review  
KBUN, Bemidji, Minn.

**PETERSON, EDDIE**  
Sports Review  
KSUB, Cedar City, Utah.

**PETERSEN, HARRY**  
Grainbelt Scoreboard  
KOTA, Rapid City, S. Dak.

**PETRONELLA, TONY**  
Sports Spotlight  
WRIB, Providence, R. I.

**PETEGREW, C. W.**  
Football Announcer  
WOSU, Columbus, Ohio

**PFEIFFER, BOB**  
WJMS, Ironwood, Mich.

**PHELAN, JOHN**  
Sports Highlights  
KTSM, El Paso, Tex.

# SPORTS COMMENTATORS

**PHILBIN, BOB**  
WJOL, Joliet, Ill.

**PHILLIPS, GORDON**  
Football Play by Play, Roanoke Boxing Bouts  
WROV, Roanoke, Va.

**PIERCE, DON**  
Adams Sports Parade  
WRRF, Washington, D. C.

**PIERCE, JOHN**  
Sports  
WTCE, Flint, Mich.

**PIERSON, BILL**  
Sports Corner  
WHKK, Akron, Ohio

**PIERSON, DICK**  
The Sportsman  
WHSC, Hartsville, S. C.

**PLATT, BILL**  
Bill Platt's Sports  
KOCY, Oklahoma City, Okla.

**POINTEL, HANK**  
Play by Play  
WFIG, Sumter, S. C.

**POPE, BILL**  
WGY Sports Record  
WGY, Schenectady, N. Y.

**PORTER, RAY**  
Sports Special  
KOJM, Havre, Montana

**PORTER, WINSLOW**  
Bell's Sports Headliners  
WINC, Winchester, Va.

**POUCHER, WAYNE**  
WCSC, Charleston, S. C.

**PRATT, RICK**  
Sports Review  
WELL, New Haven, Conn.

**PRESTON, ART**  
Sport Parade  
KTUC, Tucson, Ariz.

**PRICE, CLINT**  
Sizing Up Football  
KVSM, San Mateo, Calif.

**PRICE, DAN**  
Sports Round-up  
WALB, Albany, Ga.

**PRINCE, BOB**  
Bob Prince Sports  
WJAS, Pittsburgh, Pa.

**PROVENCE, BOB**  
Keystone Sports Review  
WKNA, Charleston, W. Va.

**PROVOST, ERIC**  
Sports Special  
WSPB, Sarasota, Fla.

**PRYOR, BILL**  
Spotlight on Sports  
WNBF, Binghamton, N. Y.

**PUTER, JACK**  
Sports Round-up  
KFXJ, Grand Junction, Colo.

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**QUIGLEY, E. C.**  
Ernie Quigley's Sports  
WIBW, Topeka, Kans.

— R —

**RANGER, JIM**  
Sports Editor  
KVSM, San Mateo, Calif.

**RATHE, BOB**  
Baseball  
KFAM, St. Cloud, Minn.

**RAYMOND, STAN**  
Sports Scope  
WATL, Atlanta, Ga.

**READ, BROOKS**  
Sports Memories  
KPRK, Livingston, Mont.

**READON, DAN**  
Speaking of Sports  
WWSC, Glen Falls, N. Y.

**REECE, SANFORD**  
Sports Review  
WSBT, South Bend, Ind.

**REED, ART**  
Sports Final  
WMON, Montgomery, W. Va.

**REED, C. D.**  
Sports  
KNEL, Brady, Tex.

**REED, HAROLD**  
(Sportscaster)  
KSFT, Trinidad, Colo.

**REEVE, RAY**  
Sports Parade  
WRAL, Raleigh, N. C.

**REID, JIM**  
BC Sports Review  
WPTF, Raleigh, N. C.

**REID, MICHAEL**  
Sports Review  
KVRB, Rock Springs, Wyo.

**REID, RICHARD S.**  
Previews in Sport, Sports  
Round-up  
WTVL, Waterville, Maine.

**REIDY, PAUL**  
The Sportsman  
WFIG, Sumter, S. C.

**REILLY, R. EDWARD**  
Sports Parade  
WGAA, Cedartown, Ga.

**REILLY, SPEED**  
Sports Review  
KLX, Oakland, Calif.

**REINHOLDT, BOB**  
Play by Play  
KWIN, Ashland, Ore.

**REITER, FRED**  
YFLA, Tampa, Fla.

**REYNOLDS, LEO**  
Sports Review  
KRBC, Abilene, Tex.

**RHEA, LARRY**  
Sports with Larry Ray  
KCKN, Kansas City, Kans.

**RHODES, DICK**  
Sports Edition  
WAYB, Waynesboro, Va.

**RHODES, HOWARD**  
Program Director  
KUJ, Walla Walla, Wash.

**RHONE, PAUL**  
World of Sports  
WMON, Montgomery, W. Va.

**RICH, MIKE**  
Five Star Final  
WTRY, Troy, N. Y.

**RICH, VANCE**  
Sports Parade  
WENC, Whiteville, N. C.

**DICHARDS, ROYCE**  
Speaking of Sports  
WMMT, McMinnville, Tenn.

**RIDGE, JACK**  
Sports Circus  
WGAY, Silver Spring, Md.

**RISER, JAMES**  
Sports Parade  
WJEJ, Hagerstown, Md.

**ROBERT, HENRY**  
Harry Robert Sports  
KYW, Philadelphia, Pa.

**ROBERTS, MERLE**  
Football Games  
WBAY, Coral Gables, Fla.

**ROBINSON, BOB**  
Speaking of Sports  
WFOR, Hattiesburg, Miss.

**ROBINSON, HARRY**  
Play by Play Sports  
KDSJ, Deadwood, S. Dak.

**ROBINSON, WAYNE**  
KVOW, Littlefield, Tex.

**ROBISCHON, TOM**  
Special Events  
KXLQ, Bozeman, Mont.

**RODSTROM, LLOYD**  
Sports Round-up  
KRKO, Everett, Wash.

**ROGERS, RALPH**  
Sports Director  
KSJO, San Jose, Calif.

**ROGERS, ROBERT**  
Sports Whirl  
KWTC, Barstow, Calif.

**ROMANCE, ED**  
Sports Parade  
WPPA, Pottsville, Pa.

**ROSE, HERM**  
Sport News  
WFHG, Bristol, Va.

**ROSS, KAL**  
Sports Extra  
WNSR, Syracuse, N. Y.

**ROSS, WAYNE**  
Sports Diary  
KTRJ, Sioux City, Ia.

**ROTHRUM, BILL**  
Bill Rothrum  
WSYR, Syracuse, N. Y.

**ROWLAND, W. L., SR.**  
Along the Sports Trail  
WGWC, Selma, Ala.

**ROYALL, PAUL**  
KSL, Salt Lake City, Utah.

**RUE, JIM**  
Sports Final  
KSC, Pullman, Wash.

**RUSSELL, DAVE**  
Southwest Grid Chart  
KFDN, Beaumont, Tex.

**RUSSELL, EARLE**  
Ports' Baseball, Pigskin Parade  
KXOB, Stockton, Calif.

**RYAN, PAT**  
Football Broadcasts, Pat  
Ryan, Sports, Spotlight  
Sports  
WKY, Oklahoma City, Okla.

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**SADLER, JOHN, JR.**  
Sports Review, Pigskin  
Parade, High School Football  
Games  
WIRA, Ft. Pierce, Fla.

**SAENGER, JIM**  
Sports Whirl  
KOJM, Havre, Mont.

**SAGGAU, TIP**  
Sports Parade  
WOW, Omaha, Nebr.

**SAIDT, BUS**  
Sports Shots  
WBUJ, Morrisville, Pa.

**SAKRY, CLIFF**  
Football, Basketball  
KFAM, St. Cloud, Minn.

**SALSBURG, JOE**  
Baseball Games, Football  
WARM, Scranton, Pa.

**SANDERS, GERALD**  
Football Broadcasts  
KSEO, Durant, Okla.

**SANDER, CHRIS**  
Sports Review & Sportscast  
KOVO, Provo, Utah.

**SANDLER, JACK**  
The Sports Trail  
KOWH, Omaha, Nebr.

**SANDLER, JACK**  
Sports Trail  
KOAD, Omaha, Nebr.

**SANDY, MICHAEL**  
WIBX Sports  
WIBX, Utica, N. Y.

**SAUNDERS, ERNIE**  
Sports Review  
KFXJ, Grand Junction, Colo.

**SAUNDERS, ERNIE**  
Sports Page of the Air  
WCBS, Charleston, W. Va.

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- SAVAGE, BOB**  
Sports News  
WTAQ, Green Bay, Wisc.
- SAWYER, TOM**  
Sports Round-up  
WDBO, Orlando, Fla.
- SCEARCE, BOB**  
Jax Sports Review, Fisherman's Corner  
WABC, Baton Rouge, La.
- SCHABOT, AL**  
Al Schacit's Sports Show  
WOR, New York, N. Y.
- SCHAGS, MARTY**  
Ingold Sports Review  
WDUK, Durham, N. C.
- SCHILLING, FRED**  
WBSR, Pensacola, Fla.
- SCHNEEFLOCK, BILL**  
Sports Spotlight & Local Sports Events  
KASH, Eugene, Ore.
- SCHOENFELD, ED**  
Putter Patter  
KLX, Oakland, Calif.
- SCHREINER, RAY**  
WBTM, Danville, Va.
- SCHUSS, AL**  
All Sports Events  
KOCO, Salem, Ore.
- SCOTT, BOB**  
Sports Chat  
WSJS, Winston-Salem, N. C.
- SCOTT, ED**  
Sports Round-up  
KOL, Seattle, Wash.
- SCOTT, RAY**  
Today in Sports  
WCAE, Pittsburgh, Pa.
- SEARLES, NEIL**  
Sports Pace  
WFOX, Milwaukee, Wisc.
- SEARS, BILL**  
Sports Extra.  
WPEN, Philadelphia, Pa.
- SEAVEY, CECIL**  
Today in Sports  
KRDO, Colorado Springs, Colo.
- SEELEY, DOYLE D.**  
Spotlight on Sports  
KWIN, Ashland, Ore.
- SEFICK, BOB**  
Sports Today  
WARD, Johnstown, Pa.
- SEIBERT, DICK**  
WTCN, Minneapolis, Minn.
- SELLEY, ART**  
Local Baseball Games, Local Football Games, Sports Round-up  
WBAC, Cleveland, Tenn.
- SHACKLETON, ROBERT**  
High School Sports  
WKAR, East Lansing, Mich.
- SHADDOX, LEON**  
Sportscast  
KAOZ, Harrison, Ark.
- SHAFFER, FRED**  
Sports Final
- SHAFFER, FRED**  
Sports Final  
WSBA, York, Pa.
- SHANAHAN, TOM**  
Sports Flash  
WEMP, Milwaukee, Wisc.
- SHEHON, WALTER**  
Sports Flashes  
WDAR, Savannah, Ga.
- SHELLENBERGER, JACK**  
Sports Quiz  
WHAT, Philadelphia, Pa.
- SHELTON, JIM**  
WIBC, Indianapolis, Ind.
- SHELTON, JIM**  
Sports Revue  
WMOX, Meridian, Miss.
- SHERIDAN, RED**  
All Football Games  
KXOX, Sweetwater, Tex.
- SHERMAN, DEAN**  
Sports Hi-Lites  
WDGY, Minneapolis, Minn.
- SHRADER, WALT**  
WIKB, Iron Mountain, Mich.
- SHUDD, ROY**  
WKOW, Albany, N. Y.
- SHUMATE, GENE**  
Sports Desk  
KSO, Des Moines, Iowa
- SIEGEL, SAMUEL**  
KYUM, Yuma, Ariz.
- SIMMONS, JAMES**  
The Best in Sports  
KPBX, Beaumont, Tex.
- SIMPSON, JIMMY**  
Sportspace of the Air  
WMRC, Greenville, S. C.
- SIMS, FRANK**  
Play by Play  
KVFD, Fort Dodge, Ia.
- SINGER, LAN**  
Special Events  
WMLQ, Milwaukee, Wisc.
- SINOR, BILL**  
KREO, Indio, Calif.
- SLATER, SAM**  
Spotlight on Sports  
WPAR, Parkersburg, W. Va.
- SLATER, BILL**  
Dumont Television Sports, MUTUAL
- SLAVIN, TOM**  
WVCO, Waterbury, Conn.
- SMITH, BILL**  
Sports Review  
WMFR, High Point, N. C.
- SMITH, BOB**  
(Reporter)  
Sports Digest  
WCOL, Columbus, Ohio
- SMITH, BOB**  
Bob Smith's Sports Review  
WOOD, Grand Rapids, Mich.
- SMITH, EARL**  
WLCS, Baton Rouge, La.
- SMITH, FRANK**  
Sportscaster  
KHUM, Eureka, Calif.
- SMITH, LYALL**  
WXYZ, Detroit, Mich.
- SMITH, SIG**  
Sports Review  
WKBW, Buffalo, N. Y.
- SMOLKA, JOHNNY**  
Production, Musical Dir.  
WDEC, Americus, Ga.
- SNOWDEN, CHARLES**  
Sports Parade  
WIRK, West Palm Beach, Fla.
- SNYDER, BILL**  
WJZM, Clarksville, Tenn.
- SNYDER, JOE N.**  
Sports Hi-Lites  
WLXC, La Cross, Wisc.
- SORRELL, BILL**  
News and Sports Review  
WILS, Lansing, Mich.
- SPENCER, LLOYD**  
KWOW, Littlefield, Tex.
- SPOKES, AL**  
Reports on Sports  
WJOY, Burlington, Vt.
- SPROUSE, LEONARD**  
Sports Round-up  
KCHS, Hot Springs, N. Mex.
- STANTON, PETE**  
Sports Review, Pigskin Parade On the Gridiron  
WJPA, Washington, Pa.
- STEADMAN, W. L.**  
Sports Calendar  
WCOV, Montgomery, Ala.
- STEEL, BILL**  
Reports on San Diego Sports  
KUSN, San Diego, Calif.
- STEELE, BOB**  
Strictly Sports  
WTIC, Hartford, Conn.
- STEELMAN, ROBERT P.**  
Sports Review  
KOIL, Omaha, Nebr.
- STEIS, BILL**  
Sports Spotlight  
WCLE, Clearwater, Fla.
- STEMLER, NICK**  
Sports Director  
WAGE, Syracuse, N. Y.
- STERLING, EARL**  
KLIX Scoreboard  
KLIX, Twin Falls, Idaho
- STERN, BILL**  
Colgate Sports Nwsreel of the Air (NBC)
- STERRETT, ROBERT**  
In The Sportlite  
WTON, Staunton, Va.
- STEWART, ALAN**  
Sportfolio  
WTEL, Philadelphia, Pa.
- STEWART, M. D.**  
Announcer  
KNET, Palestine, Tex.
- STIRRAT, R.**  
WGBB, Freeport, N. Y.
- STODDARD, BOB**  
KATO, Reno, Nevada
- STONE, RALPH**  
Football  
KSRO, Santa Rosa, Calif.
- STONE, VIRGIL E.**  
KGKB, Tyler, Tex.
- STOREY, BOB**  
Story of Sports  
KGL, Fort Wayne, Indiana
- STOUT, ALEN**  
Sports Events  
WROL, Knoxville, Tenn.
- STRAND, NORMAN**  
Sports Montage  
WSAV, Savannah, Ga.
- STREET, MALCOLM**  
Patty Sports Parade  
WHMA, Anniston, Ala.
- STRINE, EARL**  
Hunting & Fishing Club  
WCHA, Chambersburg, Pa.
- STUART, BOB**  
Sports  
KNOW, Austin, Tex.
- STUART, BOB**  
Sears Sport Shots  
KXRO, Aberdeen, Wash.
- STUART, MIKE**  
K. U. Sports Parade  
KFKU, Lawrence, Kans.
- STUCKWISCH, ROBERT**  
Sports Review  
WABJ, Adrian, Mich.
- STURM, GENE**  
Play by Play announcer  
KMHK, Mitchell, S. Dak.
- SULLIVAN, CHARLEY**  
Sports News and Views  
WMC, Memphis, Tenn.
- SULLIVAN, GENE**  
Sullivan Sport Roundup  
KFEQ, St. Joseph, Mo.
- SUMNEY, MAURICE**  
Sport Page  
WGFG, Kalamazoo, Mich.
- SUTER, WILLIAM G.**  
Sports Camera  
KGLO, Mason City, Iowa
- SUTHERLAND, BILL**  
Memory Time  
Natural Gas

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Pittsburgh's First Favorites  
Mildred Don & the Men about  
Town  
KDKA, Pittsburgh, Pa.  
Sports Reel  
WCAE, Pittsburgh, Pa.  
**SUTHERLAND, JIMMY**  
Sports On Review  
KGCU, Mandan, N. D.  
**SWASEY, WILSON**  
Sports Parade  
WBTA, Batavia, N. Y.  
**SWEENEY, B. J.**  
Hudepohl Brewing  
Sports by Sweeney  
WHKC, Columbus, Ohio  
**SWINGLE, CY**  
KNOE, Monroe, La.

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**TAUB, SAM**  
WHN, New York, N. Y.  
**TEMPLETON, DINK**  
Sport Page of the Air  
KFRG, San Francisco, Calif.  
**TERRY, BILL**  
Shell Panorama  
WAGA, Atlanta, Ga.  
**THOMPSON, CHUCK**  
Speaking of Sports  
Sports-A-Tune  
WIBG, Philadelphia, Pa.  
**THOMPSON, DON**  
KOLO, Reno, Nevada  
**THOMPSON, HAL**  
Hal on Sports  
WFAA, Dallas, Tex.  
**TOBE, JAMES**  
March of Sports  
KSGM, St. Genevieve, Mo.  
**TRABAR, JIMMIE**  
KIOX, Bay City, Tex.  
**TRAYNOR, HAROLD J. (Pie)**  
Baseball  
KQV, Pittsburgh, Pa.  
**TRUIT, ROLLIE**  
Baseball games  
KWJJ, Portland, Ore.  
**TSCHUDI, LOU**  
Lou Tschudi  
WING, Dayton, Ohio  
**TUCKER, JINX**  
WACO, Waco, Texas  
**TUCKER, JOE**  
Sports Slants  
Sports Shorts  
WWSW, Pittsburgh, Pa.  
**TURNER, BOB**  
Bob Turner, Sports  
WHAM, Rochester, N. Y.  
**TYSON, "TY" E. L.**  
Sports Review  
WWJ, Detroit, Mich.

— U —

**UFER, BOB**  
Along the Sports Sidelines  
WPAG, Ann Arbor, Mich.  
**UNFERTH, DON**  
Sports Highlights  
WFHR, Wisconsin Rapids,  
Wisc

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**VANCE, HENRY**  
WAPI, Birmingham, Ala.  
**VANCE, ROY**  
Tilghman Football Games  
WPAD, Paducah, Ky.  
**VAUGHAN, BOB**  
Sports Parade  
KIDO, Boise, Idaho

**VESTRO, AL**  
WWCO, Waterbury, Conn.  
**VIA, RICHARD**  
Sports News  
WLOE, Leaksville, N. C.  
**VILLANI, JOHNNIE**  
Sports Editor  
WBRW, Welch, W. Va.  
**VINGI, RAY**  
WKWK, Wheeling, W. Va.  
**VOCALIS, JAMES C.**  
The Sports Roundup  
WLBB, Carrollton, Ga.  
**VRATIS, SOCS**  
Inside Information  
KOLE, Port Arthur, Tex.

— W —

**WADDELL, BILL**  
WEAT, Lake Worth, Fla.  
**WAKEMAN, TONY**  
All Sports Parade  
WWDC, Washington, D. C.  
**WALDEN, MYRON**  
Sports Column of the Air  
WTAX, Springfield, Ill.  
**WALDEN, PAUL E.**  
KODL, The Dallas, Ore.  
**WALDEN, WARREN**  
Everybody's Sport  
WEAN, Providence, R. I.  
**WALL, FRED**  
Fred Wall  
WOOK, Silver Spring, Md.  
**WALLER, EDMUND**  
Sports of the Day  
WATR, Waterbury, Conn.  
**WALTON, EARL**  
Sports Parade  
WLAR, Athens, Tenn.  
**WANKE, HUGH**  
Sports Final  
WITH, Baltimore, Md.  
**WALTON, LUKE**  
Old Gold Sports Round-Up  
WISH, Indianapolis, Ind.  
**WANN, PAUL**  
WCCO, Minneapolis, Minn.  
Sideline Slants  
**WARD, BILL**  
WNCA, Asheville, N. C.  
**WATTRICK, DON**  
Sports Director  
WJR, Detroit, Mich.  
**WEAVER, BILL**  
Scrapbook of Sports  
WDAY, Fargo, N. Dak.  
**WEAVER, HANK**  
KECA, Los Angeles, Calif.  
**WEDDELL, WRAY**  
C & S Sportscast  
KTBC, Austin, Tex.  
**WEGENER, RICHARD A.**  
KCOK, Tulare, Calif.  
**WELLS, JIM**  
Jim Wells—Sports  
WBEN, Buffalo, N. Y.  
**WESTER, ALLAN**  
Sports Roundup  
WFAK, Charleston, S. C.  
**WHEELER, ALVIN F.**  
Sports Broadcast  
KSIL, Silver City, N. M.  
**WHEELER, JOSEPH**  
Sports Spot  
WBIR, Knoxville, Tenn.  
Special Events  
**WIGGINS, JIM**  
Sportscast  
KABC, San Antonio, Tex.  
**WHITIER, CHUCK**  
Spotlight on Sports  
WILK, Wilkes Barre, Pa.

**WIKE, DON**  
Nat'l Sales Mgr.  
KUJ, Walla Walla, Wash.  
**WILLIAMS, BEN**  
Old Sait  
WTOC, Savannah, Ga.  
**WILLIAMS, BILL**  
Live Sports  
WFRG, Reidsville, N. C.  
**WILLIAMS, DALE**  
Sports Parade  
WOI, Ames, Iowa  
**WILLIAMSON, HADLEY**  
Sports Parade  
WSIC, Statesville, N. C.  
**WILLIAMS, JERRY**  
Sports News  
WKAP, Allentown, Pa.  
**WILLIS, JOHN**  
Football  
KCOY, Santa Maria, Calif.  
Play by Play Broadcasts  
KTMS, Santa Barbara, Calif.  
**WILLS, BEN**  
Pipetime  
WGPC, Albany, Ga.  
**WILLS, HARRY**  
Sports Revue  
WJMC, Rice Lake, Wisc.  
**WILSON, CHUCK**  
Sports Resume  
WKST, New Castle, Pa.  
**WILSON, JIM**  
Sportlights  
WJPR, Greenville, Miss.

**WILSON, WARD**

WHN, New York, N. Y.  
**WIMBERLEY, BOB**  
Razorback of the Air  
KUOA, Siloam Springs, Ark.  
**WIMER, JOE**  
Sports  
KOCs, Ontario, Calif.  
**WINDSOR, WALTER**  
Walter Windsor, Sports  
Sports Final  
Play by Play all sports  
WDVA, Danville, Va.

**WISMER, HARRY**

Sports Director ABC network; b.  
Port Huron, Mich., June 30,  
1912; Fla. Univ.; All Army foot-  
ball games; Professional Football  
Championships; Nat'l Open Golf  
Tournament; Exclusive Army-  
Navy game; Headline Edition;  
Nat'l Tennis Championships;  
Champion Roll Call (ABC).  
**WOLF, HAL**  
Sports Desk  
KNBC, San Francisco, Calif.  
**WYNNE, JAMES**  
Play by Play  
WAIR, Winston-Salem, N. C.

— Y —

**YACK, GEORGE**  
WMRF, Lewiston, Pa.  
**YOAKAM, DICK**  
Standard Melody Parade  
WHO, Des Moines, Ia.  
**YOUNG, JAY**  
Sports Review  
WERC, Erie, Pa.

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**ZEANAH, CHARLES**  
Sports Column Of Air  
Sports Mirror  
WSFA, Montgomery, Ala.

# News Commentators

## —their work during 1947

### — A —

**ABBE, JAMES**  
KGO, San Francisco, Calif.  
James Abbe Observes

**ACKERLY, GENE**  
KFRE, Fresno, Calif.

**ADAMS, CEDRIC**  
WCCO, Minneapolis, Minn.  
Newscaster

**ALLEN, CHUCK**  
WJPR, Greenville, Miss.  
News from Here

**ADAMS, CHARLES F.**  
WMVA, Martinsville, Va.  
Midday News

**ADAMS, JOHN**  
CBS

**ADDINGTON, HAROLD**  
KFKU, Lawrence, Kans.  
Roundup of Editorial Opinion

**AGRONSKY, MARTIN**  
WMAL, Washington, D. C.  
ABC

**ALLEN, ROBERT S.**  
WOR, New York, N. Y.

**ALLEN, SPENCER**  
WGN, Chicago, Ill.

**ANDERLY, B. H.**  
KLIZ, Brainerd, Minn.  
Noontime News

**ANDERSON, BRUCE F.**  
KWYO, Sheridan, Wyoming  
Editor Speaks

**ANDREWS, GENE**  
WHAR, Clarksburg, W. Va.  
News A'dup

**ANDREWS, LARRY**  
KUX, Phoenix and Glendale,  
Arizona  
Column of the Air

**ANDREWS, M. CARL**  
WDBJ, Roanoke, Va.  
Over the Editor's Desk

**ANTHONY, JULIAN**  
ABC

**ANTHONY, LEE**  
(News Casters)  
WTAD, Quincy, Ill.

**ARMOND, WM.**  
WBLJ, Dalton, Ga.  
News Views

**ARNOLD, HARRY**  
KLIX, Twin Falls, Idaho  
Harry Arnold Views the News

**ARTHUR, JON**  
WSAI, Cincinnati, Ohio  
Woman's Side of News

**AUSTAD, MARK**  
WWDC, Washington, D. C.

### — B —

**BACH, ALWYN**  
KYW, Philadelphia, Pa.

**BADGER, BOB**  
WEDO, McKeesport, Pa.  
Editor Speaks

**BAKER, ART**  
Announcer, Commentator; b. New  
York City, N. Y., 1898; Art  
Baker's Notebook, (KFI); On  
The Air Ten Years.

**BALLINGER, KENNETH**  
WTAL, Tallahassee, Fla.  
Home News

**BALMER, CLINTON C.**  
World of Books  
WLVA, Lynchburg, Va.

**BANGHART, KENNETH**  
NBC

**BANNER, BILL**  
WSPA, Spartanburg, S. C.  
Bill Banner and the News

**BANTA, DEANE**  
KLX, Oakland, Calif.

**BARRINGTON, BRUCE**  
KXOK, St. Louis, Mo.  
Early Edition News, Overnight  
News Final, News With B.  
Barrington

Gabriel Heatter

LOUELLA  
PARSONS

ABC  
Network

EVERY SUNDAY  
9:15 P. M. EST

- BARRY, ALICE**  
 KTSM, El Paso, Tex.  
 Woman's World
- BATCHELOR, RICHARD**  
 WTRR, Sanford, Fla.
- BARTH, BERNARD C.**  
 WLOS, Asheville, N. C.  
 Bernie Barth's Commentary
- BAUER, FREDERIC**  
 WNN, Louisville, Kentucky  
 Six O'Clock News
- BAUKHAGE, H. R.**  
 WMAL, Washington, D. C.  
 ABC
- BAXTER, LIONEL**  
 WAPI, Birmingham, Ala.  
 News 'Til Now
- BEALL, JACK**  
 WMAL, Washington, D. C.  
 ABC
- BEATTY, MORGAN**  
 WRC, Washington, D. C.  
 NBC
- BEHRENS, MARVIN**  
 WBZ-WBZA, Boston, Mass.  
 Marvin Behrens
- BELL, DON**  
 WGAY, Silver Springs, Md.
- BELL, JACK**  
 WTCN, Minneapolis, Minn.  
 D X Dinner News
- BENTLEY, JULIAN**  
 WBEM, Chicago, Ill.
- BENTON, JACK**  
 KMB, Kansas City, Mo.
- BERMAN, AVERILL**  
 KWIK, Burbank, Calif.
- BERNHARD, JOHN E., J.**  
 WFOY, St. Augustine, Fla.  
 Town Topics
- BEZOFF, BEN**  
 KLZ, Denver, Colo.
- BIDDLE, RICHARD B.**  
 WLAY, Muscle Shoals, Ala.  
 Noon News
- BJORNSON, BJORN**  
 WRC, Washington, D. C.  
 NBC
- BJORNSON, VAL**  
 KSTP, St. Poul-Minneapolis,  
 Minn.  
 Minnesota Opinion
- BLACK, ALAN**  
 WJPA, Washington, Pa.  
 Local News, Community High-  
 lights
- BLACK, ALGERNON**  
 WMCA, New York, N. Y.  
 Ethical Issues in the News
- BLAKELY, CLINT**  
 WAPI, Birmingham, Ala.  
 Auburn Daily News
- BOARMAN, PATRICK**  
 CBS
- BODEN, BOB**  
 KROS, Clinton, Iowa  
 10 O'clock News
- BOLTON, PAUL**  
 KTBC, Austin, Tex.  
 Straight Texas
- BORGE, PAUL**  
 KWLC, Decorah, Iowa  
 Morning News Summary
- BORMANN, JIM**  
 WMT, Cedar Rapids, Iowa
- BOWLER, JAMES**  
 WJMR, New Orleans, La.  
 News Digest
- BRADY, J. ROBB**  
 KIFI, Idaho Falls, Idaho  
 The Post Register Commem-  
 taries
- BRANCH, TAYLOR**  
 WRR, Dallas, Tex.  
 News Analyst, World News
- BRANDT, ALBERT A., DR.**  
 WEVD, New York, N. Y.  
 Comments
- BRANDT, C. A.**  
 WOMT, Manitowoc, Wisc.  
 This and That
- BRANON, BOB**  
 KLOU, Lake Charles  
 Noon News
- BRAUE, JOHN**  
 KOSA, Odessa, Tex.  
 Oil News
- BRAWLEY, HARRY**  
 WCHS, Charleston, W. Va.  
 Let's Talk Sense
- BREEN, EDWARD**  
 KVED, Fort Dodge, Ia.  
 Ed Breen & The News
- BRICE, DON**  
 WKBN, Youngstown, Ohio
- BRINKLEY, DAVID**  
 WRC, Washington, D. C.  
 NBC
- BRITT, BLOY'S**  
 WHNC, Henderson, N. C.  
 Farm News
- BROOKS, BOB**  
 KTRH, Houston, Tex.  
 The News

ART  
 BAKER

“ART BAKER’S  
 NOTEBOOK”—KFI

NEWS COMMENTATORS

**BROOKS, CLIFF**  
(Local News Ed.)  
WGBF, Evansville, Ind.

**BROOKS, GEORGE**  
WNEW, New York, N. Y.

**BROOKS, NED**  
NBC

**BROOKS, REID**  
KXLW, St. Louis, Mo.  
Golden Circle News

**BROSTER, BERNARD**  
WJZM, Clarksville, Tenn.

**BROWN, ANDERSON B.**  
WGWR, Asheboro, N. C.  
Behind the Headlines

**BROWN, CECIL**  
MBS

**BROWN, FRED**  
WNCA, Asheville, N. C.  
Fred Brown News

**BROWN, HUGH**  
KGFN, Grass Valley, Calif.  
Days of '49

**BROWN, NED**  
WORZ, Orlando, Florida  
News and Farm Review

**BROWNING, BOB**  
WKNY, Kingston, N. Y.  
Local News

**BRUGGEMAN, VERN**  
KALL, Salt Lake City, Utah  
Intermountain Empire News

**BRYAN, GEORGE**  
CBS

**BUCK, STEVE**  
KWSC, Pullman, Wash.  
News of the World

**BURDETTE, WINSTON**  
WTOP, Washington, D. C.  
CBS

**BURRIS, DICK**  
KSO, Des Moines, Iowa  
Ten O'Clock News

**BURT, LYLE**  
KRSC, Seattle, Wash.  
World Revue

**BURTON, MUTT**  
WFRC, Reidsville, N. C.  
News

**BURWELL, TED**  
WCKB, Dunn, N. C.  
Final Edition

**BUSFIELD, ROGER M.**  
KNOW, Austin, Texas  
News

**BUTLER, JAMES W.**  
WGBR, Goldsboro, N. C.  
Town News and Views

**BYRON, JAS. A.**  
WBAP, Fort Worth, Tex.  
Mid-day News

— C —

**CAIN, BEN**  
KAFY, Bakersfield, Calif.  
Raisin' Cain

**CAIRNEY, JIM**  
WDSG, Dyersburg, Tenn.  
News in Review

**CALLEN, JOSEPH**  
WATR, Waterbury, Conn.  
Local News

**CALMER, NED**  
CBS

**CAMPBELL, DON**  
WTSP, St. Petersburg, Fla.  
Campbell Calling

**CAMPBELL, FRANK**  
KVSM, San Mateo, Calif.  
Today's World

**CANHAM, ERWIN**  
ABC—The Christian Science  
Monitor Views The News

**CARAKER, GEORGE**  
KOLN, Lincoln, Nebr.

**CARLO, MICHAEL**  
WKAL, Rome-Utica, N. Y.  
Behind the News

**CARLSON, EDWARD A.**  
WGAN, Portland, Maine  
Editors View the News

**CARLSON, JOEL, F.**  
WGH, Newport News, Va.  
Joel Carlson—News

**CARLSON, W. RICHARD**  
WAVZ, New Haven, Conn.

**CARLSON, WILL**  
WTOG, Toledo, Ohio  
Carlson News

**CARMICHAEL, H.**  
KUIN, Grants Pass, Ore.  
On File

**CAROTA, FRED**  
WWSC, Glens Falls, N. Y.  
Local Happenings

**CASE, GEORGE T.**  
WINK, Ft. Myers, Fla.  
World in Review

**CAVITT, DON**  
WNAM, Neenah, Wis.  
Today's News Picture



**GORDON FRASER**



**GEORGE  
HAMILTON  
COMBS, JR.**

*Eleventh year as featured  
News Commentator—WHN.*

"THE EDITORIAL SLANT OF THE NEWS"

# NEWS COMMENTATORS

**CERRI, BILL**  
WGAT, Utica, N. Y.

**CHAMBERLAIN, HOWARD**  
WLW, Cincinnati, Ohio  
World Front

**CHAPEL, JOHN K.**  
KROW, Oakland, Calif.  
Bond News

**CHAPLIN, W. W.**  
NBC

**CHARLES, GORDON**  
WTCM, Traverse City, Mich.

**CHARLTON, R. M.**  
WTOC, Savannah, Ga.  
Savannah Today

**CHASE, MILTON**  
WLW, Cincinnati, Ohio  
World Front

**CHILDS, R. W.**  
KMA, Shenandoah, Iowa  
News Editor

**CLARE, BOB**  
KTIP, Porterville, Calif.  
News Roundup

**CLARK, DALE**  
WAGA, Atlanta, Ga.  
7:30 A.M. News

**CLARK, HARRY**  
CBS

**CLARK, RANDY**  
WMMJ, Peoria, Ill.  
New sat Noon

**CLAUSSEN, GENE**  
KMOX, St. Louis, Mo.

**CLEARY, J. M.**  
WESB, Bradford, Pa.  
News Review

**CINE, CLAY**  
WJZM, Clarksville, Tenn.

**CLOS, JEAN**  
(News Director)  
WLEX, Lexington, Ky.

**COBB, TY**  
KRGV, Weslaco, Tex.  
News and Views

**COFFIN, TRIS**  
ABC

**COLEMAN, WARD A.**  
WENC, Whiteville, N. C.  
Columbus Commentary

**COLLINGWOOD, CHARLES**  
CBS

**COLLINS, TED**  
MBS—Kate Smith Speaks

**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.

**COLWELL, TERRY**  
WACE, Chicopee, Mass.

**CONDON, GLENN**  
KAKC, Tulsa, Okla.  
City Desk, Home-town News

**CONLEE, L. T.**  
WHBQ, Memphis, Tenn.  
News to Now

**CONNOLLY, JAMES P.**  
WITH, Baltimore, Md.  
News

**COOK, BILL**  
KVKM, Monahans, Tex.  
UP World News Roundup

**COMBS, GEORGE HAMILTON, Jr.**  
WHN, New York, N. Y.

**COPP, CHARLES A.**  
WDLB, Marshfield, Wis.  
Charles Copp

**CORDELL, ANN**  
KELD, El Dorado, Ark.  
Column of the Air

**CORDIER, ANDREW**  
NBC—Your United Nations

**COSTELLO, BILL**  
CBS

**COSTELLO, ED**  
KOSA, Odessa, Tex.  
Willis News

**CRABTREE, CHIC**  
KIFI, Idaho Falls, Idaho  
Farm News

**CRAIG, CHARLES**  
KODY, North Platte, Nebr.  
4-Bell News Round-up

**CRANDALL, MARK**  
KFEL, Denver, Colo.  
Pace of the World Today

**CRAWFORD, SAM**  
(News Editor)  
KGY, Olympia, Wash.

**CROKER, W. J.**  
KDEC, Decorah, Ia.

**CROOKS, WILLIAM**  
WFMJ, Youngstown, Ohio

**CROWE, HILTON**  
WALT, Tampa, Fla.

**CUSTARA, RICK**  
KCOY, Santa Maria, Calif.  
Home Town News

**CULL, RICHARD, SR.**  
WHIO, Dayton, Ohio  
Richard Cull, Sr.

**CUNNINGHAM, BILL**  
MBS

**CURLEE, ZEKE**  
KWBU, Corpus Christi, Tex.  
Around Town With Zeke

**CURTIS, RON**  
(Newscaster)  
WFBL, Syracuse, N. Y.  
WFBL News

## — D —

**DAIL, AMBERT**  
WBTM, Danville, Va.

**DAIN, ROLAND**  
KWLC, Decorah, Iowa  
Noon News

**DALTON, KENNETH G.**  
Commentator  
WBET, Brockton, Mass.

**DALY, JOHN**  
CBS

**DANCEY, CHARLES**  
WSIV, Pekin, Ill.  
WORLD at Large

**DAVIDSON, MEADE**  
WWRL, Woodside, N. Y.  
News Analysis

**DARLEY, LARRY**  
KVOP, Plainview, Tex.  
Town Crier

**DAVIS, ELMER**  
WMAL, Washington, D. C.  
ABC

**DAVIS, JOHN**  
Morning & Noon News  
WWS, Pittsburgh, Pa.

**DAVIS, REX**  
KMOX, St. Louis, Mo.

**DAVIS, ROBERT**  
KSRV, Ontario, Ore.  
Report to the Valley

**DAY, CHARLES**  
WGAR, Cleveland, Ohio

**DeBIE, DICK**  
KSIG, Crowley, La.

**DEBNAM, W. E.**  
WPTF, Raleigh, N. C.  
Debnam Views the News

**DECKER, TOM**  
KALE, Portland, Ore.  
News-writer

**DENISON, C. B.**  
WMRC, Greenville, S. C.  
Between the Lines

**DENKEMA, EDDIE**  
KOPP, Ogden, Utah

**DENMAN, JOHN**  
WJR, Detroit, Mich.

**DENVER, DEE, JR.**  
KFEG, St. Joseph, Mo.

**DEWESE, DALLAS**  
WLW, Cincinnati, Ohio  
Sohio Reporter

**DINNEEN, JOSEPH F.**  
WORL, Boston, Mass.

**DISNEY, RUFUS**  
WCTT, Corbin, Ky.  
Time For News

**DIXON, JOHN**  
WROK, Rockford, Ill.  
News Plus

**DIXON, STANLEY**  
KSWI, Council Bluffs, Iowa  
Five Star Final

**DOOLEY, CHARLES**  
WPKY, Frankfort, Ky.  
Ky News

**DOWNS, BILL**  
CBS

**DOYLE, JIM**  
ABC — Hollywood Mystery  
Time,

**DRAKE, GALEN**  
ABC

**DREIER, ALEX**  
WMAQ, Chicago, Ill.  
NBC—Skelly News

**DRILLING, JOE C., JR.**  
Peter Paul News  
KCOK, Tulare, Calif.

**DULANEY, CARROLL**  
WCBM, Baltimore, Md.  
Our Town

## — E —

**EATON, HOWARD**  
WNAD, Norman, Okla.  
Between You and Me

**EATON, RICHARD**  
WOOK, Silver Spring, Md.

**EDWARDS, A. F.**  
KWFT, Wichita Falls, Tex.  
World Affairs

**EDWARDS, DOUGLAS**  
CBS

**EDWARDS, FRANK**  
WIBC, Indianapolis, Ind.

**EDWARDS, HOWARD**  
KBWD, Brownwood, Tex.  
News

**EDWARDS, JOHN**  
ABC

**EID, LEIF**  
WRC, Washington, D. C.  
NBC

**ELLIOTT, DOYCE**  
KXOX, Sweetwater, Tex.  
News

**ELLIOTT, TIM**  
WAKR, Akron, Ohio

**ELLISON, BILL**  
WJBC, Bloomington, Ill.  
Business Review

**ENGLE, THAINE**  
WBAP, Fort Worth, Tex.  
What Happened Last Night

**ENGLER, BOB**  
WMIN, St. Paul, Minn.  
News of the Hour

**ENICH, H. L.**  
WMAM, Marinette, Wis.  
Noon News Edition

**EPLEY, MALCOLM**  
KFLW, Klamath Falls, Ore.  
Managing Editor's Report

**ERK, E. CHRISTY**  
WBRY, Waterbury, Conn.

NEWS COMMENTATORS

**ERWIN, TOMMY**  
KVLB, Alpine, Tex.  
7:30 Commentary

**ESTES, JIM**  
WBU, Lexington, N. C.  
World At Large

**ESTRELLA, BLANCA**  
WIOD, Miami, Fla.  
Latin American News (In Spanish)

**EVANS, JOSEPH**  
CBS

**EVANS, WICK**  
KXLW, St. Louis, Mo.  
Good News

— F —

**FAHEY, JOHN R.**  
KNEV, Spokane, Wash.

**FALER, DICK**  
(Newscasters)  
WTAD, Quincy, Ill.

**FARLENDER, REV. A. W.**  
KSKO, Santa Rosa, Calif.  
A Parson Views the News

**FARMER, JOHN**  
KMBC, Kansas City, Mo.

**FARQUHAR, WALTER**  
WPAM, Pottsville, Pa.

**FARRELL, MAURY**  
WAPI, Birmingham, Ala.  
WAPI, News

**FARRINGTON, FIELDEN**  
CBS

**FARRIS, J.**  
WGKY, Charleston, W. Va.  
Purity News

**FEAGIN, ROBERT R.**  
WPDQ, Jacksonville, Fla.  
News Final

**FIDLER, JIMMIE**  
ABC

**FIEDLER, JOSEPH J.**  
WDLB, Marshfield, Wisc.  
The Taxpayer

**FIENGOLD, BLANCHE**  
WALB, Albany, Ga.  
Timely Topics

**FISCHER, LARRY**  
KVKM, Monahans, Tex.

**FISHER, STERLING**  
NBC—Our Foreign Policy

**FLANNERY, HARRY W.**

**FLEISCHER, WILFRID**  
CBS

**FLEMING, ROSEMARY**  
WBSR, Pensacola, Fla.

**FLETCHER, GRAEME**  
NBC

**FLOWER, ELSIE**  
KGDM, Stockton, Calif.  
City Journal

**FLYNN, ROY**  
WAPI, Birmingham, Ala.  
Final Edition

**FORD, JOHN**  
WTCN, Minneapolis, Minn.  
John Ford News

**FORTSON, JOHN L.**  
NBC—Religion in the News

**FOSTER, CEDRIC**  
MBS

**FOSTER, HOMER**  
WSOO, Sault St Marie, Mich.  
Homer Foster

**FOWLE, FARNSWORTH**  
CBS

**FRANK, PAUL B.**  
WHKC, Columbus, Ohio  
Ward Baking Co.

**FRANK, VAL**  
WAAAT, Newark, N. J.  
Breakfast Reporter

**FRANK, WILLIAM P.**  
WILM, Wilmington, Delaware  
Around the Town

**FRANSEN, BOB**  
KYSM, Mankato, Minn.

**FRASER, GORDON**  
News Correspondent, Commentator, Announcer (ABC); b. Lawrence, Mass., Feb. 4, 1908; ed. U. of Maine, Brown University, Ph. B. United Nations Highlights; U. N. Correspondent for Headline Edition; Nancy Craig; Gordon Fraser; U. S. Steele Theater Guild; Ford Sunday Evening Hour.

**FRECH, ED J.**  
KFRE, Fresno, Calif.

**FREDERICK, HARLAND**  
KSFO, San Francisco, Calif.  
Harland Frederick

**FREDERICK, PAULINE**  
ABC

**FRENCH, BOB**  
WHBC, Canton, Ohio  
News

**FROGGE, JOHN**  
WGBB, Freeport, N. Y.  
News of Nassau

**FULDHEIM, DOROTHY**  
ABC

**FURNESS, WALTER**  
(Reporter)  
WCOL, Columbus, Ohio

— G —

**GAETH, ARTHUR**  
WMCA, New York, N. Y.

**GAETH, ARTHUR**  
WOL, Washington, D. C.

**GAILMOR, WILLIAM**  
WHN

**GALLOVAN, BILL**  
WJZM, Clarksville, Tenn.

**GAPEN, KEN**  
NBC—National Farm and Home Hour

**GARCIA, HECTOR D.**  
KPAB, Laredo, Tex.  
Community News

**GARDINER, DON**  
ABC—Monday Morning Headlines

**GARDNER, HY**  
MBS — Twin Views of the News

**GARRED, BOB**

**GARRETSON, JOSEPH**  
WSAI, Cincinnati, Ohio  
Shell Oil

**GAVIT, RICHARD**  
KANS, Wichita, Kans.  
Asst. News Editor

**GAYMAN, L. VAUGHN**  
WKBB, Dubuque, Iowa  
Noon-Time News

**GEARHART, NICK**  
KTBS, Shreveport, La.

**GEORGE, ABNER, H.**  
KOTA, Rapid City, S. Dak.  
Tri-State News

**GEORGE, STEVE**  
KCRS, Sacramento, Calif.

**GERVAIS, SIDNEY**  
KATL, Houston, Tex.  
News Roundup

**GIBBONS, JOHN**  
WCAP, Asbury Park, N. J.  
Night Extra

**GIBBONS, TOMMY**  
WPIC, Sharon, Pa.  
Hourly News

**GLADSTONE, HENRY**  
WOR, New York, N. Y.

**GODDARD, DON**  
WINS, N. Y., N. Y.  
Don Goddard

**GODWIN, EARL**  
WMAL, Washington, D. C.  
ABC

**GOOD, MIKE**  
WNHC, New Haven, Conn.  
The Political Scene

**GORDON, KEITH**  
KXO, El Centro, Calif.  
Midday News

**GOTTLIEB, RICHARD**  
WTAW, College Station, Tex.  
Varner News

**GRAHAM, DONALD R.**  
KVOA, Tucson, Arizona  
The Town Crier

**GRAHAM, GORDON**  
WTBC, Indianapolis, Ind.

**GRANT, AUSTIN**  
WXYZ, Detroit, Mich.

**GRANT, HOWARD**  
KLIZ, Brainerd, Minn.  
County Agen News

**GRANT, JOSEPH**  
WMEX, Boston, Mass.

**GRANT, PETER**  
WLW, Cincinnati, Ohio

**GRANT TAYLOR**  
ABC—Headline Edition

**GRAU, PHIL**  
WEMP, Milwaukee, Wis.  
Radiotorials

**GRAUER, BEN**  
NBC

**GRAY, CHARLES**  
KHBG, Okmulgee, Okla.

**GRAY, CHARLES W.**  
WHEB, Portsmouth, N. H.  
Community News

**GRAY, JAMES H.**  
WALB, Albany, Ga.  
Weekly Commentary

**GREBE, EARL C.**  
WSPD, Toledo, Ohio

**GREEN, H. E.**  
KFKA, Greeley, Colo.  
News & Interviews

**GREER, BOB**  
KPRK, Livingston, Mont.  
Between the Lines

**GREGORY, MARK**  
KSTP, St. Paul, Minneapolis, Minn.  
Tomorrow's Headlines Tonight

**GRIER, HARRY**  
KTRH, Houston, Tex.  
World At Large

**GRIFFIN, JOHN**  
KIUP, Durango, Colo.

**GRIFFIN, MICHAEL**  
WHTAQ, Green Bay, Wis.  
The News & You

**GRIFFITH, BILL**  
KMBC, Kansas City, Mo.

**GRIM, GEORGE**  
WCCO, Minneapolis, Minn.  
Newscaster & Commentator

**GROAT, CARL D.**  
WLW, Cincinnati, Ohio  
World Front

**GROSS, CLAIR**  
KSIB, Creston, Iowa  
Human Side of the News

**GROSS, SHELDON**  
(Local News Editor)  
WFPG, Steel Pier, Atlantic City, N. J.  
Town Crier, Town Topics

**GRUHN, RUDI**  
KFRE, Fresno, Calif.

**GUNN, BEN**  
WCON, Atlanta, Ga.

**GUTHRIE, BILL**  
WTAW, College Station, Tex.  
News Highlights

**GUTHRIE, DAVID L. R.**  
WGPA, Bethlehem, Pa.  
United Nations Commentator

— H —

**HADLEY, WILLIAM H., JR.**  
KXLR, North Little Rock, Ark.  
Final Edition

**HAGAN, MALONE**  
KCTX, Childress, Tex.  
News and Views

**HAINES, CHARLES**  
KGHF, Pueblo, Colo.

**HAINLINE, JOSEPH**  
WJR, Detroit, Mich.

**HALEY, AL.**  
WWOL, Lackawanna, N. Y.

**HALL, HELEN**  
MBS

**HALVERSON, PAT**  
WRBC, Jackson, Miss.  
Halverson

**HANNA, EARL**  
WMOX, Medidian, Miss.  
Dixie News, Cross Section

**HANNAH, ROBT.**  
WFIG, Sumter, S. C.  
Morning News

**HANSSON, Peter**  
WIZE, Springfield, Ohio

**HARDGROVE, BOB**  
KVSM, San Mateo, Calif.  
Your Labor Report

**HARKNESS, RICHARD**  
WRC, Washington, D. C.  
NBC

**HARRISON, C.**  
WBHF, Rock Island, Ill.

**HARSH, JOSEPH C.**  
WTOP, Washington, D. C.  
CBS—Meaning of the News

**HART, DON**  
WSNJ, Bridgeton, N. J.  
Morning Dispatch

**HARTLEY, HOWARD**  
WCLE, Clearwater, Fla.  
Florida Reporter

**HARTRICK, GEORGE A.**  
WJLS, Beckley, W. Va.  
Evening Edition

**HARWOOD, GEOFFREY**  
WBZ-WBZA, Boston, Mass.  
Background to the News

**HAUAN, MARTY**  
KDMO, Carthage, Mo.  
News for Neighbors

**HAWKINS, JACK**  
KIUN, Pecos, Texas  
News Roundup

**HAWKINS, ROBERT**  
WKAN, Kankakee, Ill.

**HAYES, SAM**  
NBC

**HAYMAN, DON C.**  
WMBS, Uniontown, Pa.  
Manos Theater News

**HEAD, IVAN R.**  
KSVF, Santa Fe, N. M.  
News Till Noon

**HEALY, JAMES**  
WSNY, Schenectady, N. Y.  
Jim Healy and the News

**HEATTER, GABRIEL**  
WOR, N. Y. Behind The Front  
Page (MBS).

**HECKERT, ROBERT**  
KYW, Philadelphia, Pa.

**HELFER, Alvin**  
MBS

**HEMMINGWAY, NORMAN**  
WPAR, Parkersburg, W. Va.  
Local News

**HENDERSON, TOM**  
WHJB, Greensburg, Pa.

**HENDRICKSON, BOB**  
WAGE, Syracuse, N. Y.

**HENLE, RAY**  
NBC

**HENRY, BILL**  
CBS

**HENRY, DICK**  
WOOD, Grand Rapids, Mich.  
Standard Oil News, Noon  
News, Morning News

**HENTON, EARL**  
WEBC, Duluth, Minn.  
10 O'Clock News

**HEPNER, ARTHUR**  
CBS

**HERLIHY, ED**  
NBC

**HERMAN, CHAS.**  
WLAV, Grand Rapids, Mich.  
One O'Clock News

**HESS, JR., CLYDE G.**  
WTAG, Worcester, Mass.

**HESSLER, WILLIAM H.**  
WLW, Cincinnati, Ohio  
World Front

**HICKS, CAP**  
(News Editor)  
WRGA, Rome, Ga.

**HICKS, TAYLOR**  
ABC

**HILL, LILLARD**  
WBAP, Fort Worth, Tex.  
10 P.M. News

**HILL, PAT**  
(Newscasters)  
KOB, Albuquerque, N. M.  
New Mexico)

**HILLEGAS, FRED**  
WSYR, Syracuse, N. Y.  
Fred Hillegas

**HILLMAN, WILLIAM**  
MBS

**HINES, LINDLEY**  
WREN, Topeka, Kans.  
Over The Back Fence

**HINN, MICHAEL**  
WKOW, Madison, Wisc.

**HINSHAW, FRED MOORE**  
WLBC, Muncie, Indiana  
News Ed

**HINSON, REED**  
KSOK, Arkansas City, Kans.  
Today's Top News

**HOCHSTETTER, LEO**  
CBS

**HODGE, FREDERICK A., DR.**  
WBEN, Buffalo, N. Y.  
Reading Between the Lines

**HOFF, OLAF, JR. (MRS.)**  
WHAT, Greenfield, Mass.  
Turners Falls Newspaper of the Air

**HOFFPAUR, JAY**  
KSIG, Crowley, La.

**HOLLENBECK, DON**  
CBS

**HOLLES, EVERETT**  
WBBM, Chicago, Ill.

**HOLT, FRED**  
WIRE, Indianapolis, Ind.

**HORNADY, JOHN R.**  
WLAQ, Rome, Ga.  
News

**HOTTELET, RICHARD C.**  
CBS

**HOWARD, FRANK**  
KTUC, Tucson, Arizona  
Tucson Story

**HOWARD, JOHN**  
WHJB, Greensburg, Pa.

**HOWARD, RALPH**  
KNBC, San Francisco, Calif.

**HOWE, QUINCY**  
CBS

**HOWELL, REX**  
KFXJ, Grand Junction, Colo.  
Radiotorial

**HUME, FABIAN**  
WRIB, Providence, R. I.

**HUMPHREYS, BILL**  
CBS

**HUNT, RAYMOND J.**  
KONO, San Antonio, Tex.  
News at Nine

**HUNT, TED**  
KROD, El Paso, Tex.  
Between the Lines

**HURLBUT, JIM**  
WMAQ, Chicago, Ill.  
News

**HURLEIGH, ROBT. F.**  
WGN, Chicago, Ill.

**HUSS, J. W.**  
WJMS, Ironwood, Mich.  
WIBK, Iron Mountain, Mich.

**HYAMS, ISABEL J.**  
KLIZ, Brainerd, Minn.  
News for Women

**HYDE, DON**  
WGAR, Cleveland, Ohio

— I —

**INGRAM, ARTHUR**  
WERC, Erie, Pa.  
World Wide & Local News

**INGSTAD, BOB**  
KOVC, Valley City, N. Dak.  
Noon News

**IRVING, JANE**  
WSAI, Cincinnati, Ohio  
Woman's Side of News

**ISRAEL, ABNER, M.**  
WALB, Albany, Ga.  
It Happened During The Week

**IVES, BOB**  
(Newscaster)  
WFBL, Syracuse, N. Y.  
Late Evening News

— J —

**JACKSON, ALLAN**  
CBS

**JACKSON, ART**  
WLAV, Grand Rapids, Mich.  
Day in Review

**JACKSON, BILL**  
WGTM, Wilson, N. C.

**JARVIS, DICK**  
KSIG, Crowley, La.

**JEFFRIES, ALLEN**  
WIRE, Indianapolis, Ind.

**JENSEN, ALAN**  
(News Reporter)  
KSL, Salt Lake City, Utah

**JETER, GOETZE**  
KVOR, Colorado Springs, Colo.  
City Journal

**JOHNSON, DOUG**  
WAGE, Syracuse, N. Y.  
News Editor

**JOHNSON, DUANE**  
KCOY, Santa Maria, Calif.  
Mid-day News

**JOHNSON, SAMUEL, DR.**  
KMOX, St. Louis, Mo.

**JOHNSON, WILLARD**  
NBC—Religion in the News

**JONES, ALBERT**  
WABZ, Albemarle, N. C.

**JONES, PAUL**  
WFLA, Tampa, Fla.

— K —

**KALTENBORN, H. V.**  
WNBC, New York, N. Y.  
NBC—H. V. Kaltenborn Edits the News

**KRAMINS, ROBERT**  
WKAR, East Lansing, Mich.  
The News and You

**KARLTON, GERRY**  
KWLC, Decorah, Iowa  
Sunday Summary

NEWS COMMENTATORS.

**KARNSTEDT, CAL**  
KSTP, St. Paul-Minneapolis,  
Minn.  
5:45 News

**KAUFMAN, LOUIS L.**  
WCAE, Pittsburgh, Pa.  
Louis L. Kaufman

**KEARL, WAYNE**  
(News Reporter)  
KSL, Salt Lake City, Utah

**KEITH, MAXINE**  
WOR.

**KELLY, TOM**  
WOOD, Grand Rapids, Mich.  
Sears Global News, Butternut  
Roundup

**KELPE, HENRY**  
KOIL, Omaha, Nebr.  
Newscaster

**KELSEY, NORMAN**  
WCHV, Charlottesville, Va.  
**KENDRICK, ALEXANDER**  
CBS

**KENNEBREW, DICK**  
WDEC, Americus, Ga.  
Commentators

**KENNEDY, LOU**  
WORZ, Orlando, Fla.  
New and Farm Review

**KENT, HAROLD**  
WENE, Endicott, N. Y.  
I See By the Paper.

**KENNY, H. B.**  
WLEE, Richmond, Va.  
H. B. Kenny

**KERLIN, J. C.**  
(Local & State News Ed.)  
WGBF, Evansville, Ind.

**KESLER, DAVID E.**  
WHAM, Rochester, N. Y.  
Today & Yesterday

**KIERNAN, WALTER**  
Columnist, N. Y. Mirror (ABC).

**KILGALLEN, DOROTHY**  
ABC—Star Time With Doroth-  
y Kilgallen

**KILLICK, LAWRENCE F.**  
WCAX, Burlington, Vt.  
Views of the News

**KING, CY**  
WEBR, Buffalo, N. Y.

**KINGDON, FRANK**  
WOR, New York, N. Y.

**KITTELL, CLYDE**  
NBC

**KLAVAN, GENE**  
WCBM, Baltimore, Md.  
Klavan Comments

**KNAPP, MERRILL**  
WBTA, Batavia, N. Y.  
News Edition

**KNELL, JACK**  
WBT, Charlotte, N. C.  
News Digest, News and the  
Story Behind the News

**KNIGHT, KIRK**  
WKMH, Dearborn, Mich.  
Kirk Knight & the News

**KOOP, THEODORE F.**  
CBS

**KREGELOH, HUBERT**  
WSPR, Springfield, Mass.  
Understand the Peace

**KROUSER, CARYL**  
KWTC, Barstow, Calif.  
Local Views of the News

**KRUEGER, BILL**  
KDAL, Duluth, Minn.  
Phillips News

**KRUGER, KATHRYN**  
KLTZ, Brainerd, Minn.  
4-H Club News

**KRUM, TYRELL**  
NBC—Veterans' Advisor

— L —

**LACKEY, HECHT, S.**  
WSON, Henderson, Ky.

**LaCOSSITT, HENRY**  
MBS

**LaFORCE, CHARLES**  
WFOX, Milwaukee, Wisc.  
Home Edition

**LAIRD, STEPHEN**  
CBS

**LaMOUNTAIN, NOAH**  
WMAS, Springfield, Mass.  
Notebook

**LANG, WILLIAM**  
WHN, New York, N. Y.

**LANGE, B.**  
KGDM, Stockton, Calif.  
News Round-up

**LaPOINTE, ARMAND**  
WFEA, Manchester, N. C.

**LATTIMER, JAY**  
WINS, New York, N. Y.  
Inside New York

**LATTIMER, DAVID**  
WOSU, Columbus, Ohio  
Instructor in History

**LAWLER, TOM**  
WHBS, Huntsville, Ala.  
Morning News

**LAWTON, FLEETWOOD**  
KMPC, Los Angeles, Calif.  
KFI, Los Angeles, Calif.  
NBC—Fleetwood Lawton

**LEMEN, MATT**  
KOPO, Tucson, Arizona  
News at Noon-Fifteen

**LENHART, GARRY**  
WHO, Des Moines, Ia.  
World Events Commentary

**LENON, JOHN, JR.**  
KHBG, Okmulgee, Okla.

**LEROUX, JOE**  
KELD, El Dorado, Ark.  
News from Home

**LESUEUR, LARRY**  
CBS

**LEWIS, ERVIN**  
WLS, Chicago, Ill.  
News Reporter

**LEWIS, FULTON**  
MBS

**LITTLE, JAMES A.**  
WTAG, Worcester, Mass.

**LITTLETON, BUCK**  
WKLF, Clanton, Ala.  
Alabama Today

**LLOYD, JACK**  
WAGE, Chicopee, Mass.

**LOCKWOOD, DOTY**  
WCQN, Atlanta, Ga.

**LOHMAN, P. H.**  
WJOY, Burlington, Vt.  
An Economist Views the News

**LONG, CHET**  
WBNS, Columbus, Ohio  
Chet Long News

**LONG, PAUL**  
KDKA, Pittsburgh, Pa.  
Plane Talk, Iron City News,  
Studebaker News, Vicks News,  
Keystone Lumber News

**LONG, STUART**  
KVET, Austin, Tex.  
Texas at Ten

**LONGMIRE, CAREY**  
WOR, New York, N. Y.

**LORENZ, SHERWOOD**  
WOSH, Oshkosh, Wisc.  
Cook & Brown Newscast

**LOWE, KEN**  
KWI, Oklahoma City, Okla.  
Merit News

**LUDLAM, KENNEDY**  
NBC—America United, U. S.  
Army Air Forces Band

**LUKINS, HARRY**  
KDMO, Carthage, Mo.  
Noon News

**LUNDY, DAN**  
KXLA, Los Angeles, Calif.

— M —

**MacCABEE, C. B.**  
WCMA, Corinth, Miss.  
Editor Talks It Over

**McCARTHY, TOM**  
(News Editor)  
WKRC, Cincinnati, Ohio

**McCLURE, KEN**  
KSIX, Corpus Christi, Tex.  
News

**McCONNELL, JIM**  
KLOU, Lake Charles, La.  
Regional News

**MacFARLANE, IAN ROSS**  
WFBZ, Baltimore, Md.  
Frost Motors

**MacFEGOR, R. J.**  
WCBM, Baltimore, Md.  
City Hall

**MacVANE, JOHN**  
NBC

**McCALL, LAWSON**  
KEX, Portland, Ore.  
Lawson McCall News, Cur-  
rently Speaking

**McCARTHY, CHARLES F.**  
NBC

**McCORMICK, ROBERT**  
NBC

**McDONALD, BOB**  
KRGV, Weslaco, Tex.  
News Editor

**McDONALD, IRVING T.**  
(Analysts)  
WEEL, Boston, Mass.  
News Analysis

**McDONALD, J. J.**  
WLBZ, Lebanon, Pa.  
Average Opinion

**McCORMICK, ROBERT**  
WRC, Washington, D. C.

**McCUNE, JOHN**  
WAPI, Birmingham, Ala.  
Auburn Daily News

**McGIBENY, DONALD**  
WATE, Chicago, Ill.

**McGRATH, ED**  
WSPA, Spartanburg, S. C.  
News in Review

**MEHAN, BILL**  
WJPR, Greenville, Miss.  
Noon Edition

**McNAMARA, JOHN**  
(News Editor)  
WLPM, Suffolk, Va.

**MAHONEY, CLYDE**  
WTOP, Washington, D. C.

**MANSUY, FRANK P.**  
WSCR, Scranton, Pa.  
News You Need

**MANUEL, KEN**  
WWJ, Detroit, Mich.  
News by Manuel

**MAPLES, GRADY**  
KTNM, Tucumcari, New Mex.  
World's Eye View of the  
World Wide News

**MARES, JERRY**  
WCBM, Baltimore, Md.  
Journal

**MARION, JOHN**  
WGAT, Utica, N. Y.

**MARION, RUSS**  
WBTM, Danville, Va.

**MARLOWE, PAUL**  
WAYB, Waynesboro, Va.

**MARQUES, LUIS**  
CBS

**MARR, DALE**

WBBC, Flint, Mich.  
Luncheon News  
**MARTIN, JIM**  
WGAR, Cleveland, Ohio  
**MARTIN, RAY**  
WALL, Middletown, N. Y.  
Sports Review  
**MARTIN, LOUIS R.**  
KWHN, Ft. Smith, Ark.  
**MASTON, GEORGE**  
KPAD, Alexandria, La.  
Noon Newspaper  
**MATTHEWS, TOM**  
WFLA, Tampa, Fla.  
**MAYNARD, ROBERT K.**  
WSVs, Crewe, Va.  
Highlights and Shadows in the News

**MEANEY, ED**  
WESX, Salme, Mass.  
Local News

**MECHLIN, RUTH E.**  
KRMD, Shreveport, La.  
For Women Only

**MEISTER, BOB**  
WMAM, Marinette, Wisc.  
Three Star Edition

**MENDELSON, WALLACE**  
WROL, Knoxville, Tenn.

**MENTOR, ART**  
KNET, Palestine, Tex.  
News Editor

**MERRILL, CLACUS, G.**  
WHAR, Clarksburg, W. Va.  
AM Edition

**MILES, ROBERT**  
KIXL, Dallas, Tex.  
Radio Town Mirror

**MILLER, DICK**  
KDWT, Stanford, Texas  
**MILLER, J. W.**  
WTAW, College Station, Tex.  
Aggie News

**MILLER, JOHN Z.**  
KGCU, Mandan, N. D.  
AP News

**MILLER, REX**  
KHJ, Los Angeles, Calif.

**MILLICAN, KENNETH A.**  
KXYZ, Houston, Tex.

**MITCHELL, N. P.**  
WFBC, Greenville, S. C.  
World Today

**MONROE, BILL**  
WNOE, New Orleans, La.  
New Orleans and the World

**MOORAD, GEORGE**  
KGW, Portland, Ore.  
George Moorad Comments

**MOORE, HEYWARD**  
WGNS, Murfreesboro, Tenn.

**MOORE, LESLIE**  
WTAG, Worcester, Mass.  
Views of the News

**MORGAN, DICK**  
KTUC, Tucson, Arizona  
5-Star Final

**MORGAN, ROY E.**  
WILK, Wilkes Barre, Pa.  
Perspective

**MORGAN, TOM**  
WOV, New York City

**MORRIS, V. P., DR.**  
KOAC, Corvallis, Ore.  
World in Review

**MORLEY, FELIX**  
NBC

**MOZLEY, DON**  
CBS

**MURPHY, BILL**  
WGBS, Miami, Fla.  
Shell News Reporter

**MURROW, EDWARD R.**  
CBS

— N —

**NASH, R. J.**  
KSO, Des Moines, Iowa  
12 O'Clock News

**NEAL, BOB**  
WMPB, Memphis, Tenn.

**NEILSON, PAUL**  
WGN, Chicago, Ill.

**NEITHAMER, W. F.**  
(Newscaster)  
KTSA, San Antonio, Tex.

**NELSON, HOWARD**  
WJHP, Jacksonville, Fla.  
News & Pgm. Dir.

**NELSEN, M. L.**  
WHO, Des Moines, Ia.  
The Billboard

**NEMETH, WILLIAM**  
WARL, Arlington, Va.  
Federal Index

**NEWHALL, BOB, COL.**  
WSPB, Sarasota, Fla.  
Radio Times

**NEWMAN, ERIE**  
WCLE, Clearwater, Fla.  
Noontime Roundup

**NIBLING, ALBERT**  
KRRV, Sherman-Denison, Tex.  
News of the Week

**NICHOLSON, DON**  
(Newscasters)  
WTAD, Quincy, Ill.

**NOBLE, WENDELL**  
MBS—Newscope  
**NORTHUP, E. D.**  
WCNC, Elizabeth City, N. C.

**NORWOOD, BILL**  
CBS

— O —

**O'BRIEN, GERRY**  
KTUC, Tucson, Arizona  
Editor Speaks

**ODSON, ROBERT J.**  
KVER, Albuquerque, New Mexico  
Korbers Noon News, Evening Headlines

**OLIPHANT, H. DUNCAN**  
WGAN, Portland, Maine  
Editors View the News

**O'NEIL, BILL**  
WARS, Wilmington, Dela.  
The Wilmington Scene

**OPFER, FREDERICK B.**  
ABC

**ORFIELD, BENNETT**  
WLS, Chicago, Ill.  
News Reporter

**OTO, BOB**  
WCPO, Cincinnati, Ohio  
WCPO News

**O'SULLIVAN, TIM**  
WGL, FortWayne, Indiana

**OUELLETTE, LIONEL**  
WHEB, Portsmouth, N. H.  
Community News of Dover

**OWENS, RAY**  
(Newscaster)  
WFBL, Syracuse, N. Y.  
Today in Syracuse

— P —

**PACE, ESTON**  
(Newscaster)  
KTSA, San Antonio, Tex.

**PALMER, BRUCE**  
WKY, Oklahoma City, Okla.  
Okla's Front Page

**PARKER, LAURENCE**  
KMA, Shenandoah, Iowa  
Newscaster

**PARR, W. H.**  
WTOC, Savannah, Ga.  
Traffic scoreboard

**PARSONS, LOUELLA**

(Martin, Louella Parsons); b. Freeport, Ill., Aug. 6, 1890; ed. Dixon College; Movie news commentator (ABC).

**PASS, DANA**  
KWKW, Pasadena, Calif.  
Pasadena, Calif.

**PATTERSON, COLEMAN**  
WTB, Lumberton, N. C.  
Carolina Reporter

**PATTERSON, PAT**  
WMT, Cedar Rapids, Iowa

**PAYTON, JAMES**  
WDSM, Superior, Wisc.  
Tribune Time

**PEAK, GENE**  
WPAD, Paducah, Ky.  
D-X News, Sterling News

**PEARSON, DREW**  
ABC

**PENNELL, WILLIAM**  
WORZ, Orlando, Fla.  
Bill Pennell Reports

**PANNER, RAY**  
WLOW, Norfolk, Va.  
Virginia in the News

**PERKINS, DEXTER**  
WHEC, Rochester, N. Y.  
Dexter Perkins

**PETER, GEORGE, JR.**  
KVLP, Alpine, Tex.  
Wash. Insid Out

**PETERSON, DREXEL**  
KVFD, Fort Dodge, Ia.  
Drexel Peterson & The News

**PETERSON, ELMER**  
KNBC, San Francisco, Calif.  
NBC

**PETERSON, JAMES**  
(News Editor)  
KSL, Salt Lake City, Utah

**PETERSON, RALPH HOWARD**  
NBC

**PETTINGILL, SAM**  
ABC

**PETTYJOHN, L. E.**  
(Farm Director)  
WLPM, Suffolk, Va.

**PFEIFFER, BOB**  
WMT, Cedar Rapids, Iowa

**PHILLIPS, CHARLIE**  
KTBS, Shreveport, La.

**PINELL, CLAUDE**  
KPAC, Port Arthur, Texas

**POINTEL, C. H.**  
WFIG, Sumter, S. C.  
12:30 Edition

**POLK, GEORGE**  
CBS

**POPE, BILL**  
WENY, Elmira, N. Y.  
Sports Front

**PRESTON, ART**  
KTUC, Tucson, Arizona  
Morning News, News at Noon

**PRINCE, BOB**  
WCAE, Pittsburgh, Pa.  
11th Hour News

**PRINGLE, NELSON**  
CBS

**PROVENCE, BOB**  
WKNA, Charleston, W. Va.  
11th Hour News

**PURDY, MICHAEL L.**  
KLPM, Minot, N. Dak.  
Labor Speaks

**PRYOR, DON**  
WTOP, Washington, D. C.  
CBS

**PUTNAM, RUTH**  
WESX, Salem, Mass.  
World Situation

NEWS COMMENTATORS

**PUTNAM, GEORGE CARSON**

News reporter, MC. Narrator; b. Wahpeton, N. Dak., July 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.

**PYLE, J. HOWARD**  
KTAR, Phoenix, Arizona  
Arizona Hi-Lights

— Q —

**QUILL, JOSEPH**  
WBET, Brockton, Mass.

— R —

**RABELL, FRED**  
KSON, San Diego, Calif.  
Confid. Yrs.

**RAMOS, RALPH**  
KFDM, Beaumont, Texas  
While You Slept

**RANDOLPH, JAMES**  
WWCO, Waterbury, Conn.

**RANDOLPH, WILLIAM**  
(News Editor)  
WKMO, Kokomo, Indiana

**RAPPELET, A. O.**  
KCIL, Houma, La.

**RAYMOND, FRANK**  
KVSM, San Mateo, Calif.  
Just Evesdropping

**REDMOND, DICK**  
WHP, Harrisburg, Pa.

**REDEEN, BOB**  
WOC, Davenport, Ia.

**REED, C. D.**  
KNEL, Brady Tex.  
News

**REED, RALPH B.**  
WNYC, New York, N. Y.  
Top Talk of the Day

**REEDY, GEORGE E.**  
WOL, Washington, D. C.

**REID, ERLE (DUKE)**  
KOB, Albuquerque, N. Mex.

**REID, PAUL**  
WFIG, Sumter, S. C.  
6:30 Edition

**REINHARDT, FRED**  
WJPF, Herrin, Ill.

**REITER, FRED**  
WFLA, Tampa, Fla.

**REYNOLDS, JOHN M.**  
WLOS, Asheville, N. C.  
WLOS News

**RHODY, JAMES B.**  
WFKY, Frankfort, Ky.  
This 'N That

**RIDENOUR, GORDON M.**  
WELM, Elmira, N. Y.  
Afternoon Extra, 6:00 News,  
News Behind the News

**ROBERTS, CLETE**  
KMPC, Los Angeles, Calif.  
Clete Roberts Reports

**ROBERTS, DONALD**  
KDB, Santa Barbara, Calif.  
12:00 News

**ROBINSON, PRESCOTT**  
WOR, New York, N. Y.

**ROBY, MAX**  
(News Reporter)  
KSL, Salt Lake City, Utah

**ROGERS, BILL**  
CBS

**ROGERS, JAMES A.**  
WJMX, Florence, S. C.  
Sunday Commentary

**ROLLINS, CHAP**  
KROP, Brawley, Calif.  
Valley Farm Reporter, Mid  
Morning Summary

**ROSE, BILLY**  
MBS  
Pitching Horseshoes

**ROSETTE, GEORGE**  
WEVD, New York, N. Y.  
Comments

**ROWLEY, BOB**  
WJR, Detroit, Mich.

**ROYAL, PAUL**  
(News Reporter)  
KSL, Salt Lake City, Utah

**RUNNION, GUY**  
KXLW, St. Louis, Mo.  
News at Noon

**RUSK, CLAY**  
WHO, Des Moines, Ia.  
Studebaker Commentary

**RUSSELL, DAVE**  
KFDL, Beaumont, Tex.  
Topline Edition

**RYAN, RED**  
WCVO, Montgomery, Ala.

**RYKARD, BRIM**  
WCOS, Columbia, S. C.  
Journal of Air

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**SAERCHINGER, CESAR**  
NBC

**SAKRY, CLIFF**  
KFAM, St. Cloud, Minn.  
Central Minnesota News,  
Views and Information

**SANDERS, WM. L.**  
WHIO, Dayton, Ohio  
Wm. L. Sanders

**SARGENT, DWIGHT**  
WGAN, Portland, Maine  
News With Sargent

**SARTAIN, AUXFORD**  
WTBF, Troy, Ala.  
Sartain Observations

**SCHAUGHENCY, ED**  
KDKA, Pittsburgh, Pa.  
Natural Gas

**SAUNDERS, JOHN**  
WIOD, Toledo, Ohio  
Today in Toledo

**SAXON, JIM**  
WJPA, Washington, Pa.  
World News

**SCANLON, CORNELIUS**  
(Analysis)  
WEEL, Boston, Mass.

**SCHENKER, ANDRE**  
WTIC, Hartford, Conn.  
History in the Headlines

**SCHILLING, FRED**  
WBSR, Pensacola, Fla.

**SCHOENBRUN, DAVID**  
CBS

**SCHOFIELD, DICK**  
SCHREINER, RAY  
WBTM, Danville, Va.

**SCOTT, JOHN W.**  
KABC, San Antonio, Tex.  
John W. Scott

**SCULLY, FRANCES**  
ABC

**SECONDARI, JOHN**  
CBS

**SEIBELS, GRENVILLE**  
WIS, Columbia, S. C.  
Today's News

**SELAH, C. WM.**  
WBHF, Rock Island, Ill.

**SERGIO, LISA**  
WOV, New York, N. Y.

**SEVAREID, ERIC**  
WTOP, Washington, D. C.  
News, CBS

**SHADEL, WILLARD**  
CBS

**SHAPIRO, LIONEL**  
CBS

**SHAW, BRUNO**  
WNEW, New York, N. Y.

**SHELL, TED**  
CBS  
(Reporters)

**SHERROD, BETTY**  
WCOL, Columbus, Ohio

**SHERRY, BOB**

**SHINKMAN, PAUL**  
WBBC, Bethesda-Chevy Chase,  
Md.

**SHINN, JUNEAU**  
KLIX, Twin Falls, Idaho  
Juneau Shinn's Six O'Clock  
Edition

**SHIRER, WILLIAM L.**  
MBS

**SHOEMAKER, JACK**  
KONO, San Antonio, Tex.  
(Commentator)

**SHREVE, GEORGE**  
KRLC, Lewiston, Idaho  
News at Noon

**SHULL, WAYNE**  
(News Editor)  
KANS, Wichita, Kans.

**SHULTZ, JOHN W.**  
WMVA, Martinsville, Va.  
News of the Day

**SHUMATE, HAL**  
KGBS, Harlingen, Tex.  
Your News

**SILER, LEON**  
What's New in Kenosha  
WLIP, Kenosha, Wisc.

**SILVER, DOUGLAS**  
WIRA, Ft. Pierce, Fla.  
Local & National News

**SIMMONS, JAMES**  
KPBC, Beaumont, Tex.  
Washington Inside Out

**SIMPSON, CHUCK**  
WCSC, Charleston, S. C.

**SINGER, LAN**  
WMLO, Milwaukee, Wisc.  
World Report

**SINGISER, FRANK**  
WGY, Schenectady, N. Y.  
Wultex Program

**SHERMAN, ROBERT**  
(Chief News Editor)  
WAVZ, New Haven, Conn.

**SKORNIA, HARRY J.**  
WSAU, Bloomington, Ind.  
News & Views

**SLATE, CHARLES**  
WLOE, Leaksville, N. C.  
1230 News

**SMITH, BRAD**  
KRGV, Welasco, Tex.  
Reddy Kilowatt News

**SMITH, COURTNEY**  
WEOA, Evansville, Ind.

**SMITH, DICK**  
KMAC, San Antonio, Tex.  
Newscasts

**SMITH, EARLE**  
(Editor)  
KMBC, Kansas City, Mo.

**SMITH, HOWARD K.**  
CBS

**SMITH, KATE**  
MBS  
Kate Smith Speaks

**SMITH, LEON**  
(General News Editor)  
WBBB, Burlington, N. C.

**SMITH, ROY**  
WJZM, Clarksville, Tenn.

**SMITH, TED A.**  
 KWRC, Pendleton, Ore.  
 News at Noon

**SMITH, TOM Q.**  
 WIOD, Miami, Fla.  
 The Rambler

**SMITS, LEE**  
 WXYZ, Detroit, Mich.

**SNYDER, ED**  
 (News Editor)  
 WDAK, Columbus, Ga.

**SONNIER, ALDEN**  
 KSIG, Crowley, La.

**SOWARD, OLAF**  
 WIBW, Topeka, Kans.  
 Olaf Soward's Viewpoint

**SPECK, HUGO T.**  
 WFAA, Dallas, Aex.  
 Speck Views News

**SPRAGG, GRAYDON**  
 WHI, Greenfield, Mass.  
 Around the Country

**STEPHANSON, MALVINA**  
 ABC

**STILLE, ELBERT**  
 WHKC, Columbus, Ohio  
 Ward Baking Co.

**STURDEVANT, ROBERT**  
 ABC

**SULLIVAN, PAUL**  
 KROY, Sacramento, Calif.

**SUTCLIFFE, DICK**  
 WROV, Roanoke, Va.  
 What Goes On Here

**SWAYZE, JOHN CAMERON**  
 NBC

**SWIFT, JACK**  
 KDKA, Pittsburgh, Pa.  
 Metropolitan Life News, Key-  
 stone Lumber News, Peter  
 Paul News, Mueller News,  
 Youth Looks at the News

**SWING, RAYMOND**  
 WMAL, Washington, D. C.

— T —

**TANTNER, ERIC**  
 KCKN, Kansas City, Kans.  
 News, K. C. Scene What Does  
 American Freedom Mean to  
 You

**TATE, FRANK**  
 WCOL, Columbus, Ohio

**TAYLOR, HENRY J.**  
 MBS  
 Your Land and Mine

**TEMPLE, ALVIS H.**  
 WLBJ, Bowling Green, Ky.  
 News & Views

**THEERINGER, GEORGE**  
 WRBL, Columbus, Ga.  
 Sports & Special Events Di-  
 rector

**THOMAS, BILL**  
 KDKA, Pittsburgh, Pa.  
 Main Street Editor

**THOMAS, BOB**  
 KEX, Portland, Ore.

**THOMAS, CHARLES**  
 WHOO, Orlando, Fla.  
 Noon Edition, Five Star Final

**THOMAS, J. K.**  
 WLOE, Leaksville, N. C.  
 During the Week

**THOMAS, LOWELL**  
 CBS

**THOMAS, LYNN C.**  
 KVOE, Santa Ana, Calif.  
 Local News

**THOMPSON, GAIL**  
 WHAR, Clarksburg, W. Va.  
 What is New

**TITCHENER, DOROTHY**  
 WENE, Endicott, N. Y.  
 Dorothy Titchener Presents

**TOMPKINS, WILLIAM H.**  
 WROW, Albany, N. Y.

**TOMLINSON, EDWARD**  
 NBC

**THAVIS, EDWARD**  
 WGH, Newport News, Va.  
 Edward Travis News

**TROUT, BOB**  
 CBS

**TREXLER, LARRY**  
 WDLA, Memphis, Tenn.

**TRIPPE, JIMMY**  
 WHTB, Talladega, Ala.

**TRUE, HAROLD**  
 WWJ, Detroit, Mich.  
 News By True

**TRUERE, ROBERT**  
 WCSC, Charleston, S. C.

**TUCKER, L. D.**  
 WMIQ, Iron Mountain, Mich.  
 Today's Commentary

**TURNER, MICHAEL**  
 WKIX, Columbia, S. C.

— U —

**UEBELHART, JAMES W.**  
 WSPD, Toledo, Ohio

**ULMER, JIM**  
 WMOA, Marietta, Ohio  
 Noon Edition

**UMSCHEID, ARTHUR G.**  
 KOAD, Omaha, Nebr.

**UTLEY, CLIFTON**  
 WMAQ, Chicago, Ill.  
 News

— V —

**VADEBONCOEUR**  
 WCYR, Syracuse, N. Y.  
 Vadeboncoeur Views the News

**VANDERVEER, McCLELLAND**  
 WSGN, Birmingham, Ala.

**VAN KIRK, WALTER, DR.**  
 (Minister)  
 Religion in the News NBC

**VESTRO, AL**  
 WWCO, Waterbury, Conn.

**VOGT, AUGUST**  
 WDAF, Kansas City, Mo.

**VON BERGEN, JOHN**  
 WARM, Scranton, Pa.  
 News with John, Von Bergen

**VON TOBEL, PHILIP**  
 WATR, Waterbury, Conn.  
 C C News

— W —

**WADE, BYRON**  
 WTAM, Cleveland, Ohio  
 Personalities in the News

**WADSWORTH, HENRY J.**  
 WJXN, Jackson, Miss  
 News to this Time

**WALKER, DANTON**  
 Twin Views of the News,  
 MBS

**WALKER, FRANKYE C.**  
 WFOY, St. Augustine, Fla.  
 St. Aug. Newsreel

**WALLACE, EDWARD**  
 WTAM, Cleveland, Ohio  
 News Analysis, NBC

**WALSII, FRANK J.**  
 (News Editor)  
 WBCM, Bay City, Mich.

**WALSH, J. RAYMOND**  
 WMCA, New York, N. Y.

**WAETON, SIDNEY**  
 WINS, New York, N. Y.  
 Sidney Walton

**WARD, HENRY**  
 WKYB, Paducah, Ky.  
 Ward's Radio Column

**WARNER, ALBERT L.**  
 WOL, Washington, D. C.

**WATSON, BROOKS**  
 WMBD, Peoria, Ill.

**WATSON, LOREN (BUD)**  
 KLIF, Dallas, Tex.  
 Speaking of Sports, Morning  
 Sports Special.

**WATTS, BILL**  
 KRLC, Lewiston, Idaho  
 Evening Edition

**WEBB, HUGH**  
 WKLF, Clanton, Ala.  
 All the News

**WEEKS, EDWARD**  
 ABC  
 (Editor at Home)

**WELLS, CARVETH**  
 KFI, Los Angeles, Calif.  
 Inside th News

**WESP, JOE**  
 WBEN, Buffalo, N. Y.  
 Ironic Reporter

**WHEDBEE, CHARLES**  
 WGTC, Greenville, N. C.  
 News & Views

**WHEELLOCK, HOWARD E.**  
 WKNE, Keene, N. H.

**WHITE, DON**  
 KIT, Yakima, Wash.  
 KIT News

**WHITE, JACK**  
 WJR, Detroit, Mich.

**WIDMARK, BOB**  
 WMT, Cedar Rapids, Iowa.

**WIETING, FRED**  
 WIBG, Philadelphia, Pa.  
 News at Noon, Northwestern  
 News

**WILLIAMS, CLANTON**  
 WTBC, Tuscaloosa, Ala.  
 Background of News

**WILLIAMS, DOC**  
 WADC, Akron, Ohio.

**WILLIAMS, GLENN**  
 WAGE, Syracuse, N. Y.

**WILLIAMS, RUSS**  
 WHK, Cleveland, Ohio  
 Richman News

**WILLIAMS, WALTER**  
 WSMB, New Orleans, La.

**WILLS, DAVID**  
 WMAL, Washington, D. C.

**WILLSON, JIMMIE**  
 KWSL, Lake Charles, La.  
 Views the News

**WILLSON, JIMMIE**  
 WAPI, Birmingham, Ala.  
 Morning News

**WILSON, GLEN**  
 WIRE, Indianapolis, Ind.

**WILSON, WILLIAM R.**  
 WRVA, Richmond, Va.  
 William R. Wilson

**WINCHELL, WALTER**  
 ABC

— Y —

**YEAGER, RAY**  
 KROW, Oakland, Calif.  
 Milen News

**YOE, TOM**  
 KFKU, Lawrence, Kans.

**YOUNG, LAWSON**  
 News from Mount Oread  
 ABC

**YORK, CAL**  
 KRFO, Indio, Calif.

**YOUNG, MURRAY**  
 WHK, Cleveland, Ohio  
 Murray Young

— Z —

**ZEIGEN, JACK**  
 WING, Dayton, Ohio  
 Zeigen & the News

**ZIEBARTH, E. W.**  
 WCCO, Minneapolis, Minn.

# Disc Jockeys

## —their work during 1947

— A —

- |  |   |   |
|--|---|---|
| <p><b>AAROE, ALDEN</b><br/>WRVA, Richmond, Va.<br/>"Wake Up Time"</p> <p><b>ABBOTT, BILL</b><br/>WCKB, Dunn, N. C.<br/>Slumberbuster</p> <p><b>ABBOTT, WALT</b><br/>KLBM, LaGrande, Ore.</p> <p><b>ACKLEY, "Happy Cowboy"</b><br/><b>DICK</b><br/>KRUX, Phoenix &amp; Glendale,<br/>Arizona<br/>A. M. Rhythm Roundup</p> <p><b>ADAMS, BERNIE</b><br/>WPDQ, Jacksonville, Fla.<br/>600 Club</p> <p><b>ADAMS, TED</b><br/>WAIR, Winston-Salem, N. C.<br/>Double Cola Time</p> <p><b>ADKINS, JACK</b><br/>KYJC, Medford, Ore.<br/>1230 Club</p> <p><b>AGNEW, JOHN K.</b><br/>WHKC, Columbus, Ohio</p> <p><b>ALBERGHINI, Hal</b><br/>WCOU, Lewiston, Maine<br/>Krack-Pot Kollege</p> | <p><b>ALDEN, NORM &amp; (Jimmy Lowe)</b><br/>KXOL, Fort Worth, Tex.<br/>Juke Box</p> <p><b>ALEXANDER, LES</b><br/>WIP, Philadelphia, Pa.<br/>Dawn Patrol</p> <p><b>ALEXANDER, PAUL</b><br/>KSL, Salt Lake City, Utah</p> <p><b>ALLAN, FRANK</b><br/>KTOP, Topeka, Kans.<br/>Disk Derby</p> <p><b>ALLAND, FRED</b><br/>Requestfully Yours<br/>WINK, Ft Myers, Fla.</p> <p><b>ALLBAUGH, BOB</b><br/>WOI, Ames, Iowa<br/>Saturday Serenade</p> <p><b>ALLEN, BOB</b><br/>KWIN, Ashland, Ore.<br/>Music Box Review</p> <p><b>ALLEN, DAVE</b><br/>KFRU, Columbia, Mo.<br/>Musical Clock</p> <p><b>ALLEN, ED</b><br/>WMAQ, Chicago, Ill.<br/>The Early Bird</p> <p><b>ALLEN, FRANKLIN</b><br/>KAKC, Tulsa, Okla.<br/>Cozy Corner<br/>Allen Franklin Presents</p> | <p><b>ALLEN, GARRETT</b><br/>WFRC, Reidsville, N. C.</p> <p><b>ALLEN, MEL</b><br/>WINS, New York, N. Y.<br/>Mel Allen Show</p> <p><b>ALLEN, ROSALIE</b><br/>WOV, New York City<br/>Prairie Stars</p> <p><b>ALLEN, TOMMY</b><br/>WKY, Oklahoma City, Okla.<br/>2315 Club</p> <p><b>ALLEN, WAYNE</b><br/>KSEL, Lubbock, Tex.<br/>950 Club</p> <p><b>ALLEY, LEN</b><br/>1450 Club<br/>KLO, Ogden, Utah</p> <p><b>ALLISON, HUGH</b><br/>WGAC, Augusta, Ga.<br/>Homefolks Frolics</p> <p><b>ALLYN, KEN</b><br/>WRNL, Richmond, Va.<br/>Mailbag Programs</p> <p><b>ALVES, BOB</b><br/>KPRK, Livingston, Mont.<br/>Rhythm Roundup</p> <p><b>AMOLE, GENE</b><br/>KMYR, Denver, Colo.<br/>Off the Record</p> |
|--|---|---|

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"bandstand"

whn—1050

DISC JOCKEYS

**AMSTERDAM, MOREY**  
WHN, New York, N. Y.  
For People Only

**ANDERLY, B. H.**  
KLIZ, Brainerd, Minn.  
Concert Miniature

**ANDERSON, AXEL**  
WDEV, Waterbury, Vt.  
Record Rendezvous

**ANDERSON, BOB**  
KWLK, Longview, Wash.

**ANDERSON, DON**  
KTFS, Texarkana, Texas  
Record Party

**ANDERSON, JIM**  
WIRK, West Palm Beach, Fla.  
Platter Party

**ANDERSON, LEONARD**  
KTRB, Modesto, Calif.  
Roger Roundup

**ANDERSON, WARREN**  
KBIZ, Ottumwa, Iowa  
Anything Goes  
1240 Club

**ANDREW, BOB**  
WDUK, Durham, N. C.  
Holiday For Strings

**ANGEL, BILL**  
KSVP, Artesia, N. Mex.  
1450 Club

**ANSON, BILL**  
KFWB, Hollywood, Calif.  
Hollywood, Bandstand

**ARDRE, BOB**  
WNAR, Norristown, Pa.  
Jukebox Jamboree

**ARMER, ALAN**  
KEEN, San Jose, Calif.  
Hits for Mrs.

**ARMSTRONG, BUD**  
KOWH, Omaha, Nebr.  
Mr. Music

**ARNOLD, ED**  
KTEM, Eureka, Calif.

**ARTHUR**  
WHAM, Rochester, N. Y.  
This is Arthur

**ARTHUR, BOB**  
WOMT, Manitowoc, Wis.  
The Wax Museum

**ARTHUR, DOUG**  
WBIG, Philadelphia, Pa.  
Danceland

**ARTMAN, PAUL**  
WJPR, Greenville, Miss.  
Bandstand

**ASHER, WARREN**  
WFOR, Hattiesburg, Miss.  
Rural Roundup

**ASHLEY, ART**  
WONS, Hartford, Conn.  
Club Midnight

**ATKINSON, J. C.**  
WEBQ, Augusta, Ga.  
Wake up with J. C.

**ATKINSON, WAYNE**  
KVKM, Monahans, Tex.  
KVKM Record Party

**AUSTIN, COLEMAN**  
WROV, Roanoke, Va.  
Rub-Scrub Music Club

— B —

**BABCOCK, SAM**  
KWEM, West Memphis, Ark.  
Teen Town

**BACKMAN, JOHN**  
KWAL, Wallace, Idaho  
All Star Dance Parade

**BACON, BOB**  
WBRE, Wilkes-Barre, Pa.  
Bacon For Breakfast

**BAILEY, CARL**  
KXLA, Los Angeles, Calif.  
Juke Box

**BAILEY, DON**  
KWLK, Longview, Wash.

**BAILEY, NORMAN**  
WKXL, Concord, New Hamp-  
shire

Smile Awhile  
**BAKER, JACK**  
WFKY, Frankfort, Kentucky  
Musical Clock

**BALDWIN, BILL**  
KSFO, San Francisco, Calif.  
Baldwin Show

**BALDWIN, BILL**  
KSO, Des Moines, Iowa  
Baldwin's Music Shop & Tea  
Time Serenade

**BALDWIN, BUD**  
WHIO, Dayton, Ohio  
Breakfast in Bedlam

**BALL, JACK C.**  
KROP, Brawley, Calif.  
Jack The Ball Boy

**BALL, ROGER**  
WALT, Tampa, Fla.  
Roger

**BALTIMORE, ED**  
WISE, Asheville, N. C.

**BANNER, ANDE**  
KNUP, Durango, Colo.

**BANNON, DICK**  
KYYI, Shelby, Mont.

**BARBER, DON**  
WAGA, Atlanta, Ga.  
Jive at Five



Double Winner of  
**ESQUIRE'S GOLD AWARD**  
1945, 1946  
and again in  
1947

DUKE  
**ELLINGTON**  
and His Orchestra

Composer, Arranger and Interpreter of  
America's Swing Classics

COLUMBIA RECORDING ARTIST

HEARD COAST-TO-COAST AS THE HOST  
AND RECORD ROTATOR OF  
THE DUKE ELLINGTON SHOW

Direction:  
WM. MORRIS AGENCY

DISC JOCKEYS

- BARBER, DON**  
 WGNU, Wilmington, N. C.  
 Record Review
- BARBER, MARY**  
 KOPP, Ogden, Utah
- BARCLAY, AL**  
 WHAT, Phila. Pa.  
 Sunday Serenade
- BARG, MYRON**  
 WJBC, Bloomington, Ill.  
 1230 Club
- BARKER, SAM**  
 KVOU, Uvalde, Tex.  
 In the Mood
- BARLOW, JAY**  
 WHLN, Harlan, Ky.  
 1230 Club
- BARNES, PATT**  
 WJZ
- BARR, FRED**  
 WWRL, Woodside, N. Y.  
 1600 Club
- BARRETT, BILL**  
 KVOP, Plainview, Tex.  
 Alarm Clock
- BARRICK, ELDON**  
 KTRB, Modesto, Calif.  
 Old Time Tunes
- BARRY, GENE**  
 WING, Dayton, Ohio  
 Swing with WING  
 Lonesome Gal
- BARRY, LES**  
 WBEN, Buffalo, N. Y.  
 Luncheon Club
- BARTELL, PAUL**  
 WFOK, Milwaukee, Wis.  
 Fox Club
- BARUCH, ANDRE & (Bea Wain)**  
 WMCA, New York, N. Y.  
 Mr. and Mrs. Music
- BASSO, NICK**  
 WAJR, Morgantown, W. Va.  
 Rise & Shine
- BATCHELOR, RICHARD**  
 WTR, Sanford, Fla.
- BEARD, PAT**  
 WSTP, Salisbury, N. C.
- BEATTY, ROSS**  
 WELM, Elmira, N. Y.  
 Coffee & Crumpets Club
- BEAUDETTE, CARLTON**  
 WLCX, La Crosse, Wis.  
 1490 Club
- BECKERS, NORB**  
 WDSG, Dyersburg, Tenn.  
 Open House Party
- BECKTEL, EARL**  
 WSNJ, Bridgeton, N. J.
- BEECHAM, WALLY**  
 WBRG, Birmingham, Ala.  
 Anything Goes
- BEECHINOR, BOB**  
 KEEN, San Jose, Calif.  
 Campus Serenade
- BEDFORD, PAUL**  
 WFMJ, Youngstown, Ohio
- BELANEY, BILL**  
 WCOL, Columbus, Ohio  
 Home Songs
- BELCHER, ROD**  
 KMO, Tacoma, Wash.  
 The Jazz Show
- BELKNAP, AL**  
 WESX, Salem, Mass.  
 Sunrise Serenade
- BELL, BOB**  
 WHOT, South Bend, Ind.  
 Club Sterling
- BELL, CHARLIE**  
 WIS, Columbia, S. C.  
 In the Groove
- BELL, DON**  
 WGH, Newport News, Va.  
 Off The Record
- BELL, KEN**  
 WPDQ, Jacksonville, Fla.  
 Music 'Til Midnight
- BELLAH, MILTON**  
 WDAE, Savannah, Ga.  
 The Bandstand
- BENAC, HENRY**  
 WGLN, Glens Falls, N. Y.  
 Rhapsodies In Rhythm
- BENDER, BOB**  
 KWBU, Corpus Christi, Tex.  
 Cowboy Roundup
- BENGSTON, CHARLES**  
 WATR, Waterbury, Conn.  
 Melody Time
- BENNETT, BING**  
 WAYS, Charlotte, N. C.  
 Ways Ballroom
- BENNETT, FRED**  
 K TSA, San Antonio, Tex.  
 Merry-Go-Round  
 Bandwagon
- BENSON, BOBO**  
 KYW, Philadelphia, Pa.  
 On the Sunny Side
- BENSON, RED**  
 WINS, N. Y.
- BENTLEY, RAY**  
 WROV, Roanoke, Va.  
 That's My Favorite

**BILL ANSON**

**"HOLLYWOOD  
 BANDSTAND"  
 K F W B**



## DISC JOCKEYS

- BENUM, ARNOLD**  
KMO, Tacoma, Wash.  
The Music Room
- BERG, HAL**  
WILK, Wilkes-Barre Pa.  
Club Swingtime
- BERG, LEE**  
KOLN, Lincoln, Nebr.  
Curfew Club
- BERGERON, JOLLY**  
WSLB, Ogdensburg, N. Y.  
Sweetmusic Time
- BERMAIN, GEO.**  
WKTM, Mayfield, Ky.  
Chapel In The Sky  
Musical Roundup
- BERNARD, MEL**  
WHSC, Hartsville, S. C.  
Music Shop
- BERRY, BILL**  
WHOO, Orlando, Fla.  
Whoot'n Antics
- BERRY, BOB**  
WTH, Baltimore, Md.  
Wake-Up Baltimore
- BERRYHILL, KEN**  
WDLA, Memphis, Tenn.
- BERRYMAN, ED**  
WHOT, South Bend, Ind.  
Majestic Bandstand
- BETTINSON, WINSLOW**  
WHEB, Portsmouth, N. H.  
Alarm Clock Club
- BEVERLY**  
KBOL, Boulder, Colo.
- BICKFORD, CHARLES**  
WOHS, Shelby, N. C.  
Merry Merchant
- BIGLEY, DAVID E.**  
WJOI, Florence, Ala.  
Requestfully Yours
- BILLICH, GEORGE**  
WOLF, Syracuse, N. Y.  
Campus Clambake
- BILLINGSLEY, WM.**  
WADE, Wadesboro, N. C.
- BINGHAM, PETE**  
WJOI, Florence, Ala.  
Atomic Boogie
- BISHOP, DON**  
KGEM, Boise, Idaho  
Alarm Klock Klub
- BISHOP, FORREST**  
KWLK, Longview, Wash.
- BISHOP, J. DIGE**  
WCTA, Andalusia, Ala.  
All Request Hour
- BLACK, ALAN**  
WJPA, Washington, Pa.  
Polka Party
- BLAINE, LEE**  
WGAD, Gadsden, Ala.  
Requestfully Yours
- BLANCHARD, LOWELL**  
WNOX, Knoxville, Tenn.  
Musical Clock
- BLASE, BOB**  
Houston, Tex.
- BLOCK, MARTIN**  
Make Believe Ballroom, WNEW;  
Chesterfield Supper Club, NBC;  
The Martin Block Show, MBS;  
Martin Block's Musical Merry-  
Go-Round Series at M-G-M;  
Martin Block Music Corp. (Hol-  
lywood, Calif.), Martin Block  
Studio at Encino, Calif.
- BLUE, DAVE**  
WTEL, Philadelphia, Pa.  
Twin Tune Hits
- BLUETT, SPOTS**  
WWCO, Waterbury, Conn.
- BOBBITT, HAPPY**  
WBOB, Galax, Va.  
Coffee Time
- BOBISUD, WALT**  
KBBK, Baker, Ore.
- BODKIN, LARRY**  
WTAL, Tallahassee, Fla.  
Light Flash
- BOELTER, ERWIN**  
KJAM, Vernal, Utah  
Concert Miniature
- BOGDEN, HILARY**  
WJAS, Pittsburgh, Pa.  
Come 7—Parade of Stars
- BOGER, EUGENE**  
KWYO, Sheridan, Wyoming  
Gene's House Party
- BOHANNON, RAY**  
KATO, Reno, Nevada
- BOLEN, JIM**  
WCTL, Carbondale, Ill.  
1020 Club
- BOLENDER, RICHARD**  
WBKR, Pittsfield, Mass  
Concert Hall
- BOLIN, ART**  
WARM, Scranton, Pa.  
Swing Session  
Uncle Art's Almanac
- BOLTON, BILL**  
KSYL, Alexandria, La.  
Number Please
- BONAR, LEON**  
KAWT, Douglas, Arizona  
Morning Music Hall



## GEORGE MONAGHAN

"Monaghan's  
Morning  
Watch"  
every morning  
6:30-7:00 WOR

DISC JOCKEYS

**BOND, BERNARD**  
KCHS, Hot Springs, New Mexico  
Platter Chatter

**BONGIORNO, MICHAEL**  
WHOM, New York City

**BOONE, ROBERT**  
WBYS, Canton, Ill.

**BOOSE, DANA**  
WTSP, St Petersburg, Fla.  
The 1280 Local

**BOOTHBY, JOHN**  
WEBB, Buffalo, N. Y.  
Sweet Music

**BOUCHIER, GENE**  
WPDQ, Jacksonville, Fla.  
Musical Clock

**BOYARD, BOB**  
KWBR, Oakland, Calif.  
Dixieland Jamboree . . . . .

**BOWEN, WORCESTER**  
KWTG, Barstow, Calif.  
Teen-Time

**BOWERS, BILL**  
KFMJ, Tulsa, Okla.  
Spinner Sanctum

**BOWERS, BILL**  
KAKC, Tulsa, Okla.  
Coffee Time

**BOWERS, CHARLES**  
WKDK, Newberry, S. C.  
Hillbilly Hit Parade

**BOWICK, BILL**  
WALB, Albany, Ga.  
Sweet & Swing

**BOWLER, JAMES**  
WJMR, New Orleans, La.  
Club 990

**BOWMAN, MAURY**  
WDIA, Memphis, Tenn.

**BOYD, LEX**  
KROW, Oakland, Calif  
Date at the Krowsbah

**BOYSEN, JAMES P.**  
WTGN, Minneapolis, Minn.  
Alarm Clock Club

**BOYUM, G. W.**  
WLEJ, Bowling Green, Ky.  
4:00 Special

**BRACANOVITCH, TOM**  
KWLN, Ashland, Ore.  
Juke Box Review

**BRADFORD, PHIL**  
WCOL, Columbus, Ohio  
Rise and Shine

**BRADLEY, BOB**  
WDAY, Fargo, N. Dak.  
Platter & Platter Time

**BRADLEY, LYLE C.**  
WSSV, Petersburg, Va.  
Request Club

**BRADLEY, NICK**  
WABI, Bangor, Me.  
Easy Rhythm

**BRADLEY, WILLIAM V.**  
WHEB, Portsmouth, N. H.  
Platter Parade

**BRADSHAW, DICK**  
WCEC, Rocky Mount, N. C.  
Morning Mail  
Caro, Coffee Time

**BRAGG, CHARLES**  
WGNS, Murfreesboro, Tenn.  
1450 Club

**BRAGG, MARION**  
WNEX, Macon, Ga.  
Alarm Clock Club

**BRANCH, NEAL**  
WJHL, Johnson City, Tenn.  
Branchin' Out

**BRALY, BILL**  
KVSF, Santa Fe, N. M.  
On the Q.T.

**BRANDT, JOSEPH A.**  
WTPR, Paris, Tenn.  
You Asked For It

**BRANNON, BOB**  
KLOU, Lake Charles, La.  
Brannon's Open House

**BRANT, BILL**  
KDKA, Pittsburgh, Pa.  
Midnighter's Club

**BRAZZELL, JIMMY**  
WHSC, Hartsville, S. C.  
Music Shop

**BRECHT, LESTER**  
KURV, Edinburg, Tex.  
Pitchin Kurv's

**BRELAND, ED**  
WAML, Laurel, Miss.  
Record Review

**BRENNAN, BILL**  
KOLT, Scottsbluff, Nebr.  
Disc Time

**BRENNAN, BILL**  
WJOY, Burlington, Vt.  
Mid-Morning Varieties  
Sandman Serenade

**BRENNAN, GEORGE**  
WLP, Kenosha, Wisc.  
Melody Cruise

**BRENNER, BOB**  
WCOP, Boston, Mass.  
Green Room

**BRENNER, PAUL**  
WAAT, Newark, N. J.  
Requestfully Yours

**BRESSLER, BOB**  
WARD, Johnstown, Pa.  
1490 Club



FRED ROBBINS

JACK LESCOULIE

WOR-Mutual

# DISC JOCKEYS

**BREWER, CHARLES W.**  
WKRK, Columbia, Tenn.  
1340 Club

**BREWER, HUGH**  
WKSJ, Pulaski-Lawrenceburg,  
Tenn.  
Lawrenceburg Hour

**BRIAR, STEVE**  
KENT, Shreveport, La.  
Requestfully Yours

**BRICE, JAMES A.**  
WTPR, Paris Tenn.  
Disc Jockey's Choice

**BRITT, PAUL**  
KCOL, Fort Collins, Colo.  
Matinee for Mama  
Teen Time

**BRITTON, JACK**  
WKGK, Knoxville, Tenn.  
Morning Express

**BROCKWAY, BEAMAN**  
KIMA, Yakima, Wash.  
1460 Club

**BRODE, BUDDY**  
WILK, Wilkes Barre, Pa.

**BROKENSHERE, NORMAN**  
WNBC, New York, N. Y.  
Norman Brokenshere Show

**BROOKER, KING**  
KXO, El Centro, Calif.  
Diggin' The Grooves

**BROOKS, ED**  
WMIX, Mt. Vernon, Ill.  
Coffee Time

**BROOKS, FOSTER**  
WKBW, Buffalo, N. Y.  
Melody, Inc.  
Million Dollar Ballroom

**BROOKS, KIRBY**  
WIOD, Miami, Fla.  
The Dreambuster

**BROOKS, TOM**  
KAWT, Douglas, Arizona  
Easy Rhythm

**BROPHY, BILL**  
WKNY, Kingston, N. Y.  
Number Please

**BROTHERS, BILL**  
WHNC, Henderson, N. C.  
890 Club

**BROWN, ART**  
WOL, Washington, D. C.

**BROWN, BERNARD**  
WAPO, Chattanooga, Tenn.  
At Sundown

**BROWN, BILL**  
WSTP, Salisbury, N. C.  
Modern Harmonies

**BROWN, BOB**  
WEPK, Martinsburg, W. Va.  
Turntable Matinee

**BROWN, BOB**  
WTFG, Steel Pier, Atlantic  
City, N. J.  
1450 Club

**BROWN, ED**  
WMGY, Montgomery, Ala.  
Wax-Works

**BROWN, RAY**  
WDSG, Dyersburg, Tenn.  
Swingtime & Night Patrol

**BROWN, ROBERT**  
WJLS, Beckley, W. Va.  
Curfew Club

**BROWN, WIN**  
WWSW, Pittsburgh, Pa.  
6 to 8 Special

**BROWNE, GERALD**  
KIFI, Idaho Falls, Idaho  
Request Matinee

**BRUCE, AL**  
WLBR, Lebanon, Pa.  
Morning Mirth

**BRUCE, RAMON**  
WHAT, Phila, Pa.  
Ravin' With Ramon

**BRUCKNER, SKIP**  
WGAU, Athens, Ga.  
1350 Platter Party

**BRUGGEMAN, VERN**  
KALL, Salt Lake City, Utah  
Melody Mac & Vern

**BRUNER, BOB**  
WISH, Indianapolis, Ind.  
Variety Hour

**BRYANT, KEN**  
KMFK, Michell, S. Dak.  
1490 Club

**BRYANT, KENNETH L.**  
WKBY, Covington, Va.

**BUCHAN, ALEX**  
KXLW, St. Louis, Mo.  
Bulletin Clock

**BUCHANAN, PAUL**  
WSUA, Bloomington, Indiana  
School & College Matinee

**BUDD, MILTON**  
WMBD, Peoria, Ill.

**BUEHLMAN, CLINT**  
WBEN, Buffalo, N. Y.  
Clint Buehlman

**BULL, BULKELEY, THAD**  
KREO, Bakersfield, Calif.

**BULL, FRANK**  
KFWB, Hollywood, Calif.  
America Dances



## MAURICE HART

"START THE DAY RIGHT"

6 to 7 A.M.

"THE HOLLYWOOD  
BANDSTAND"

10 A.M. to 1 P.M.

Daily

Monday through Saturday  
K.F.W.B.

Hollywood, California

Management  
M.C.A.

DEAR ANYBODY (and that means you!):

In case anybody cares who reads this, I'd like to go on record as reminding you that I am CREDITED with having brought more "FIRSTS" to radio than any other guy.

So?—so nothing!—While the others CASH IN ON MY BRAINSTORMS AND TALENTS, I don't even get the chance to swipe back my own ideas!

But I don't care. TELEVISION IS COMING IN . . . AND THAT'S WHEN I'LL BRING BACK RADIO!

ALAN COURTNEY  
WNEW—12 NOON DAILY

P. S.—CALL ME ANYTIME.  
MU. 2-7001

Write or wire  
415 Lexington Ave., N. Y. C.

• • • **DISC JOCKEYS** • • •

**BULLINGTON, WILLIAM**  
KSGM, Ste. Genevieve, Mo.  
Music Madness

**BULOW, HARRY**  
WJPR, Greenville, Miss.  
Musical Clock

**BUNN, JIM**  
KCMO, Kansas City, Mo.  
Meet Mr. Music

**BURGE, RALPH**  
WMPS, Memphis, Tenn.  
Rhythm Express  
Ralph's Record Shop  
Let's Get Up

**BURGESS, HARRY C.**  
WISE, Asheville, N. C.

**BURKE, JACK**  
WICY, Malone, N. Y.  
1490 Club

**BURKE, RAY**  
WAIR, Winston-Salem, N. C.  
Late Date

**BURNETTE, JACK**  
WALT, Tampa, Fla.  
Jooking with Jack

**BURNS, ED**  
WGNV, Newburgh, N. Y.  
On the Bandstand

**BURNS, STAN**  
WINS, New York

**BURT, GARLAND**  
WJOI, Florence, Ala.  
SSL Hillbillies

**BURT, RICHARD**  
WSAY, Rochester, N. Y.  
Timekeeper

**BURTON, BOB**  
WEEK, Peoria, Ill.  
Juke Box Revue

**BURTON, LINN**  
WAAF, Chicago, Ill.  
Linn Burton Show

**BUTLER, DON**  
WGBS, Miami, Fla.

**BYRD, HERB**  
KXLR, North Little Rock Ark.  
After Hours  
Boogie and Blues

**BYRNES, SYD**  
WCPS, Tarboro, N. C.  
Alarm Clock Club

— C —

**CADDELL, GRAHAM**  
WOLS, Florence, S. C.  
Sunrise Serenade  
Hill Billy Jamboree

**CAIRNEY, JIM**  
WDSG, Dyersburg, Tenn.  
Night Patrol

**CALDWELL, FRED M.**  
KVET, Austin, Tex.  
Music Matinee

**CAMPBELL, BOB**  
KWIK, Burbank, Calif.

**CAMPBELL, DICK**  
WDVA, Danville, Va.  
Alarm Clock Club

**CAMPOS, LALO**  
KVET, Austin, Tex.  
Noche de Fiesta

**CANNADY, BILL**  
WJMO, Cleveland, Ohio  
Swing with Bill

**CANSLER, KEN**  
KSEK, Pittsburg, Kans.  
Dancing the Polka

**CARMIELA, LARRY**  
KYJC, Medford, Ore.  
Your Request

**CARD, CLELLAN**  
WCCO, Minneapolis, Minn.  
Card's Midnight Show

**CARLSON, WILL**  
WTOD, Toledo, Ohio  
Yours for the Asking

**CARMAN, JOHN**  
WHLS, Port Huron, Mich.  
Yawn Patrol

**CARPENTER, BILL**  
WSNY, Schnectady, N. Y.  
Wake-up Time

**CARPENTER, CLAYTON**  
KWRG, Pendleton, Ore.

**CARRIGAN, BILL**  
WKRM, Columbia, Tenn.  
Stardust Special

**CARROLL, BROOKE**  
KGVJ, Greenville, Tex.  
The Brooke Carroll Show

**CARROLL, RAY**  
WHOM, New York City  
After Hours

**CARSSON, ED**  
WMAM, Marinette, Wisc.  
570 Club

**CARSWELL, TOM**  
WCOA, Pensacola, Fla.  
Matinee in Rhythm

**CARTER, CAL**  
KAMD, Camden, Ark.  
Musical Clock

**CARTER, ED**  
WACE, Chicopee, Mass.  
730 Club



**TED STEELE**



**JOHNNY CLARKE**

and his Alter Ego  
(one on the right is Clarke)  
La 4-1200

DISC JOCKEYS

**CARTER, JACK**  
KSEO, Durant, Okla.  
Radio Juke Box

**CARTER, LEROY**  
KCTX, Childress, Tex.  
Carters Clambake

**CARTER, VERNON**  
WRRF, Washington, N. C.

**CASE, KEN**  
KBON, Omaha Nebraska  
1490 Swing Club

**CASE, LEE**  
WCHA, Chambersburg, Pa.  
Alarm Clock Club

**CASSEL, CHUCK**  
WDAD, Indiana, Pa.  
Jukebox Serenade

**CATE, LOU**  
WENY, Elmira, N. Y.

**CATER, VERNON**  
WRRF, Washington, N. C.  
Early Bird Program

**CAUDILL, CARL**  
WGTL, Kannapolis, N. C.  
870 Club

**CAUSEY, DONALD H.**  
KHOZ, Harrison, Ark.  
Rise and Shine

**CAVANAUGH, J.**  
WARD, Johnstown, Pa.  
Hiah Neighbor

**CAVANAUGH, JOSEPH**  
WENE, Endicott, N. Y.  
Jr. Disc Jockeys

**CECIL, CHUCK**  
KFLW, Klamath Falls, Ore.  
Requestfully Yours

**CHADDOCK, ROBT. N.**  
KLPR, Oklahoma City, Okla.  
Jamboree

**CHANNEY, BILL**  
KXO, El Centro, Calif.  
3:30 Club

**CHANNEY, CHARLES**  
KMYC, Marysville, Calif.  
Moonlight Ballroom

**CHAPEAU, TED**  
WMBR, Jacksonville, Fla.  
Lazy Bones

**CHAPMAN, FRED**  
WILK, Wilkes Barre, Pa.  
Whistling in the Dark

**CHARLES, ROBERT**  
KWTX, Waco, Tex.  
Request Club

**CHARLES, DOSS**  
WHMA, Anniston, Ala.

**CHASE, EDDIE**  
KFVD, Los Angeles, Calif.  
Eddie Chase Show

**CHASE, EDDIE**  
WOOD, Grand Rapids, Mich.  
Off the Record

**CHASTAIN, TONY**  
WGBS, Miami, Fla.  
The Nightwatch

**CHRISTENSON, FRED**  
WMPS, Memphis, Tenn.  
It's the Tops

**CHURCHES, GLENN**  
KCRA, Sacramento, Calif

**CLARK, DOUGLAS**  
KWEM, West Memphis, Ark.  
Western Trails

**CLARK GORDON**  
KRAL, Rawlins, Wyoming  
Moods in Melody

**CLARK, GORDON L.**  
KPBX, Beaumont, Tex.  
Revolving Bandstand

**CLARK, HENRY**  
WMFF, Plattsburg, N. Y.  
Discs & Data

**CLARK, LOWELL**  
KGEF, Shawnee, Okla.  
Dinner Dance

**CLARK, WARREN**  
KBOL, Boulder, Colo.  
Musical Clock

**CLARKE, JIMMY**  
WAZL, Hazleton, Pa.  
Melody Hour

**CLARKE, JOHNNY**  
Announcer, Narrator. b. King-  
ston, OH, May 10, 13 ed. U.  
of Cinn. Cinn. Conservatory of  
Music, Miami U. (Ohio). Going  
to Town; Three Corner Club,  
WINS; Rittenhouse Chimes Show  
(Tele).

**CLARKE, PAUL**  
WMT, Cedar Rapids, Iowa  
Borden's Ballroom

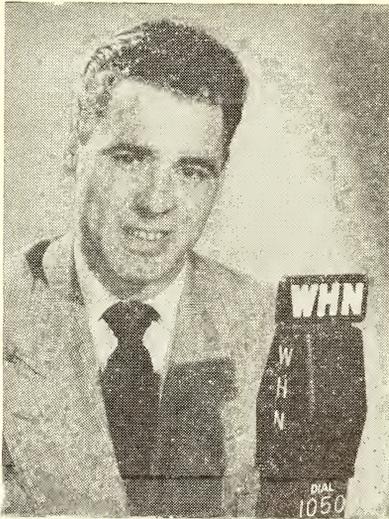
**CLARY, SKEETS**  
KOSA, Odessa, Tex.  
Melody Shop

**CLAYTON, BOB**  
WHDH, Boston, Mass  
Boston Ballroom

**CLEAVER, MARSHALL**  
WKAP, Allentown, Pa.  
Down on the Farm  
Polka Dots  
Yawn Patrol

**CLEVELAND, BILL**  
KMYC, Marysville, Calif.  
Bill Cleveland's Bandstand

**CLEVELAND, CARLTON**  
WCRW, Chicago, Ill.  
Evening Serenade



**TEDD LAWRENCE**

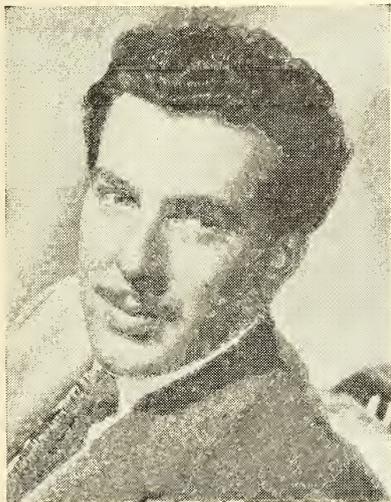
"Swingtime"  
"Hall Of Fame"  
WHN



**JACK LACY**  
"Listen To Lacy"  
WINS

DISC JOCKEYS

- CLIFFER, MAURI**  
KMPC, Los Angeles, Calif.
- CLIFTON, JACK**  
KPRL, Paso Robles, Calif.  
Musical Hour
- CLIFTON, JACK**  
WAKR, Akron, Ohio
- CLINE, CLAY**  
WJZM, Clarksville, Tenn.  
Midnight Masquerade
- CLOSE, VIVIAN**  
KPDR, Alexandria, La.  
Close to You
- COCHRAN, PAUL**  
KWHK, Hutchinson, Kans.  
1190 Club
- COODON HAL**  
KPMB, San Diego, Calif.  
Cheatin' on The Sandman
- COLE, FRED B.**  
WHDH, Boston, Mass.  
Carnival of Music
- COLEE, DONN RAMON**  
WLBK, Leesburg, Fla.  
Platter Party
- COLEMAN, PAUL**  
WJNR, Binghamton, N. Y.  
Timekeeper
- COLLIE, BIFF**  
KSIX, Corpus Christi, Tex.  
Mailman's Matinee
- COLLINS, JOHN S.**  
KBIR, Knoxville, Tenn.  
1240 Club
- COLVIN, BILL**  
WPAX, Thomasville, Ga.  
Musical Clock
- COMBES, JACK**  
WFUN, Huntsville, Ala.  
Insomniac Serenade
- COMBS, MORRISON**  
WSIC, Statesville, N. C.  
Musical Clock
- CONDIT, BUD**  
WCAX, Burlington, Vt.  
Turntable Terrace
- CONGER, FRED**  
WREN, Topeka, Kans.  
Variety Matinee
- CONEX, LARRY**  
WHAT, Greenfield, Mass.  
Housewife's Serenade
- CONGER, BOB**  
WKBK, Detroit, Mich.
- CONNER, BILL**  
WEBC, Duluth, Minn.  
Friendly Time
- CONNORS, TED**  
WFMJ, Youngstown, Ohio  
1450 Club
- CONWAY, TOM**  
Time for Dancing
- WHIS, Bluefield, W. Va.**
- COOK, BOBBY**  
Mountain Jamboree
- WHEN, Huntington, W. Va.**
- COOK, CARL**  
KTMS, Santa Barbara, Calif.  
Bar None Roundup
- COOK, IRA**  
KFAC, Los Angeles, Calif.  
Lucky Lager Dance Time
- COOK, JIM**  
KFDA, Amarillo, Tex.  
12:30 Club
- COOK, JOE**  
KDAL, Duluth, Minn.  
Open House
- COOK, PHIL**  
WCBS, N. Y.
- COOK, RICHARD**  
WMRN, Marion Ohio  
Matinee Variety  
Club 1490
- COOK, WALTER**  
KVER, Albuquerque, New  
Mexico  
Teen Agers
- COOKE, JOHN**  
KTRH, Houston, Tex.
- COONTZ, EDDIE**  
KTUL, Tulsa, Okla.  
Morning Watch
- KOMA, Oklahoma City, Okla.**  
Eddie's Corner Store
- COOPER, JACK**  
WAAF, Chicago, Ill.  
"Jivin" With Jack Cooper
- COOPER, JACK L.**  
WSBC, Chicago, Ill.  
G'loom Chasers  
Search for Missing Persons  
Rug Cutters
- COOPER, JIM**  
WFNC, Fayetteville, N. C.  
Musical Clock
- COPE, FRANK**  
KJBS, San Francisco, Calif.  
Alarm Klok Klub
- COPELAND, JACK**  
WWWB, Jasper, Ala.  
Flip The Platter
- CORCORAN, BILL**  
WJBO, Baton Rouge, La.  
Coffee Time
- CORDELL, BOB**  
WKBK, Detroit, Mich.  
Corn Till Morn



**BILL LEYDEN**

Hollywood

# DISC JOCKEYS

**CORLEY, BOB**  
WGRV, Greenville, Tenn.  
1340 Club

**CORNELL, CURLY**  
WADC, Akron, Ohio

**CORNWELL, BLAINE**  
KXLW, St. Louis, Mo.  
Record Time  
Today's Top Ten

**CORWIN, HAL**  
KSRV, Ontario, Ore.  
The Corwin Show

**COSTLEY, JAN**  
WINR, Binghamton, N. Y.  
You Name It

**COURTNEY, ALAN**  
Radio broadcaster, disc jockey,  
MS; b. New York, N. Y., Nov.  
29, 1912; NYU; Fordham Univ.;  
Courtney's Record Carnival  
(MBS); MC for Korn Kobblers  
(Recorded); Calling All Girls;  
Courtney's Campus Club; WNEW  
Varieties.

**CRAWLE, BILL**  
WCOA, Pensacola, Fla.  
Lullaby in Rhythm

**CRAIG, ED**  
WBLJ, Dalton, Ga.  
Tea Time Tunes

**CRAIG, FRANCIS**  
Featured by Francis Craig  
WSM, Nashville, Tenn.

**CRAIG, GLEEN**  
KCLE, Cleburne, Tex.  
All Hillbilly Shows

**CRAIN, MARVIN**  
KNET, Palestine, Tex.

**CAMER, BILL**  
KOAM, Pittsburg, Kans.  
Star Preview

**CRAMER, TED**  
WKY, Oklahoma City, Okla.  
Time & Tune Parade

**CRANDALL, PAUL**  
WBLJ, Dalton, Ga.  
Breakfast Express

**CRANNA, JIM**  
WSLB, Ogdensburg, N. Y.  
1400 Club

**CRAVEN, HAROLD**  
WMFR, High Point, N. C.  
Off the Record

**CRESWELL, DICK**  
KELO, Sioux Falls, S. Dak.  
Requestfully Yours

**CRIST, JIM**  
WITH, Baltimore, Md.  
Tello-Test

**CROCKER, LEE**  
KDMO, Carthage, Mo.  
Needlework

**CROCKER, ROY**  
WMMT, McMinnville, Tenn.  
1230 Club

**CUETARA, RICK**  
KCOY, Santa Maria, Calif.  
June Box Revue

**CULVER, CAL**  
KFYR, Bismarck, N. Dak.  
Saturday Swing Session

**CUMMINGS, AL**  
WARL, Arlington, Va.  
Cummings Corner

**CUMMINS, RAY**  
WMBL, Morehead City, N. C.  
Hillbilly Hit Parade

**CUNNINGHAM, BOB**  
KSVP, Artesia, N. Mex.  
Jam for Supper

**CURD, LARUE**  
KRSC, Seattle, Wash.  
Top O' The Morning

**CURTIN, DAVID**  
WRNY, Rochester, N. Y.  
Clock Watcher

**CUSICK, FRED**  
WBET, Brockton, Mass.  
Platter Patter

**CUTRER, TOMMY**  
WSLI, Jackson, Miss.  
930 Club

## — D —

**DAILEY, TOM**  
KWK, St. Louis, Mo.  
The Tomc Daile Show

**DAILY, DICK**  
WFOY, St. Augustine, Fla.  
1240 Club

**DALTON, BOB**  
WRNL, Richmond, Va.  
Requestfully Yours

**DANA, LES**  
WSPD, Toledo, Ohio  
Show Time

**DANIELS, ED**  
WGRV, Greenville, Tenn.  
Luncheon Melodies

**DANIELS, MERILL**  
WRRF, Washington, N. C.  
Tunes, Time and Shopping  
Tips

**DARLEY, LARRY**  
KVOP, Plainview, Tex.  
All-Request

**DAUGHERTY, BERT**  
KWAL, Wallace, Idaho  
Yours for the Asking  
Music for you

**DAVID, ART**  
KGYW, Vallejo, Calif.  
Early Worm

**DAVID, TOBY**  
WJR, Detroit, Mich.

**DAVIDSON, BRYAN**  
WSON, Henderson, Ky.  
Melody Time

**DAVIDSON, BYRON**  
WAOV, Vincennes, Indiana  
1450 Club

**DAVIES, LAWSON S. C.**  
KCSU, Provo, Utah  
Diggin' the Discs with Davies

**DAVIS, CLYDE C.**  
WAYX, Waycross, Ga.  
Morning Rise'n Shine

**DAVIS, DON**  
KFRG, San Francisco, Calif.  
Flying Discs

**DAVIS, ED**  
WFPG, Steel Pier, Atlantic  
City, N. J.

Midnite Platter Party

**DAVIS, EDDIE**  
WTOC, Savannah, Ga.  
Alarm Clock Club

**DAVIS, HAL**  
KCMJ, Palm Springs, Calif.  
Music for the Party

**DAVIS, JOHN LEE**  
WKEY, Covington, Va.

**DAVIS, OVIDE**  
KCIL, Houma, La.  
1490 Club

**DAWSON, BILL**  
WPAY, Portsmouth, Ohio  
Housewives Requests  
1400 Club

**DEAL, JOHN H.**  
WHCU, Ithaca, N. Y.  
Time Service

**DEAN, BILL**  
KBIX, Muskogee, Okla.  
Turntable Terrace

**DEANE, JOE**  
WHEC, Rochester, N. Y.  
Open House

**DEBERING, HARV**  
KSRV, Ontario, Ore.  
10 O'clock Special

**DEBBIE, DICK**  
KSIG, Crowley, La.  
Tie Tock Tunes

**DECKER, VIC**  
WCMW, Canton, Ohio  
Timken Time

**DEE, TOMMY**  
WBST, South Bend, Ind.  
Rise and Shine

**DeMARSE, WILLARD**  
WRNY, Rochester, N. Y.  
Melody Matinee

**DeMILLE, STAN**  
KSUB, Cedar City, Utah  
Columbia Record Shop

**DENNEY, ROLAND**  
KPLT, Paris, Tex.  
Cowboy Rhythms

**DEPPEN, STAN**  
WSBA, York, Pa.  
Literature on Request

**DEUTSCH, EMERY**  
WQXR, New York, N. Y.  
Gypsy Melodies

**DeVICTOR, MARTY**  
WBNS, Columbus, Ohio  
Marty's Party

**DEVLIN, ANDREW**  
WWBZ, Vineland, N. J.  
Platter Parade

**DEVONCHIK, JOE**  
WMBL, Morehead City, N. C.  
Musical Reveille

**DEVORE, TOM**  
KVOO, Tulsa, Okla.  
Music Room

**DeWALD, DON**  
KHUB, Watsonville, Calif.  
Music Box Revue

**DICKENS, JIMMY**  
WKNX, Saginaw, Mich.  
Melody Ranch

**DICKLER, SID**  
WMCK, McKeesport, Pa.  
Meet the Maestro

**DICKSON, DICK**  
WARS, Wilmington, Dela.  
Today's Top Tunes

**DIETRICH, RAY**  
KIST, Santa Barbara, Calif.  
Sun-KIST Show

**DIGESU, FRED**  
WJHO, Opelika, Ala.  
All-College Review

**DILL, GLEN**  
WTSP, St. Petersburg, Fla.  
The Sundial

**DILLINGHAM, ALEX**  
WLS, Lansing, Mich.  
Record Time

**DILLNER, BILL**  
WEDC, Chicago, Ill.  
Midnight Flyers

**DINSMORE, ED**  
WCOP, Boston, Mass.  
Ed Dinsmore Show

**DIX, JACK**  
WBHQ, Memphis, Tenn.  
Mr. Beeceure's Waxworks

**DIXON, BILL**  
WTCC, Flint, Mich.  
Record Lounge

**DIXON, PAUL**  
WCPO, Cincinnati, Ohio  
The Paul Dixon Show

**DOBBINS, JOE**  
WBNS, Columbus, Ohio  
Yawn Patrol

**DODD, SAM**  
WAOV, Vincennes, Ind.  
Sad Sam—The Record Man

# DISC JOCKEYS

**DODGE, OTIS**  
WHFB, Talladega, Ala.  
Yawnbusters

**DOLAN, EDDIE**  
KLOK, San Jose, Calif.  
Platter Party

**DON, UNCLE**  
WOR, New York, N. Y.  
Uncle Don's Record Party

**DONALDSON, BOB**  
WMGY, Montgomery, Ala.  
Wax-Works

**DONALDSON, CHRIS**  
WOI, Ames, Iowa  
Today's Music

**DONALDSON, EARN**  
KALL, Salt Lake City, Utah  
Melody Mac & Vern

**DOOLEY, PETER**  
WPKY, Frankfort, Ky.  
Dance with Dooley

**DOREY, RAY**  
WBZ-WBZA, Boston, Mass.  
Turntable Terrace

**DORSEY, BILL**  
WSKY, Asheville, N. C.  
Rhythm Ranch & Sunny Side

**DORSEY, JOE**  
WEMP, Milwaukee, Wis.  
Wire Request

**DORSEY, TOMMY**  
WMCA, New York, N. Y.  
WHDH, Boston, Mass.  
WMMJ, Peoria, Ill.  
The Tommy Dorsey Show

**DOUGLAS, VAN**  
WKBK, Detroit, Mich.  
Harlem on Parade

**DOYLE, JOHN**  
KIT, Yakima, Wash.  
Johnny Come Early

**DREPPER, BOB**  
WLOW, Norfolk, Va.  
Morning in Norfolk

**DREYFUSS, DICK**  
WAGM, Presque, Isle, Me.  
Pop Melody Time

**DRILLING, JOE C. JR.**  
KCOK, Tulare, Calif.  
Date With A Disc

**DU BOIS, CHUCK**  
KMBY, Billings, Mont.  
1240 Club

**DUFFY, BOB**  
WLNH, Laconia, N. H.  
At Your Request

**DUGDALE, CHARLES**  
KOIL, Omaha, Nebr.  
Melody-Go-Round

**DUGGAN, TOM**  
KEEN, San Jose, Calif.  
KEEN Kapers

**DUGGERS, MELVIN**  
WKRK, Columbia, Tenn.  
Hillbilly Melodies

**DUKE, TOMMY**  
WMLT, Dublin, Ga.  
WMLT Dancing Party

**DUNCAN, JIM**  
WEBQ, Harrisburg, Ill.  
Requestfully Yours

**DUNDAS, BOB**  
KTHT, Houston, Tex

**DUNLAP, WALLACE**  
WLIJ, Bridgeport, Conn.  
Dial Dunlap

**DUPUY, MONTY**  
WNCA, Asheville, N. C.  
Requestfully Yours

**DURST, LAVADA**  
KVET, Austin, Tex.  
Rosewood Ramble

**DWYER, DONN**  
KFNF, Shenandoah, Iowa  
Watching the Grooves

**DYER, DON**  
WAYB, Waynesboro, Va.  
Your choice

## — E —

**EARLE, BOB**  
WKOW, Madison, Wisc.  
Midnight in Madison

**EARLE, BOB**  
WROK, Rockford, Ill.  
1440 Club

**EAST, HARRY**  
WDAK, Columbus, Ga.  
Talk of the Town

**EATON, E.**  
WAIM, Anderson, S. C.  
**EATON, GORDON**  
WCCO, Minneapolis, Minn.  
Music Made in USA

**ECKERT, ED**  
WKNY, Kingston, N. Y.  
Musical Clock

**ECKLES, DAMON**  
WTSP, St. Petersburg, Fla.  
Junior D J Club

**ECKLES, POP**  
WBGE, Atlanta, Ga.

**EDELL, BOB**  
WJBC, Bloomington, Ill.  
Tik Tok Time

**EDGAR, BILL**  
WBEJ, Elizabethton-Johnson  
City, Tenn.  
Breakfast Club

**EDNEY, GRADY**  
WLOS, Asheville, N. C.  
Skyland Ballroom

**EDWARDS, FRED**  
KRLD, Dallas, Tex.

**EDWARDS, JOHNNY**  
KATL, Houston, Tex.  
Chuckwagon Call

**EDWARDS, LEE**  
WLIP, Kenosha, Wisc.  
Chore Time  
Let's Go Show

**EDWARDS, MARTIN**  
WANN, Annapolis, Md.  
Matinee Music

**EIGEN, JACK**  
WINS, New York, N. Y.  
Meet Me at the Copa

**EILERS, BILL**  
KEEN, San Jose, Calif.  
Saddle Pals

**EKKER, GERALD**  
KBIO, Burley, Ida  
Saturday Afternoon Swing  
Session

**ELLIN, MARVIN**  
WCAO, Baltimore, Md  
Varieties

**ELLINGTON, DUKE**  
NBC—CBS—MBS—WMCA.

**ELLINGTON, STEVE**  
KOAC, Corvallis, Ore.  
Ride 'Em Cowboy

**ELLIOTT, BOB**  
WHDH, Boston, Mass  
Back Day Matinee

**ELLIOTT, DON**  
WEAS, Decatur, Ga.  
Mike Fright

**ELLIOTT, DOYCE**  
KXOX, Sweetwater, Tex.  
Coffee Cup Review

**ELLIOTT, JAY**  
WBBC, Flint, Mich.  
Tommy Dorsey Show

**ELLIOTT, PERRY**  
WRLD, West Point, Ga.  
Round-Up Time

**ELLSWORTH, JACK**  
WEHM, Providence, R. I.  
Record Review

**ELSNER, ROY**  
KECK, Odessa, Tex.  
Melody Matinee  
920 Special

**ENGLE, HOLLAND**  
WGN, Chicago, Ill.

**ENGLISH, JIMMY**  
WKYB, Paducah, Ky.  
Saturday Session

**ENTERLINE, BERNE**  
WMMJ, Peoria, Ill.  
1020 Club  
Bern's Bandstand

**ERWIN, TOMMY**  
KVLF, Alpine, Tex.  
Platter Party  
Alarm Clock Club  
Cavalcade of Music

**EUBANKS, BOB**  
KORE, Eugene, Ore.  
At Your Command  
North's Melody Inn

**EVANS, BILL**  
WGAU, Athens, Ga.  
Good Morning Circle

**EVANS, BILL**  
WGN, Chicago, Ill.

**EVERSON, CHRIS**  
WMOX, Meridian, Miss.  
Solid Senders

**EVANS, DON**  
WGVK, Charleston, W. Va.  
Ham N' Eggs

**EVANS, JEFF**  
KRUL, Corvallis Ore.  
Early Worm Club

**EYCK, SID TEN**  
KSN, San Francisco, Calif  
Sid Ten Eyck Show

## — F —

**FACEMEYER, ROY**  
WSNJ, Bridgeton, N. J.  
Jersey Jamboree

**FAGAN, FRANK**  
WGTC, Greenville, N. C.  
Block Party

**FAIR, JIM**  
WLEE, Richmond, Va.  
Spotlite on Music

**FARBER, BURT**  
WSAI, Cincinnati, Ohio  
Burt Farber Show

**FARKAS, REMY**  
WQXR, New York, N. Y.  
Record Rarities

**FARMER, JON**  
WAGA, Atlanta, Ga.  
Early Worm  
Hillbilly Hit Review

**FARRELL, MAURY**  
WAPI, Birmingham, Ala  
Matinee in Birmingham

**FAULKNER, BILL**  
WISH, Indianapolis, Ind.  
Whoosier Requesime

**FAUST, BOB**  
KVOW, Littlefield, Texas

**FAY, LEW**  
KONO, San Antonio, Tex.  
10 O'clock Tunes  
Rythm & Romance

**FETHERSTONE, CHARLIE**  
WWSC, Glens Falls, N. Y.  
Charley Featherstone

**FELLER, SHERM**  
WEEI, Boston, Mass  
Club Midnight

**FELTON, BILL**  
WNAM, Neenah, Wisc.  
Valley Varieties

**FERGUSON, BILL**  
WEHT, Durham, N. C.  
Midnight Serenade

# DISC JOCKEYS

**FERGUSON, JIM**  
WCBT, Roanoke Rapids, N. C.  
Especially for You

**FERRIBY, ERNEST**  
WHLS, Por Huron, Mich.  
12 O'clock Club

**FIELD, CHAS.**  
KWIN, Ashland, Ore.  
Wake up Rogue Valley

**FIELDER, JOHN**  
WBET, Harriman, Tenn.  
Shoppers Express

**FINCH, BUD**  
WELL, New Haven, Conn.  
Coffee Club

**FINNERTY, HUGH**  
KCRC, Enid Okla.  
Matinee Time  
Screen Song Hits

**FISHER, JIM**  
WFOY, St. Augustine, Fla.  
Ham 'n Eggs

**FISHER, AL**  
WFMJ, Youngstown, Ohio

**FISHER, LARRY**  
KVKM, Monahans, Tex.  
Alarm Clock Club

**FISK, JIM**  
KGFN, Grass Valley, Calif.  
Anything Can Happen

**FITZGERALD, GORDON**  
WBAP, Fort Worth, Tex.  
Time and Tempo

**FLAHERTY, BOB**  
WSKY, Asheville, N. C.  
Melody Matinee

**FLANNIGAN, LON**  
WGVA, Geneva, N. Y.  
Really The Blues

**FLECEY, JERRY**  
WGAM, Presque Isle, Me.  
Let's Dance

**FLEISCHMAN, SOL, J.**  
WDAE, Tampa, Fla.  
Wake up Tampa

**FLEMING, JOEL**  
WPAM, Pottsville, Pa.  
Anthracite Club

**FLEMING, ROBERT**  
KID, Idaho Falls, Idaho  
The Fleming Show  
Swingtime

**FLETCHER, FRED**  
WRAL, Raleigh, N. C.  
Tempus Fugit

**FLORENCE**  
WGAY, Silver Spring, Md.  
Florence, Girl Disc Jockey

**FOLAND, MYLES**  
WWXL, Peoria, Ill.  
Fo'and Revue

**FORRES, BOB**  
WJMX, Florence, S. C.  
Alarm Clock

**FORD, ART**  
WNEW, New York, N. Y.

**FORD, ERNEST J.**  
KFXM, San Bernardino, Calif.  
Dude Ranch Party

**FORD, JOHN**  
WTCN, Minneapolis, Minn.  
John Ford Show

**FORD, MILTON Q.**  
WWDC, Washington, D. C.  
Morning Show—6 to 9:15

**FORMAN, WIN**  
WARM, Scranton, Pa.  
Sunny Side of the Street

**FORSTER, BOB**  
WICA, Ashtabula, Ohio  
Wake up and Scream

**FORSTER, ROGER**  
WEOA, Evansville, Ind.

**FORSYTHE, JIM**  
WDSO, New Orleans, La.  
In the Groove

**FOSTER, BILL**  
WABJ, Adrian, Mich.  
Radio Juke Box

**FOWLER, FROSTI**  
KWSC, Pullman, Wash.  
Jive at Five

**FOWLER, J. B.**  
WPAD, Paducah, Ky.  
Platter Parade

**FOWLER, JIM**  
WGPC, Albany, Ga.  
Record Shop

**FOWLER, JUDGE**  
WGPC, Albany, Ga.  
Musical Clock

**FOX, BILL**  
KGY, Olympia, Wash.

**FOX, FRANCKE**  
WHLN, Harlan, Ky.  
Doghouse Program

**FOX, GARY**  
KILQ, Grand Forks, N. D.  
Band Of The Day

**FOX, SYLVAN**  
KSYL, Alexandria, La.  
1400 Melody Lane

**FOY, FRED**  
WXYZ, Detroit, Mich.  
Sunrise Serenade

**FRANCIS, AL**  
WKST, New Castle, Pa.  
Name the Program

**FRANCIS, JOE**  
WNHC, New Haven, Conn.  
Musical Mail Call

**FRANK, PAUL B.**  
WHKC, Columbus, Ohio

**FRANKLIN, DON**  
WTMC, Ocala, Fla.  
Melody Lane

**FRANKLIN, JOHN**  
KTKC, Visalia, Calif.  
940 Alarm Clock

**FRAY, JACQUES**  
WQXR, New York, N. Y.  
Listening with Jacques Fray

**FRAZIER, BOB**  
WMMN, Fairmont, W. Va.  
Alarm Clock  
920 Club

**FRAZIER, HAL**  
WMVA, Martinsville, Va.

**FRAZIER, JIM**  
WMNC, Morganton, N. C.  
Record Request Show

**FREDRICK, FRANK**  
WTAM, Cleveland, Ohio  
Frank Fredrick

**FREEBAIRNSMITH, THOMAS**  
KFVB, Hollywood, Calif.

**FREED, ALAN**  
WAKR, Akron, Ohio  
Request Review and Matinee

**FREIMAN, PAUL**  
KCOK, Tulare, Calif.  
Records in Review

**FRENCH, CHARLIE**  
WWNR, Beckley, W. Va.  
Hillbilly Jamboree

**FRENCH, JACK**  
KILQ, Grand Forks, N. D.  
Off The Record

**FRIELING, JIM**  
WEBR, Buffalo, N. Y.  
Featuring Frieling

**FRISTOE, WILTZ**  
WJJM, Lewisburg, Tenn.  
Breakfast Club  
Swing Club

**FRICTSCH, ELWOOD**  
KXOX, Sweetwater, Tex.  
Sat. Hit Review

**FRITZ, DONALD**  
WHKC, Columbus, Ohio

**FROST, BILL**  
KGFN, Grass Valley, Calif.  
Dance Time

**FROST, JACK**  
WGH, Newport News, Va.  
Clock Watcher

**FROST, JACK**  
WMLN, St. Paul, Minn.  
Requestfully Yours

**FRYMIKE, LARRY**  
WKAR, East Lansing, Mich.  
Dawn Salute

**FULLER, BOB**  
WKNE, Keene, N. H.

**FULMER, ALLAN**  
WFTG, Sumter, S. C.  
Hits of the Week

**FULSOM, JERRY**  
KADA, Ada, Okla.  
Melody Roundup

**FUSCO, DAN**  
WKAL, Rome-Utica, N. Y.  
The Timekeeper

## — G —

**GABRIEL, DON**  
WJW, Cleveland, Ohio  
Dawn's Early Light

**GAGNON, ED**  
WMFF, Plattsburg, N. Y.  
Midnight in Plattsburg

**GAINES, JERRY**  
WPPA, Pottsville, Pa.  
1360 Club

**GALLAHER, EDDIE**  
WTOP, Washington, D. C.  
Moondial

**GAMBLE, BILL**  
KFRU, Columbia, Mo.  
Pin Up Melodies

**GAMBLING, JOHN**  
WOR, New York, N. Y.  
Rambling with Gambling

**GARCIA, GENE**  
WALT, Tampa, Fla.  
Uncle Gene

**GARLAND, HOWARD**  
WDVA, Danville, Va.  
Juke Box Revue

**GARRITY, BOB**  
WHON, N. Y.  
Midnight Serenade

**GARROWAY, DAVE**  
WMAQ, Chicago, Ill.  
11:60 Club

**GAY, CONNIE B.**  
WARL, Arlington, Va.  
Let's Be Gay

**GEARHART, VAL**  
KFXM, San Bernardino, Calif.  
Open House

**GEE STAN**  
WGAR, Cleveland, Ohio  
Impressions in Wax

**GEHLERT, BILL**  
WTEL, Philadelphia, Pa.

**GENTRY, BILL**  
WKNA, Charleston, W. Va.  
Top O' Morning

**GEORGE, NELSON**  
WDBO, Orlando, Fla.  
Yawn Patrol

**GERM, BUD**  
WHLB, Virginia, Minn.  
Polka Party

**GHORSE, LARRY**  
WBET, Brockton, Mass  
Turntable Terrace

# DISC JOCKEYS

- GIBBONS, JIM**  
KTNM, Tucumcari, New Mexico  
Quiz 'Em With Rhythm
- GIBBONS, JIM**  
WMAL, Washington, D. C.  
Town Clock
- GIBNEY, JOE**  
KLLX, Twin Falls, Idaho  
Po's CLICKS Club
- GIBSON, DON**  
WJRI, Lenoir, N. C.  
Midnight Dancing Party
- GIBSON, GERRY**  
WJOY, Burlington, Vt.  
4:45 Special
- GILBERT, DICK**  
KRUX, Phoenix & Glendale, Arizona  
Latin-American Hour  
The Dick Gilbert Show
- GILLARD, MARSHALL**  
WAIM, Anderson, S. C.
- GILESPIE, BOB**  
WONS, Hartford, Conn.  
Turntable Memories
- GILLIAM, ROBERT**  
WKBB, Dubuque, Iowa  
Off the Record
- GILMAN, HAL**  
WSLB, Ogdensburg, N. Y.  
At Your Request
- GILMOKE, BRUCE**  
WABJ, Adrian, Mich.  
Matinee at Club 1500
- GINGERY, LOUDEN**  
KVAK, Atchison, Kan.  
1450 Club
- GITTUS, ART**  
WABJ, Adrian Mich.  
Record Shop
- GLACKIN, W. O.**  
WWWB, Jasper, Ala.  
Morning Music
- GLADNEY, NORMAN**  
WWDC, Washington, D. C.  
Tune Inn
- GLOVER, WILLARD**  
WMBS, Uniontown, Pa.  
Request Express
- GLYNN, JACK**  
KIUL, Garden City, Kans.  
Coffee Club
- GOBER, JIM**  
KNOW, Austin, Tex.  
Rhythm Roundup
- GOERNER, BOB**  
KQW, San Jose, Calif.  
Curfew Club
- GOMON, ED**  
WHMA, Anniston, Ala.  
Supper Serenade
- GONZALAS, NAP**  
KVSF, Santa Fe, N. M.  
Santa Fe Hour
- GOODMAN, DAVE**  
WFUN, Huntsville, Ala.  
Fun Time
- GORDON, KEITH**  
KPKA, Greeley, Colo.  
It's Time to Dance
- GORDON, BILL**  
WHHM, Memphis, Tenn.  
1340 Club
- GORMAN, M. C.**  
WSGC, Elberton, Ga.  
Rise & Shine
- GOSLIN, JOHNNY**  
KRUL, Corvallis, Ore.  
Hi Jinks
- GOULD, DICK**  
WLOW, Norfolk, Va.  
Who's Singing that Song
- GOULDY, TED**  
WBAP, Fort Worth, Tex.  
Sat. Morning Round-Up
- GROVE, ELLIOTT**  
WSYR, Syracuse, N. Y.  
Club 570
- GRADY, JOE**  
WPEN, Phila., Pa.  
950 Club
- GRAHAM, HERB**  
KFEQ, St. Joseph, Mo.  
KFEQ Disc Derby
- GRANAS, MORT**  
WTBC, Tuscaloosa, Ala.  
Platter Parade
- GRANT, JIM**  
WSPB, Sarasota, Fla.  
The Dream Smasher
- GRANT, KEN**  
KMAC, San Antonio, Tex.  
Hillbilly Hit Parade
- GRAULICH, BERT**  
WBAY, Coral Gables, Fla.
- GRAY, BARRY**  
WKAT, Miami Beach, Fla.
- GRAY, CLIFF**  
WSPA, Spartanburg, S. C.
- GRAY, DON**  
WADE, Wadesboro, N. C.
- GRAY, FRED**  
WGWR, Asheboro, N. C.  
Record Roundup
- GRAY, GORDON**  
WJR, Detroit, Mich.
- GRAY, HU**  
KTSW, Emporia, Kansas  
Music Makers Jamboree
- GRAY, JOHNNY**  
WELM, Elmira, N. Y.  
Sunrise Serenade
- GRAY, MITCH**  
WJPA, Washington, Pa.  
Breakfast with You
- GRAYSON, JAY**  
WANN, Annapolis, Md.  
Yawn Patrol
- GRAYSON, MEL**  
WSSV, Petersburg, Va.  
Mood Indigo
- GREBE, FRED**  
WHAJ, Greenfield, Mass.  
Musical Mailman
- GREEN, ART**  
WINS, WNEW, N. Y.
- GREEN, JOHNNY**  
KVPD, Fort Dodge, Ia.  
78 'till 12
- GREENE, CARL**  
KSON, San Diego, Calif.  
Carl Calls
- GREGORY, GREG**  
KVER, Albuquerque, New Mexico  
Music for the Girls
- GREGG, TOM**  
WREN, Topeka, Kans.  
The Nightwatchman
- GREGSON, JACK**  
KSFO, San Francisco, Calif
- GREY, JERRY**  
KCHS, Hot Springs, New Mexico  
Wake up Hot Springs
- GRIBBLE, JACK**  
KFBC, Cheyene, Wyoming  
1240 Club
- GRIFFIN, DAN**  
WGTM, Wilson, N. C.  
Mail Bag
- GRIFFITH, BILL**  
KOL, Seattle, Wash.  
Date Disc
- GRIFFITH, JIM**  
KFDM, Beaumont, Tex.  
Rythm Time
- GROFF, WILL**  
WJEJ, Hagerstown, Md.  
Rise and Shine
- GROHMAN, JIM**  
WFPG, Steel Pier, Atlantic City, N. J.  
Musical Clock
- GROSS, CLAIR**  
KSIB, Creston, Iowa  
Mystery Melody
- GROVE, BILL**  
WFNC, Fayetteville, N. C.  
Fort Bragg Hour
- GROVE, JERRY**  
WPAY, Portsmouth, Ohio  
Musical Clock
- GUARDINO, M. J.**  
KUIN, Grants Pass, Ore.  
Afternoon Jamboree
- GUESS, BOB**  
WLBH, Mattoon, Ill.  
Request Time
- GUNDERSON, DALE**  
KXRO, Aberdeen, Wash.  
Make Mine Music
- GUNNELLS, BARBARA**  
WKBK, Detroit, Mich.  
Royalties of Jazz
- GUNTHEROTH, HARRY**  
KOME, Tulsa, Okla.
- GUTHRIE, BILL**  
WTAW, College Station  
Coffee Club
- GUY, AUBREY**  
WMC, Memphis, Tenn.  
Bandstand Serenade
- GWYN, JACK**  
KTBC, Austin, Tex.  
Coffee Time
- GWYNN, Z. V. "Easy"**  
WIBC, Indianapolis, Ind.  
Easy Does It  
Easy Listening
- H —
- HADLEY, BILL**  
KKLR, N. Little Rock, Ark.  
Collector's Corner  
Juke Box Revue
- HADLEY, DOUG**  
WJPF, Herrin, Ill.  
Tops in Tunes
- HAGAN, STAN**  
WMAN, Mansfield, Ohio  
Wake up and Live
- HAGEMAN, JIM**  
WCHV, Charlottesville, Va.  
Musical Clock
- HAGEN, CLIFF**  
KGDM, Stockton, Calif.  
Melody Hour.
- HALE, BILL**  
WBEJ, Elizabethson-Johnson City, Tenn.  
1240 Club
- HALE, BILL**  
WROM, Rome, Ga.  
Records at Random
- HALL, CHARLES E.**  
WCSC, Charleston, S. C.
- HALL, NORMAN**  
WOMI, Owensboro, Ky.  
Strictly Informal
- HALL, RUSS**  
WFAA, Dallas, Tex.  
Once Over Weekly
- HALL, WILLIAM**  
KVMT, Twin Falls, Idaho
- HALLENEBECK, KEN**  
WKNE, Keene, N. H.
- HALLOCK, WILES**  
WNAE, Warren, Pa.  
Mile of Smiles
- HAMILTON, JOE**  
WLBJ, Bowling Green, Ky.  
Get Up & Grin

# DISC JOCKEYS

- HAMILTON, JOHN**  
KPRL, Paso Robles, Calif.  
Uncle Johnny's Bandbox
- HALLWOOD, DICK**  
WBBC, Flint, Mich.  
After Hours Club  
BBC Ballroom
- HAMMOND, CHARLES**  
WMBO, Auburn, N. Y.  
Musical Clock
- HANCOCK, JOHN**  
WFRP, Savannah, Ga.  
Danceland
- HANNAH, BOB**  
WFIG, Sumter, S. C.  
Musical Clock
- HANNAH, LLOYD**  
KELA, Centralia & Chehalis,  
Washington  
Insomnia Club
- HANRAHAN, ED**  
WITH, Baltimore, Md.
- HANSEN, ROY**  
WONS, Hartford, Conn.  
Roy Hansen Show
- HAPGOOD, ART**  
KPRL, Paso Robles, Calif.  
Platter Parade
- HARDISON, BOB**  
KFWC, Vernon, Tex.  
Variety Time
- HARE, HOBART**  
KPDR, Alexandria, La.  
B'fast Cabaret
- HARGREAVES, BERNIE**  
WENY, Elmira, N. Y.
- HARLAND, CHUCK**  
KSRV, Ontario, Ore.  
Slumber Busters
- HARMES, FRANK**  
WITH, Baltimore, Md.  
Swing Class
- HARPER, JOHNNY**  
WWRL, Woodside, N. Y.  
Kitchen Kapers
- HARRELL, BILL**  
KVOP, Plainview, Tex.  
Dancing by Request
- HARRILL, NELSON**  
WGWR, Asheboro, N. C.  
Good Neighbor Time  
Wake Up Time
- HARRINGTON, BILL**  
WESX, Salem, Mass.  
Tea Time Ballroom
- HARRIS, BILL**  
WEMA, Anniston, Ala.  
All-Request Hour
- HARRIS, CRAIG**  
KLX, Oakland, Calif.  
Craig Harris Matinee
- HARRIS, DEAN**  
WAGE, Syracuse, N. Y.  
Request Time
- HARRIS, DICK**  
WCIF, Madisonville, Ky.
- HARRISON, CHARLIE**  
WTAW, College Station, Tex.  
Record Rack
- HARRISON, JACK**  
WLAV, Grand Rapids, Mich.  
Late Risers
- HART, MAURICE**  
Announcer, Disc Jockey, b.  
N. Y. C., N. Y., Jan. 6, '09.  
Start the Day Right; The Holly-  
wood Bandstand; KFWB, Holly-  
wood, Calif.
- HARTLEY, JIM**  
WGGA, Gainesville, Ga.  
1240 Club  
Hillbilly Hit Parade
- HARTMAN, ROME**  
WIRK, West Palm Beach, Fla.  
Morning Toast
- HARVEY, BOB**  
KDRO, Sedalia, Mo.  
Swing Serenade
- HARWELL, DICK**  
KRGV, Weslaco, Tex.  
Dreamland Ballroom
- HARWELL, ERNIE**  
WBGE, Atlanta, Ga.
- HARWOOD, CHRIS**  
WBUD, Morrisville, Pa.  
Chris Harwood Showcase
- HASELTINE, FRED**  
WDNC, Durham, N. C.  
Alarm Clock Club
- HASKINS, RALPH**  
WKTM, Mayfield, Ky.  
Wake Up and Live
- HASSING, DOUG**  
WPOC, Savannah, Ga.  
Flavor Rangers
- HAUG, CARL**  
WKRK, Ala.  
Dixie Platter Party
- HAUTE, JIM**  
KLMP, Minot, N. Dak.  
Revolving Bandstands
- HAYWORTH, JAY**  
KWOC, Poplar Bluff, Mo.  
1340 Klamworks
- HAYS, JIM**  
KVOA, Tucson, Arizona  
Music by Request
- HEAD, BYRON L.**  
KOLL, Omaha, Nebr.  
Alarm Clock Club
- HEALY, GARY**  
KBUN, Bemidji, Minn.  
Mid-day Matinee
- HEGARD, KEN**  
WFOX, Milwaukee, Wisc.  
Pancake Parade
- HEGGEN, HAROLD**  
KTW, Seattle, Wash.  
Just Music
- HEMINGWAY, JACK**  
KXLE, Ellensburg, Wash.  
Yawn Patrol
- HEMRICK, JOHN**  
WBHF, Cartersville, Ga.  
Morning Jamboree
- HENDERSON, SCOTT**  
KTCU, Tucson, Arizona  
Juke Box Jamboree
- HENKE, CHAS.**  
WFHR, Wisconsin Rapids,  
Isc.  
Music Til sign-off
- HENNESSEY, FRANK**  
WSYR, Syracuse, N. Y.  
Timekeeper
- HENNESY, TOM**  
WFAK, Charleston, S. C.  
Requestfully Yours
- HENRY, GIL**  
KOPP, Ogden, Utah  
Call A Cop
- HENSON, DOUG**  
WMVG, Milledgeville, Ga.  
Jive til Five
- HERMAN, CHARLIE**  
WLAV, Grand Rapids, Mich.  
Music for Milady
- HERNON, PAT**  
WKOW, Madison, Wisc.  
Harmony House
- HERRING, WARREN**  
WAGC, Chattanooga, Tenn.  
Moonlight Melodies
- HERRINGTON, HUBERT**  
KPBX, Beaumont, Tex.  
U-Name-It
- HERRIOTT, RICHARD**  
KVSF, Santa Fe, N. M.  
12-60 Club
- HERSON, BILL**  
WRC, Washington, D. C.
- HESTER, ART**  
KSEK, Pittsburg, Kans.  
Five-Five Show
- HEWEY, D.**  
WBV, Belleville, Ill.  
Downey Hewey Show
- HICKOK, BILL**  
WCUN, Atlanta, Ga.  
Harmony House  
Ansley Supper Club
- HILDAHL, HENRY**  
KORE, Eugene, Ore.  
Night Owl Bandwagon
- HILDEBRAND, BERNADO**  
WRNO, Orangeburg, S. C.
- HILEY, JOE**  
KGY, Olympia, Wash.
- HILLE, DALTON**  
WHIZ, Zanesville, Ohio  
Breakfast in Bedlam
- HICKE, GLENN**  
WPAX, Thomasville, Ga.  
As You Like It
- HICKOK, BILL**  
WCOP, Boston, Mass.  
Harmony House  
Bill Hickok Show
- HOCKETT, CHARLES**  
KCCA, Kilgore, Tex.  
Eye Opener
- HOFF, GRANT**  
KGME, Boise, Idaho  
Spinner's Delight
- HOFFMAN, WAYNE**  
WKMO, Kokomo, Indiana.
- HOFFPAUR, JAY**  
KSLG, Crowley, La.  
Coffee Time
- HOGAN, ED**  
KWBC, Fort Worth, Tex.  
Hogan's Alley
- HOGAN, GEO.**  
WOR, N. Y.
- HOGGATT, JACK**  
KIT, Yakima, Wash.  
Destination Midnight
- HOGUE, DICK**  
WKNA, Charlestown, W. Va.  
Midnight Music
- HOKANS, ARNE**  
WKLA, Ludington, Mich.  
Morning Varieties  
Let's Dance
- HOLLANDSWORTH, DENNIS**  
WOAY, Oak Hill, W. Va.  
Juke Box Revue
- HOLMAN, PHIL**  
KMJ, Fresno, Calif.  
Tops in Pops
- HOLMES, CHARLIE**  
WDVA, Danville, Va.  
Holmes Hayloft
- HOLMES, JOHN**  
KWLX, Longview, Wash.
- HOLT, BOB**  
KGFW, Kearney, Nebr.
- HOPPS, HIRAM**  
WOLF, Syracuse, N. Y.  
WOLF Buckaroos
- HORN, BOB**  
WIP, Philadelphia, Pa.  
Midnight Bandwagon
- HORTON, HAL**  
KRLD, Dallas, Texas
- HOTCHKISS, TOM**  
KGER, Long Beach, Calif.  
Housewives' Music Hall
- HOULIHAN, BILL**  
WWXL, Peoria, Ill.  
Dawnbuster

# DISC JOCKEYS

**HOUSTON, HAROLD**  
KBLF, Red Bluff, Calif.  
1490 Club  
Old Chisholm Trail

**HOWARD, DALE**  
KVOX, Moorhead, Minn.  
Juke Box Revue

**HOWARD, DON**  
WECB, Duluth, Minn.  
Don Howard Show

**HOWARD, HANK**  
WATR, Waterbury, Conn.  
Little Symphony

**HOWARD, TONY**  
WPK, Alexandria, Va.  
Melody Matinee

**HUDSON, HARVEY**  
WLEE, Richmond, Va.  
1450 Club

**HUGHES, RUSH**  
KKOK, St. Louis, Mo.  
Song and Dance Parade  
Rush Hughes Show

**HULSEY, JACK**  
KVWC, Vernon, Tex.  
Platter Parade

**HUNICUTT, MIKE**  
WOL, Washington, D. C.

**HUNNICUTT, TOM**  
KWOC, Poplar Bluff, Mo.  
All Request Jamboree

**HUNT, RAY**  
KONO, San Antonio, Tex.  
Cowboy Jamboree  
Saddle Pals

**HUNTER, HARRY**  
WMVG, Milledgeville, Ga.

**HURST, ED**  
WPEN, Phila., Pa.

**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 Recruit-  
ing Football Series; Indoor &  
Outdoor Track & Field; Disc  
jockey show, WHN (Ted Husing's  
Bandstand)

**HUTCHISON, FRED**  
WHUN, Huntingdon, Pa.  
Musical  
Record Session

**HUTCHINSON, PHYL**  
WRON, Ronceverte, W. Va.  
Breakfast Club

**HYATT, MARION**  
WJHO, Opelika, Ala.  
Alarm Clock Club

## — I —

**IDE, CARL**  
KDKA, Pittsburgh, Pa.  
Pittsburgh's First Favorites

**IRVING, BOB**  
WLAP, Lexington, Ky.  
Platter Chatter

**IRVING, GEORGE**  
WCMA, Corinth, Miss.  
G.I. Jive

**IRVING, JIM**  
WESX, Salem, Mass.  
Radio Bazaar

**IRVING, PAUL**  
WEDC, Chicago, Ill.  
Evenin' Heatwave

## — J —

**JACK, CHEROKEE**  
KMO, Tacoma, Wash.  
Western Ditties

**JACKSON, HAL**  
WOOK, Silver Spring, Md.  
House that Jack Built

**JACKSON, PAUL**  
WSNY, Schenectady, N. Y.  
Speaking of Jazz

**JACKSON, SANDY**  
KBON, Omaha, Nebraska  
Rhythm Inn

**JACKSON, TOM**  
WKA.B, Mobile, Ala.  
T-N-T

**JACOBSEN, HANK**  
WKDK, Newberry, S. C.  
1240 Club

**JAMERSON, PETER**  
WAYZ, New Haven, Conn.  
Make Believe Ballroom

**JAMES, A. M.**  
WFRP, Savannah, Ga.  
Howdy Neighbor

**JAMES, ANDY**  
WCR.A, Effingham, Ill.  
Record Review

**JAMUP & HONEY**  
WSM, Nashville, Tenn.  
Stop, Set & Listen

**JENKINS, BILL**  
WTOP, Washington, D. C.  
Corn Squeezing

**JENNINGS, AL**  
WCPC, Savannah, Ga.  
Al's Wax Works

**JESKE, FRED**  
WAGE, Syracuse, N. Y.  
Morning Timekeeper

**JESSE, BILL**  
KGDE, Fergus Falls, Minn.  
Dance Time

**JOHN, COUSIN**  
WBRW, Welch, W. Va.  
Crazy House

**JOHNSEN, CLIFF**  
KLX, Oakland, Calif.  
Cactus Jack Show

**JOHNSON, BOB**  
WELJB, Greensburg, Pa.  
Polka Time

**JOHNSON, DUANE**  
KCOY, Santa Maria, Calif.  
Johnson's Folly

**JOHNSON, HARRY**  
KGNO, Dodge City, Kans.  
KGNO Request Hour  
1340 Dance Club

**JOHNSON, IRWIN**  
WBNS, Columbus, Ohio  
The Early Worm

**JOHNSON, JIM**  
KGFN, Grass Valley, Calif.  
Jukebox Jamboree

**JOHNSON, JOE**  
WMVA, Martinsville, Va.

**JOHNSON, VERN**  
KRSC, Seattle, Wash.  
Hold Everything

**JOHNSTON, JOHNNY**  
WGAD, Gadsden, Ala.  
Platter Party

**JONES, ART**  
WKOX, Framingham, Mass.  
Jones Jamboree

**JONES, BOB**  
WSAL, Annapolis, Md.

**JONES, BOB**  
WBIG, Greensboro, N. C.  
Groans by Jones

**JONES, CHAUNCEY**  
KWBT, Hutchinson, Kans.  
The Swing Shift

**JONES, DANA**  
WBEC, Pittsfield, Mass.  
Yours for the Asking

**JONES, BOBBY**  
WSGC, Elberton, Ga.  
One Night Stand

**JONES, J. D.**  
KJAM, Vernal, Utah  
1340 Club

**JONES, JIMMY**  
KGVL, Greenville, Tex.  
Music and Madness

**JONES, TOM**  
WRF.S, Alexander City, Ala.  
Spotlight

**JORDAN, FRANK**  
WRNY, Rochester, N. Y.  
680 Club

**JORDAN, MARK**  
KGO, San Francisco, Calif.  
Requestfully Yours

**JORDON, AL**  
WCKB, Dunn, N. C.  
Sunshine Hour

**JOYCE, HOWARD**  
WLAV, Grand Rapids, Mich.  
Melody Merchant

## — K —

**KALBERER, GEORGE**  
KDAL, Duluth, Minn.  
Five-Thirty Local

**RALLAX, ED**  
WLN.N, Louisville, Ky.  
Your Saturday Morning Swing  
Club

**KALMUS, BEA**  
WHN, New York, N. Y.

**KAMMAN, LEIGH**  
WLOL, Minneapolis, Minn.

**KANE, DAVID**  
WLAU, Laurel, Miss.  
Clockwatcher

**KANE, JOHNNY**  
WLNS, WHOM, N. Y.

**KARRENBAR, BILL**  
WBBC, Canton, Ohio  
1480 Club

**KATHE, RICHARD**  
WWRN, Marion, Ohio  
Song Shop

**KAUFFMAN, BUD JR.**  
WILS, Lansing, Mich.  
First Call

**KAY, WALTER**  
WJW, Cleveland, Ohio  
Melody Time

**KEANE, JACK**  
KGBS, Harlingen, Tex.  
Hi Time

**KEARNEY, GERALD**  
WFEA, Manchester, N. H.  
Merry-Go-Round

**KEATH, ED**  
KFRU, Columbia, Mo.  
Record Review

**KEEN, JEFF**  
KYW, Philadelphia, Pa.  
Along the Rialto

**KEITH, JOE**  
KLIF, Dallas, Tex.  
Joe Keith Show

**KELLAR, ART**  
WRON, Ronceverte, W. Va.  
Request-a-Record

**KELLER, O. J. JR.**  
WTAX, Springfield, Ill.  
Juke Box Serenade

**KELLY, GENE**  
WNDR, Syracuse, N. Y.  
Saturday Serenade

**KELLY, TOM**  
WOOD, Grand Rapids, Mich.  
Wax Works

**KELLY, WARREN**  
WJR, Detroit, Mich.

**KEMP, ED**  
WSPD, Toledo, Ohio  
Midnight Express

**KENNEDY, MICHAEL**  
WPEM, Martinsburg, W. Va.  
Sports and Jive

# DISC JOCKEYS

**KENNEDY, RAY**  
WRVA, Richmond, Va.  
Rhyme Does Pay

**KENSINGER, GLENN**  
WMBD, Peoria, Ill.

**KENT, BOB**  
WBUD, Morrisville, Pa.  
Night Owl Show

**KENWARD, JACK**  
WMID, Atlantic City, N. J.  
Once Over Lightly

**KERR, STEWART**  
WANN, Annapolis, Md.  
Morning Call

**KESSEN, BILL**  
WRUF, Gainesville, Fla.  
Insomnia Serenade

**KEY, JIMMY**  
KLPK, Oklahoma City, Okla.  
Mountain Music

**KIEHNAN, WALTER**  
WJZ, N. Y.

**KILGORE, GENE**  
KRUL, Corvallis, Ore.  
Time to Dance

**KILGORE, JOE**  
KRES, St. Joseph, Mo.  
Milkman's Matinee

**KILNESS, J. S.**  
KAWT, Douglas, Arizona  
1450 Club

**KING, BRAD**  
WHAN, Charleston, S. C.  
Hit the Deck

**KING, DAVE**  
WBPZ, Lock Haven, Pa.  
King Comes Kalling

**KING, FULTON, A.**  
WTON, Staunton, Va.  
Coffee Pot

**KING, GLEN**  
KIX, Oakland, Calif.  
Glen King Show

**KING, H. E.**  
WORZ, Orlando, Fla.  
Studio Party

**KING, J. D. JR.**  
WJRD, Tuscaloosa, Ala.  
Western Serenade

**KING, W. O.**  
WTOC, Savannah, Ga.  
Juke Box Review

**KING, WALLY**  
WATR, Waterbury, Conn.  
FAF

**KING, WAYNE**  
KOVV, Valley City, N. Dak.  
1490 Club

**KINNAMON, RAY**  
WBHF, Cartersville, Ga.  
Record Round-up

**KISER, JIMMY**  
WSOC, Charlotte, N. C.  
Pajama, Jamboree

**KLAVAN, GENE**  
WCBM, Baltimore, Md.  
3 Shades of Dawn

**KLEIN, PAT**  
WKYB, Paducah, Ky.  
Yawn Patrol

**KLOSE, AL**  
WBRW, Welch, W. Va.  
Melody Time

**KNIGHT, BOB**  
WOL, Washington, D. C.

**KNOUSE, KAY**  
KCLE, Cleburne, Tex.  
Juke Box & Record Bar

**KNOX, BOB**  
WIBG, Philadelphia, Pa.  
Here's Everything

**KNUTSON, DARYL**  
WDSM, Superior, Wisc.  
Bandstand

**KOCH, ORV.**  
KPNF, Shenandoah, Iowa  
Corn Crib Frolics

**KOLBY, CAL**  
WAVZ, New Haven, Conn.  
Make Believe Ballroom

**KOONS, BOB**  
KMO, Tacoma, Wash.  
The Jazz Show

**KOZLOW, BUCKY**  
WLIB, N. Y.

**KRAMER, CLAUDE**  
KVAK, Atchison, Kan.  
Make Believe Ballroom

**KRAUEL, JOHN**  
KFAM, St. Cloud, Minn.  
Birthday & Anniversary Club

**KRIEGER, ED**  
WSOO, Saulte Ste. Marie,  
Mich.  
WSOO Varieties

**KRUPP, LARRY**  
WJW, Cleveland, Ohio  
Bandstand

**KUEHNER, EARLE**  
WIL, St. Louis, Mo.  
Afternoon Ballroom

**KUSHEL, MEL**  
WSBA, York, Pa.  
Juke Box Serenade

**KYLE, FORREST**  
KOPP, Ogden, Utah  
Time to Smile

## — L —

**LaBOE, ARTHUR**  
KCMJ, Palm Springs, Calif.  
Sundialers Club

**LACY, JACK**  
Listen to Lacy  
WNS, New York, N. Y.

**LADD, ED.**  
WPAT, Paterson, N. J.  
Hi Neighbor

**LaFRANCHISE, CHAS.**  
KALE, Portland, Ore.  
Platter Patter

**LAMB, BILL**  
WBBC, Flint, Mich.  
Jam For Breakfast

**LAMB, BILL**  
KOLE, Port Arthur, Tex.  
Thanks for the Dance

**LANBERT, ED**  
WCAW, Charleston, W. Va.  
Off the Record

**LANBERT, KEN**  
WLDS, Jacksonville, Ill.  
Wake Up & Live

**LAMERE, ROY**  
WDLB, Marshfield, Wisc.  
Anything Goes

**LANCOT, CLIFF**  
WEW, St. Louis, Mo.  
770 Record Club

**LANDFEAR, DEAN**  
WMT, Cedar Rapids, Iowa  
Off the Record

**LANDRY, JIMMY**  
WDSO, New Orleans, La.  
Breakfast Jam

**LANE, VANCE**  
KGER, Long Beach, Calif.  
Musical Roundup

**LANGLEY, RALPH**  
KECA, Los Angeles, Calif.  
Morning Watch with Ralph  
Langley

**LANSING, GERRY**  
KWTX, Waco, Tex.  
Tune Factory

**LANSING, LARRY**  
WPLH, Huntington, W. Va.  
Musical Timekeeper  
— Music Hall

**LANSON, SNOOKY**  
WSM, Nashville, Tenn.  
Snooky's Song Shop

**LARSEN, BOB**  
WWNR, Beckley, W. Va.  
1450 Club

**LARSON, PAUL**  
WNEB, Worcester, Mass.  
Timekeeper

**LASHBROOK, BOB**  
WHOT, South Bend, Ind.  
Wake Up and Smile

**LASHER, SID**  
WAGA, Atlanta, Ga.  
590 Express

**LASSITER, CHAD**  
WCMA, Corinth, Miss.  
Whateha' Doin'

**LaVIGNE, RICHARD**  
WHYN, Holyoke, Mass.  
Musical Reveille

**LAWHEAD, GORDON**  
WHBQ, Memphis, Tenn.  
The Clock Watchers

**LAWLER, TOM**  
WHBS, Huntsville, Ala.  
Hillbilly Hits  
Musical Clock

**LAWLEY, LEE**  
KGER, Long Beach, Calif.  
Hall of Records

**LAWRENCE, BOB**  
KTFS, Texarkana, Texas  
Reveille Roundup

**LAWRENCE, BRUCE**  
KXOB, Stockton, Calif.  
Turntable Bandstand

**LAWRENCE, LARRY**  
WAGE, Syracuse, N. Y.  
Request Time

**LAWRENCE, TEDD**  
b. Miami, Fla., April 9, '14,  
Swingtime Session, WHN; Robert  
Hall of Fame, WHN.

**LAZARE, JACK**  
WNYC, New York, N. Y.  
Disk Date

**LAZAROW, ART**  
WEXL, Royal Oak, Mich.  
Sagebrush Melodies

**LEACH, ED**  
WEWO, Laurimburg, N. C.  
Good Morning Man

**LEAFER, WOODROW**  
WJMR, New Orleans, La.  
Heat Wave

**LEE, DAVE**  
WKJG, Fort Wayne, Ind.  
Records on Parade

**LEE, LILA**  
WEDO, McKeesport, Pa.  
Mail Bag

**LEE, W. C. COL.**  
WCLE, Clearwater, Fla.  
680 Club

**LEEDS, NORMAN**  
WHUM, Reading, Pa.  
Request, Please

**LEGARE, JOHN E.**  
WAYX, Waycross, Ga.  
Supper Dance Hour

**LEHNHOFF, BILL**  
KTW, Seattle, Wash.  
Your Program

**LEMONS, WISHARD**  
KOCY, Oklahoma City, Okla.  
Voice vs. Voice

**LENAV, WILL**  
WLW, Cincinnati, Ohio  
Morning Star

**LEONARD, JESSE**  
KEX, Portland, Ore.  
Sunnyside Up

**LEONARD, MAC**  
KHUZ, Borger, Texas.  
Please Play

# DISC JOCKEYS

## LESCOULIE, JACK

Disc Jockey, Announcer; WOR-Mutual all night show.

## LESLIE, JACK

KTIP, Porterville, Calif.  
Tip Top Spot

## LESTER, BILL

KOY, Phoenix, Arizona  
Off the Record

## LESTERS, GARY

WRIB, Providence, R. I.  
Breakfast with the Record Man

## LEVINSON, BUD

KOLN, Lincoln, Nebr.  
Gloom Busters

## LEWIS, BILL

WKOX, Framingham, Mass.  
Red's Club

## LEWIS, BILL

KLMP, Minot, N. Dak.  
Midnight in Minot

## LEWIS, ED

KRDO, Colorado Springs, Colo.  
1240 Club  
Turntable Talk

## LEWIS, GENE

KTHT, Houston, Tex.

## LEWIS, LYLE

WABZ, Albemarle, N. C.  
Luncheon Dance Time

## LEWIS, MARK

WVOD, Lynchburg, Va.  
Spin & Chin

## LEW'N, KERMT

WKWF, Key West, Fla.  
1600 Club

## LEYDEN, BILL

KMPC, Los Angeles, Calif.  
Music Hall

## LINDSAY, JACK

WCEC, Rocky Mount, N. C.  
Platter Plant

## LIPEZ, HARRIS

WBZ, Lock Haven, Pa.  
Platter Chatter

## LIPPINCOTT, ELWOOD

KELA, Centralia & Chehalis Wash.  
Mugumps

## LISTER, BILL

KABC, San Antonio, Tex.  
Hillbilly Hit Parade

## LITTLE, BILL

KADA, Ada, Okla.  
Songs of Range Capers

## LITTLEJOHN, JOHNNY

WJXN, Jackson, Miss.  
Record Rendezvous

## LITTLETON, BUCK

WKLF, Clanton, Ala.  
Musical Clock

## LOCHMAN, WALT

KCMO, Kansas City, Mo.  
Walt's Wax Works

## LOCKE, GENE

WMMT, McMinnville, Tenn.  
Mailbag Show

## LOGAN, JIM

WGPA, Bethlehem, Pa.  
For You By Request

## LONDON, REX

KHOZ, Harrison, Ark.  
1240 Club

## LONG, JOHNNY

KDWT, Stamford, Texas  
1400 Club

## LOREN, Wm. H.

WLVA, Lynchburg, Va.  
Turntable Windup  
It's the Tops

## LOWE, JACKSON

WWDC, Washington, D. C.  
1450 Club

## LOWE, JIM

KFRU, Columbia, Mo.  
Disc Derby

## LOWE, JIMMY & (Norm Alden)

KXOL, Fort Worth, Tex.  
Juke Box

## LOWERY, BILL

WGRV, Greeneville Tenn.  
Let's Have Fun

## LUCAS, BEN

WRGA, Rome, Ga.

## LUCAS, CLYDE

WBAY, Coral Gables, Fla.

## LUCAS, HARLEY

WLOK, Lima, Ohio  
Hart Beats

## LUCAS, MARTIN

KWBU, Corpus Christi, Tex.  
Hi Neighbor

## LUKENS, NED

WEAS, Decatur, Ga.  
Jumpin' with Jack

## LUND, ED

WGOV, Valdosta, Ga.  
1450 Club  
Wax Works

## LUND, HOWIE

WJMO, Cleveland, Ohio  
Here's Howie

## LUND, JACK

KFXJ, Grand Junction, Colo.  
920 Club

## LUNDQUIST, VERNON

wKGN, Knoxville, Tenn.  
Readin' Writin'

## LUPTON, JOHN

WLAN, Lancaster, Pa.  
Remote Control

## LYNCH, CHARLES T.

WGF, Kalamazoo, Mich.  
Platter Party

## LYON, LEN

KWCO, Chickasha, Okla.  
Hillbilly Request

## LYONS, BOB

WGBS, Miami, Fla.  
Florida Special

## LYONS, JIMMY

KSDJ, San Diego, Calif.  
Discapades

## LYONS, ROBERT

WHIZ, Zanesville, Ohio  
1240 Club

## Mc

## MacKELVIE, ARTHUR

KHQ, Spokane, Wash.  
Music Shop

## MacRAE, JOHNNY

WABI, Bangor, Me.  
Rise and Shine

## MacDOO, DICK

WGBG, Greensboro, N. C.  
Yawn Patrol

## McALLISTER, DON

WDBO, Orlando, Fla.  
Rise and Shine

## McANDREW, BILL

WARM, Scranton, Pa.  
Swing Session

## McBRIDE, BOB

WPIK, Alexandria, Va.  
Early Birds

## McCALL, L. C.

WWPF, Palatka, Fla.  
800 Club

## McCANDLESS, MAC

WDAD, Indiana, Pa.  
Music with Mac

## McCANN, BOB

KBMY, Billings, Mont.  
Matinee Melodies

## McARTHUR, RED

WHGB, Harrisburg, Pa.  
Platter, Chatter

## McCARTY, BURL

WDAE, Tampa, Fla.  
Wake Up Tampa

## McCARTY, DONALD E.

WBOW, Terre Haute, Ind.  
Off the Record

## McCAULEY, JOE

WIP, Philadelphia, Pa.  
Dawn Patrol

## McCLANAHAN, STEELE

KGBS, Harlingen, Tex.  
Musical Clock

## McCLURE, AL

KOAM, Pittsburg, Kans.  
Dance Time

## McCONNELL, BYRAN

WKST, New Castel, Pa.  
We Congratulate

## McCONNELL, JIM

KLOU, Lake Charles, La.  
Music For Moderns

## McCREARY, MACK

KEBE, Jacksonville, Tex.  
1400 Club

## McCUSKEY, ALICE

WOSU, Columbus, Ohio  
Music Librarian  
Music To Remember  
Morning Melodies  
World Famous Music

## McCUTCHEON, DON

KASH, Eugene, Ore.  
Sunday Musicale

## McDANIEL, CARL

KOCY, Oklahoma City, Okla.  
Martins Music Shop

## McDEVITT, LEO

WAAB, Worcester, Mass.  
Accent on Rhythm

## McELROY, MAC

WERC, Erie, Pa.  
1230 Club  
The Timekeeper

## McDONALD, GARF

KWSL, Lake Charles, La.  
Music As You Like It

## McEACHERN, LEE

WHBQ, Memphis Tenn.  
The Clock Watchers

## McELWEE, RUSS

WKDK, Newberry, S. C.  
Dance Time

## McGARRY, JONES, DANA

WBEC, Pittsfield, Mass.  
Requestfully Yours

## McGILL, MORREY

WCMW, Canton, Ohio  
Tip Top Tunes

## McILVAINE, DON

WHWL, Nanticoke, Pa.  
Juke Box Review

## McINTYRE, FRANK

KLIX, Twin Falls, Idaho  
Mid-Morning Melody Matinee

# DISC JOCKEYS

- McKAY, RAY**  
WATL, Atlanta, Ga.  
Radio Rodeo
- McKAYE, KEN**  
KSVP, N. Mex.  
Morning Matinee
- McKELLAR, DOUG**  
KECA, Los Angeles, Calif.  
That Feller McKellar
- McKENNA, BOB**  
WEDO, McKeesport, Pa.  
Spook Club
- McKENZIE, ED**  
WKBK, Detroit, Mich.  
Jack the Belboy
- McKINNON, BOB**  
WRFs, Alexander City, Ala.  
1050 Club
- McLAIN, DONALD**  
WABZ, Albemarle, N. C.  
Platter Parade
- McELLEN, CHUCK**  
KVAK, Atchison, Kan.  
Musical Clock
- McLENDON, NORWOOD**  
KNOW, Austin, Tex.  
Requestfully Yours
- McLESKEY, JOE**  
WMAP, Monroe, N. C.  
Club 1060
- McLOUGHLIN, JIM**  
WFNS, Burlington, N. C.  
Moonlight Capers
- McMEEKIN, MARILYN JEAN**  
WMCK, McKeesport, Pa.  
Number Please
- McMULLEN, JACK**  
WMBS, Uniontown, Pa.  
Request Express
- McNEELEY, MARTY**  
WJMO, Cleveland, Ohio  
Noon Timeclock
- McNEW, DAN**  
WBAC, Cleveland, Tenn.  
Let's Have Fun
- M —
- MAASS, BILL**  
WBAA, West Lafayette, Ind.  
Tea Time Tunes
- MABRY, BOB**  
KUSN, San Diego, Calif.  
All Hit Request Program
- MABRY, DICK**  
WIBG, Philadelphia, Pa.  
A Man & His Music
- MACK, BERNIE**  
WMUB, Manchester, N. H.  
Radio Juke Box  
Groovin at the Grove
- MACK, BILL**  
WEDC, Chicago, Ill.  
Hot and Bothered
- MACK, BRUCE**  
KOSA, Odessa, Tex.  
Night Owl Club
- MACK, JIM**  
WHFB, Benton Harbor, Mich.  
Yawnin' in the Mawnin'
- MACK, RUSSELL**  
KROD, El Paso, Tex.  
Musical Clock
- MacLEAN, JEAN**  
KBIO, Burley, Ida.  
Mystery Music Shoppe
- MACRI, JIM**  
WIRA, Ft. Pierce, Fla.  
Musical Clock  
Indian River Ranch
- MADISON, BOB**  
KWBW, Hutchinson, Kans.  
Request Club
- MAFFIE, AL**  
WFPA, Manchester, N. H.  
Coffee time
- MAGGIO, JOE**  
KIDO, Boise, Idaho  
Musical Merry Go Round  
Six to Seven Club  
Little Show
- MAGRUDER, PHIL**  
WKYB, Paducah, Ky.  
800 Club
- MAGUIRE, DICK**  
KFJI, Klamath Falls, Ore.  
Ricky's Request
- MAHONEY, ED**  
WCVS, Springfield, Ill.
- MALLORY, LES**  
KYA, San Francisco, Calif.  
1260 Club
- MALLOY, LES**  
KGO, San Francisco, Calif.  
Les Malloy
- MALONE, LEE**  
WMFT, Florence, Ala.  
Let's Dance
- MANDEL, DISNEY**  
WKAN, Kankakee, Ill.
- MANN, ALAN**  
KFWB, Hollywood, Calif.
- MANN, EARL**  
KDIX, Dickinson, N. Dak.  
Farm Service Hour
- MANNING, RAY**  
WIL, St. Louis, Mo.  
Platter Parade
- MANNING, STEVE**  
WFNC, Fayetteville, N. C.  
20th Century Serenade
- MANSFIELD, ANDY**  
KWRW, Pasadena, Calif.  
Notes to you
- MANSFIELD, BOB**  
WGOV, Valdosta, Ga.  
Coffee Club
- MARCELLE, LOU**  
KFWB, Hollywood, Calif.  
All Star Western Jamboree
- MARCOE, VERN**  
KSBW, Salinas, Calif.  
Saddle Rock & Rhythm
- MARION, RUSS**  
WBTM, Danville, Va.
- MARKEY, PAUL**  
WIZE, Springfield, Ohio  
Musical Scoreboard
- MARS, PETER A.**  
WKLA, Ludington, Mich.  
Musical Clock
- MARSHALL, JERRY**  
WNEW, New York, N. Y.
- MARSHALL, R. H.**  
WORZ, Orlando, Fla.  
Bob's Record Shop
- MARSHALL, WARREN**  
KDIX, Dickinson, N. Dak.  
This is my Song
- MARTIN, DAN**  
WFMD, Frederick, Md.  
Morning Neighbor
- MARTIN, ALLYN**  
WLIZ, Bridgeport, Conn.  
Platter Party
- MARTIN, DICK**  
WGWR, Asheboro, N. C.  
Request Time
- MARTIN, JOE**  
WNAX, Yankton, S. Dak.
- MARTIN, KRIS**  
WACE, Chicopee, Mass.  
Musical Grab Bag
- MARTIN, LEW**  
WDSM, Superior, Wisc.  
1230 Club
- MARVIN, BILL**  
KSON, San Diego, Calif.  
Pigskin Parade
- MASON, BILL**  
WMIQ, Iron Mountain, Mich.  
Off the Record
- MASON, CHARLES**  
WEAT, Lake Worth, Fla.  
Swing Siesta
- MATEL, CHET**  
WOOD, Grand Rapids, Mich.  
Off the Record
- MATHERS, DON**  
KDAL, Duluth, Minn.  
Music Shop
- MATTHEWS, JAMES**  
WLBB, Carrollton, Ga.  
Readin' Ritin' Rhythm
- MATTISON, CARL**  
WGLN, Glens Falls, N. Y.  
Musical Souvenirs
- MATTSON, BOB**  
WELB, Virginia, Minn.  
Saturday Swing Shift
- MAXWELL, BOB**  
WKNX, Saginaw, Mich.  
Hall of Records  
Coffee Time
- MAXWELL, CHUCK**  
KFBC, Cheyenne, Wyoming  
Requestfully Yours
- MAYER, JACK**  
WALB, Albany, Ga.  
Melody Time
- MAYNARD, JACK**  
KTSM, El Paso, Tex.  
Gold Coast Express
- MAYO, BILLY**  
WFFA, Dallas, Tex.  
The Mayo Show
- MEECHAM, LLOYD**  
KIFI, Idaho Falls, Idaho  
Melody Matinee
- MEEHAN, BOB**  
Discmaster  
WEAN, Providence, R. I.
- MEEKS, CARL**  
WRLC, Toccoa, Ga.  
Tiny's Platter Party
- MEHAN, BOB**  
KWBW, Oakland, Calif  
Around the Bay After  
Midnight
- MEISTER, BOB**  
WMAM, Marinette, Wisc.  
Hitchin' Post
- MENDEZ, RAFAEL**  
KWKW, Pasadena, Calif.  
Rafael Mendez Program
- MENTOR, ART**  
(News Editor)  
KNET, Palestine, Tex.

# DISC JOCKEYS

- MERINO, CHET**  
WEIM, Fitchburg, Mass.  
Breakfast Music
- MERRITT, CECIL**  
WTBF, Ala.  
Musical Reveille  
Mail-Order Music
- MERVINE, FRANK**  
WCBM, Baltimore, Md.  
Out of the Night
- MESKILL, BOB**  
WBRQ, Augusta, Ga.  
After Hours
- MESSER, FRANK**  
Juke Box Revue  
WSKY, Asheville, N. C.
- MEUSCHKE, BILL**  
KDRO, Sedalia, Mo.  
Musical Clock
- MEYER, BILL**  
WLDS, Jacksonville, Ill.  
Request Review
- MEYER, DON**  
WRVA, Richmond, Va.  
Jughead's Juke Box
- MICHAEL, GEORGE**  
WROW, Albany, N. Y.  
Morning Watch
- MICHAEL, ROBERT**  
WRTA, Altoona, Pa.  
Midnight Dancing Party
- MICHEL, BOB**  
WJWSW, Altoona, Pa.  
Let's Dance
- MIDDLETON, ROBERT**  
WWSC, Glens Falls, N. Y.  
1450 Club
- MILFORD, SKIP**  
WCRW, Chicago, Ill.  
Melodies for Millions
- MILLER, DAVE**  
WAAT, Newark, N. J.  
Home Town Frolic
- MILLER, DEAN**  
WCOL, Columbus, Ohio  
Glassdoor Melodies
- MILLER, FRED**  
WBGE, Atlanta, Ga.
- MILLER, GEORGE**  
KADA, Ada, Okla.  
KADA Matinee & Campus
- MILLER, GEORGE P.**  
KWCO, Chickasha, Okla.  
Club 1560
- MILLER, GRANT E.**  
WCRW, Chicago, Ill.  
Musical Melodies
- MILLER, LeROY**  
WFIL, Philadelphia, Pa.  
The LeRoy Miller Club
- MILLER, MAC**  
WROB, West Point, Miss.  
Melody Shop
- MILLER, M. P. JR.**  
WLOE, Leaksville, N. C.  
Musical Clock
- MILLER, SKIP**  
WJWSW, Altoona, Pa.  
Record Revue
- MILNE, JIM**  
WNHC, New Haven, Conn.  
Yawn Club  
Polka Parade
- MIMS, BILL**  
WHAN, Charleston, S. C.  
Night Owl
- MINOR, DICK**  
WDUK, Durham, N. C.  
Platter Prevue
- MITCHELL, BILL**  
WLAG, LaGrange, Ga.
- MITCHELL, DON**  
WCON, Atlanta, Ga.  
Town Toppers  
Mitchell's Matinee
- MITCHELL, JACK**  
KSYC, Yreka, Calif.  
Platter Party
- MITCHELL, JIM**  
WCVS, Springfield, Ill.
- MITCHELL, PAUL**  
KSYL, Alexandria, La.  
Romantic Voices
- MITCHELL, PAUL**  
WLBR, Lebanon, Pa.  
Hits of the Day
- MOFFETT, RAY**  
WCAO, Baltimore, Md.  
Morning Musical Clock
- MOHER, BILL**  
WDAY, Fargo, N. Dak.  
Friendly Time
- MOHR, ED**  
WMBG, Montgomery, Ala.  
Wax-Works
- MOLLOY, PHIL**  
WHFB, Benton, Harbor, Mich.  
Twin City Capers
- MONAGHAN, GEORGE**  
Monaghan's Morning Watch  
WOR, New York, N. Y.
- MONDAY, RAY**  
WACO, Waco, Texas
- MONROE, CLARK**  
WTAW, College Station, Tex.  
The Clark Monroe Show
- MONROE, GEO.**  
Melody Matinee  
KFDM, Beaumont, Tex.
- MONROE, JOE**  
KENT, Shreveport, La.  
Jive 'Til Five
- MONTGOMERY, BOB**  
WFHR, Wisconsin, Rapids.  
Wis.  
Music 'til sign-off
- MOODY, BILL**  
KWSC, Pullman, Wash.  
Coffee Pot Parade
- MOORE, BERI**  
WCTA, Andalusia, Ala.  
Guess Who?
- MOORE, BOB**  
KSON, San Diego, Calif.  
Music and Moore
- MOORE, HAL**  
WCAU, Philadelphia, Pa.  
The Bugle Call
- MOORE, LONNY**  
WGAC, Augusta, Ga.  
Club 58
- MOORE, R. D.**  
KGFF, Shawnee, Okla.  
4390 Club
- MOORE, SAM**  
KSAN, San Francisco, Calif.  
Chuck Wagon Party
- MOORE, TOM**  
WIBG, Philadelphia, Pa.  
Bandwagon
- MORATH, MAX**  
KVOR, Colorado Springs, Colo.  
Max Unpax the Wax
- MORE, TOM**  
WNOX, Knoxville, Tenn.  
Club 99  
Jamboree
- MORELAND, JIMMIE**  
KVWC, Vernon, Tex.  
Platter Parade
- MORGAN, BUFORD**  
KEBE, Jacksonville, Tex.  
Parade of Bands
- MORGAN, DICK**  
KTUC, Tucson, Arizona  
Swingtime
- MORGAN, GENE**  
KCMJ, Palm Springs, Calif.  
Disc Audition
- MORGAN, HAL**  
WGAR, Cleveland, Ohio  
Morgan's Musical Inn
- MORGAN, JACK**  
WFMJ, Youngstown, Ohio
- MORGAN, ROBERT B.**  
WMOB, Auburn, N. Y.  
Informally Yours
- MORGAN, ROBIN**  
WOR, New York, N. Y.  
Robin Morgan—Aged 5
- MORRIS, ED**  
WMAF, Monroe, N. C.  
Disc Derby
- MORRIS, JOHN**  
WLOL, Minneapolis, Minn.  
Johnny On The Spot
- MORRIS, JOHN R.**  
WSGC, Elberton, Ga.  
140 Club
- MORRISSEY, JACK**  
WHKK, Akron, Ohio  
Star Spotlight
- MOSS, PHIL**  
WHHM, Memphis, Tenn.  
Anything Goes
- MOTHERAL, JAMES**  
WKTM, Mayfield, Ky.  
Musical Roundup
- MULHOLLAND, ROSS**  
WXYZ, Detroit, Mich.  
The Barefoot Society
- MULLIGAN, RAY**  
WPAM, Pottsville, Pa.  
Top o' the Morning

# DISC JOCKEYS

## — P —

**MULLINAX, WALLACE**  
WFBC, Greenville, S. C.  
Top o' the Morning

**MUNN, MELVIN**  
KRLD, Dallas, Tex.

**MUNZELL, ADRIAN**  
WLOS, Asheville, N. C.  
Cover Puller

**MURPHY, DENNIS**  
WLCC, LaCrosse, Wisc.  
Masterworks

**MURPHY, ED**  
WSYR, Syracuse, N. Y.  
The Ed Murphy Show  
Platter Party

**MURPHY, WM.**  
KBLF, Red Bluff, Calif.  
Mid-Morning Melodies  
Hehama Farmer

**MURRAY, BUDDY**  
WHTB, Talladega, Ala.  
Hits and Encores

**MURRAY, HAL**  
WKAT, Miami Beach, Fla.  
Murray-Go-Round

**MURRAY, JOHNNY**  
WDSO, New Orleans, La.  
Dancing Party

**MURRY, JIM**  
WGAU, Athens, Ga.  
Dancing in the Dark

**MYERS, HUBERT**  
WDAN, Danville, Ill.

## — N —

**NAGLE, DAVE**  
WCHV, Charlottesville, Va.  
The Record Man

**NASH, BOB**  
KSEL, Lubbock, Tex.  
Club 800

**NAUGHTON, RUSS**  
WDRG, Hartford, Conn.  
Music off the Record

**NAYLON, LARRY**  
KPRC, Houston, Texas  
Sunrise Serenade

**NEARN, JOE**  
KFFA, Helena, Ark.  
1490 Club

**NEATHERY, JOHN W.**  
KSAM, Huntsville, Tex.  
Swing Shift

**NEHRLING, WALLY**  
WIRE, Indianapolis, Ind.  
Dawn Patrol  
Platter Chatter

**NEILSEN, JAY**  
WITH, Baltimore, Md.

**NELSON, BOB**  
KOVG, Valley City, N. Dak.  
Coffee Cup Club

**NESBITT, PHIL**  
WITE, Baltimore, Md.

**NEWMAN, ED**  
WEVD, N. Y.

**NEWSOME, GIL**  
KWK, St. Louis, Mo.  
Bandstand Revue

**NIMMO, BILL**  
WLW, Cincinnati, Ohio  
Platter Time

**NORIEGA, EDDIE**  
KWTC, Barstow, Calif.  
1230 Club (Spanish)  
Eddie Spins 'Em

**NORMAN, GENE**  
KFWB, Hollywood, Calif.  
Eastside Show  
(Mild and Mellow — KMPC,  
Los Angeles, Calif.)

**NORMAN, STANLEY**  
WPIT, Pittsburgh, Pa.  
Stanley Norman Show

**NOVELLO, MIKE**  
WRNL, Richmond, Va.  
Alarm Clock Club

**NYDEGGER, VERNE**  
KFBI, Wichita, Kans.  
Carnival of Music

## — O —

**O'CONNELL, BILL**  
WMBL, Morehead City, N. C.  
Song Shop

**O'DONNELL, BOB**  
WJTN, Jamestown, N. Y.  
Music off the Record

**O'HARA, DON**  
KMJ, Fresno, Calif.  
Portable Bandstand

**OHRT, EV.**  
KMHK, Mitchell, S. Dak.  
Alarm Clock Club

**OLIVER, CLIFF**  
WHBC, Canton, Ohio  
Owl's Club

## 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)

**OSBORNE, OZZIE**  
WISH, Indianapolis, Ind.  
Ten Thirty Time

**O'SULLIVAN, BOB**  
KWIK, Burbank, Calif.

## OTIS, DON

**OTT, BEN**  
KTKC, Visalia, Calif.  
940 Nightcap

**OWENSBY, BILL**  
WEWO, Laurinburg, N. C.  
Matinee Melodies

**PACKARD, LOU**  
WJOR, Bangor, Me.  
Varsity Hour

**PADILLA, ELVA**  
KPAB, Laredo, Tex.  
Rio Grande Serenade

**PAGE, FRANK**  
KWEM, West Memphis, Ark.  
Yours for Asking

**PAGE, NORM**  
WMIN, St. Paul, Minn.  
Mr. Music  
Columbia Masterworks  
Requestfully Yours

**PAIGE, ERIK**  
WVNR, Beckley, W. Va.  
Mixing It Up

**PALEN, DAN**  
WLAU, Laurel, Miss.  
Wax Works

**PALLAN, ART**  
WWSW, Pittsburgh, Pa.  
Record Hits

**PALMER, CHARLES**  
KFXM, San Bernardino, Calif.  
Open House

**PANTAGES, JIMMIE**  
KLIF, Dallas, Tex.  
Yours for the Asking

**PAQUIN, MARGE**  
SOO, Sault Ste. Marie, Mich.  
Musical Jamboree

**PARKER, GENE**  
WCOU, Lewiston, Me.  
Spin It & Win It

**PARKER, PAUL**  
WMBL, Morehead City, N. C.  
740 Club

**PARKES, HAL**  
KOLE, Port Arthur, Tex.  
Request Performance

**PARKINS, BOB**  
KOLN, Lincoln, Nebr.  
Dunkers Club

**PARRY, GRANT**  
KJAM, Vernal, Utah  
Bing Sings

**PERKINS, RAY**  
KFEL, Denver, Colo.  
The Ray Perkins Show

**PERRIN, KEYES**  
WOR, New York, N. Y.  
Record Riddles

**PERRY, GEORGE**  
WARM, Scranton, Pa.  
Swing Session

**PERRY, RUSS**  
WTOL, Toledo, Ohio  
Record MC

**PERRY, WIB**  
WCAX, Burlington, Vt.  
Wib Perry Show

**PETAY, FRAN**  
WEK, Cleveland, Ohio  
Disc Digger

**POSKA, AL**  
KFI, Los Angeles, Calif.  
Midnight Flyer

# DISC JOCKEYS

**POWELL, KEN**  
WELM, Elmira, N. Y.  
1400 Club

**POWERS, JACK**  
WJBO, Baton Rouge, La.  
Club 1150

**POWERS, PERC**  
WBBC, Jackson, Miss.  
62 Club

**POWERS, RALPH**  
WBFR, Baltimore, Md.  
Morning In Maryland

**PRATT, RICHARD, B.**  
KSUB, Cedar City, Utah  
Midday Melodies

**PRESSER, BEN**  
KSFT, Trinidad, Colo.  
3 Ring Circus

**PRESTON, ART**  
KTUC, Tucson, Arizona  
1400 Club

**PRICE, DAN**  
WALB, Albany, Ga.  
Farm Fair

**PRICE, JOE**  
WKSJ, Pulaski-Lawrenceburg,  
Tenn.  
Afternoon Jam Session

**PROCTOR, FRANK**  
WBML, Macon, Ga.

**PRUETT, BOB**  
WIRE, Indianapolis, Ind.  
Your Record Player

**PURVIS, BETTE LOU**  
WPGH, Pittsburgh, Pa.  
The Girl Friend

**PUTER, JACK**  
KFXJ, Grand Junction, Colo.  
Kitchen Company

## — Q —

**QUADE, WARREN**  
WJHL, Johnson City, Tenn.  
Quade's Parade

**QUEEN, HAL**  
WMNC, Morganton, N. C.  
Musical Clock

**QUEEN, ROY**  
KXWL, St. Louis, Mo.  
Western Round-Up

## — R —

**RAB, JACK**  
WKMO, Kokomo, Indiana

**RABELL, JACK**  
KSON, San Diego, Calif.  
Jackson Calling

**RADONICH, ROMEO**  
KGLU, Safford, Ariz.  
La Hora Espanol

**RALICKI, HANK**  
WHDL, Olean, N. Y.  
Mailbag Matinee  
Timekeeper

**RANDOLPH, IVAN, FITZ**  
WCLO, Janesville, Wisc.  
1-2-3 Club

**RAST, MIKE**  
WCOS, Columbia, S. C.  
Club 1400

**RAYBURN, LOU**  
WKAY, Glasgow, Ky.  
1490 Club

**RAYMON, PAUL**  
WJRD, Tuscaloosa, Ala.  
Swing Session

**READY, LES**  
KUGN, Eugene, Ore.  
Jukebox Revue

**REARSON, TOM**  
WHEM, Memphis, Tenn.  
Midnight Revue

**REBER, DON**  
KEIO, Pocatello, Idaho

**RECTOR, BOB**  
KSWI, Council Bluffs, Iowa  
1560 Club

**REECE, SANFORD**  
WSBT, South Bend, Ind.  
Sandman Serenade

**REED, BOB**  
WBAA, West Lafayette, Ind.  
Tea Time Tunes

**REESE, VON**  
KTHH, Houston, Tex.

**REGAN, MATT**  
WBTA, Batavia, N. Y.  
Early Risers Club

**REICHERT, F. J.**  
KGCU, Mandan, N. D.  
Disc Jockey Jamboree

**REIDY, PAUL**  
WFIG, Sumter, S. C.  
1340 Club

**REIG, HOWARD**  
WGY, Schenectady, N. Y.  
Howard Reig

**REIGHLEY, JOE**  
KAMD, Camden, Ark.  
Crazy Rhythm

**REILLY, R. EDWARD**  
WGAA, Cedartown, Ga.  
Swing Time Club

**REQUARD, JAY**  
WEPM, Martinsburg, W. Va.  
Tunes At Noon

**REYNOLDS, CARROLL**  
WJVA, South Bend, Ind.  
1580 Club

**RHODES, DICK**  
WELM, Elmira, N. Y.  
Sweet and Smooth

**RHONE, PAUL**  
WMON, Montgomery, W. Va.  
Mailbag  
Special Request

**RICH, MIKE**  
WTRY, Troy, N. Y.  
Platter Playboy

**RICH, VANCE**  
WENC, Whiteville, N. C.  
1240 Club

**RICHARDS, BILL**  
WGKV, Charleston, W. Va.  
Falls City Dancing Party

**RICHARDS, BUD**  
KOJM, Harve, Mont.  
Rise and Shine

**RICHARDS, MALCOLM**  
WCPO, Cincinnati, Ohio  
The Malcolm Richards Show

**RICHARDS, TOM**  
WSOY, Decatur, Ill.  
Soy Club

**RICHARDSON, TED**  
WMOH, Hamilton, Ohio  
Solid Sendin'

**RICHENBACKER, ACE**  
WSPA, Spartanburg, S. C.  
Ace's Platter Chatter

**RIDGE, JACK**  
WGAY, Silver Spring, Md.

**RIDGWAY, CHARLES B.**  
WDZ, Tuscola, Ill.

**RIPLEY, RONALD**  
KBWD, Brownwood, Tex.  
1380 Club

**RITCHEY, BUCK**  
KVI, Tacoma Wash.  
Harmony Hoedown  
Sagebrush Serenade

**ROARK, C. A.**  
KGY, Olympia, Wash.

**ROBBINS, FRED**  
Announcer; b. Baltimore, Md.,  
Sept. 28, 1918; Baltimore City  
Coll.; Univ. of Baltimore; LL  
Degree; Teentimers Club; 1280  
Club.

**ROBERTS, BEEP**  
WKAB, Modile, Ala.  
Platter Chatter

**ROBERTS, BOB**  
WSID, Baltimore, Md.  
Musical Score Board

**ROBERTS, JERRY**  
WAAT, New Jersey

**ROBERTS, JOE**  
KOMA, Oklahoma City, Okla.  
Columbia Record Roundup

**ROBERTS, MORGAN**  
KSWO, Lawton, Okla.  
1380 Club

**ROBERTSON, BOB**  
WBHF, Cartersville, Ga.  
Tune Shop

**ROBERTSON, TRAFON**  
WTAR, Norfolk, Va.  
Sunrise Serenade

**ROBINSON, WARNE**  
KVOW, Littlefield, Texas  
Best By Request  
Birthday Club  
Request By Telephone

**ROBINSON, TOM**  
KXLQ, Bozeman, Mont.  
Platter Chatter

**ROCHESTER, MELVIN**  
KDSJ, Deadwood, S. Dak.  
1450 Club

**RODDA WALT**  
WAT, Miami Beach, Fla.  
Rat Race

**RODDY, JOE**  
KTBC, Austin, Texas

**RODGERS, BOB**  
KIUL, Garden City, Kans.  
Tune Topper

**RODGERS, CLIFF**  
WHKK, Akron, Ohio  
Melody Round-Up

**ROGERS, DON**  
WRIB, Providence, R. I.  
Concert Hour

**ROGERS, JOHN**  
KUOM, Minneapolis, Minn.  
Children's Choice

**ROGERS, RALPH**  
WAPI, Birmingham, Ala.  
Alabama Bayloft Jamboree

**ROHWER, JOHN**  
KROS, Clinton, Iowa  
Juke Box

**ROLLINS, CHAP**  
KROP, Brawley, Calif.  
Ace of Clubs

**ROPPOLO, MIKE**  
KTBS, Shreveport, La.

**ROSE, HERM**  
WFHG, Bristol, Va.  
Variety Show  
860 Club

**ROSS, DAN**  
WWPF, Palatka, Fla.  
Coffee Club

**ROSS, KAL**  
WNRD, Syracuse, N. Y.  
The Filekeeper

**ROSS, NORMAN**  
WMAQ, Chicago, Ill.  
400 Hour  
Music that Sings

**ROTH, BOB**  
KTMS, Santa Barbara, Calif.  
1-2-5 Club

**ROTH, GORDON**  
KMJ, Fresno, Calif.  
Saturday Juke Box

**ROTHMAN, LEE**  
WSIV, Pekin, Ill.  
Record Review

**ROUNTREE, GEORGE**  
WRLC, Toccoa, Ga.  
People's Choice

**ROUSH, SIGEL A.**  
WBOW, Terre Haute, Ind.  
Morning Mail

**ROY, MICHAEL**  
KWIK, Burbank, Calif

## DISC JOCKEYS

**RUBIN, BERNIE**  
WMID, Atlantic City, N. J.  
Twilight Time

**RUDD, BILL**  
WCCP, Savannah, Ga.  
Hillbilly Spot Lite

**RUDOLPH, HOWARD**  
WITH, Baltimore, Md.  
Melody Market

**RUFFIN, HOMER**  
KCLE, Cleburne, Tex.  
Alarm Clock Club

**RUGE, GEORGE**  
KYA, San Francisco, Calif  
Make Believe Ballroom

**RUMORE, JOE**  
WAPI, Birmingham, Ala.  
Roundup Time

**RUSSELL, BARCLAY**  
KABC, San Antonio, Tex.  
Russell's Record Room

**RUTLEDGE, DON**  
WEDO, McKeesport, Pa.  
Yawn Patrol

**RUTLEDGE, ED**  
WIL, St. Louis, Mo.  
Dawn Patrol

**RYAN, BERNIE**  
WCTC, New Brunswick, N. J.

**RYAN, BILL**  
WLBR, Lebanon, Pa.  
Music Hall

**RYAN, BOB**  
KFAM, St. Cloud, Minn.  
Birthday & Anniversary Club

**RYAN, DAVE**  
WICA, Ashtabula, Ohio  
Memory Lane

**RYE, JACK**  
KTSM, El Paso, Tex.  
Ryes' Record Room

**RYEL, FLOYD**  
WDSC, Dillon, S. C.  
Juke Box Review

### — S —

**SADLER, JOHN**  
WIRA, Ft. Pierce, Fla.  
Juke Box Record Party

**SAENGER, JIM**  
KOJM, Harve, Montana  
K-O-J-M-boree

**ST. JOHN, CHARLES**  
KOY, Phoenix, Arizona  
Out of the Night

**SALINAS, TOMAS**  
WMBM, Miami Beach, Fla.  
Rhumba Time

**SALTSMAN, DAYTON**  
WDAE, Tampa, Fla.  
Wake up Tampa

**SALVO, PAUL**  
KCOK, Tulare, Calif.  
Off The Record

**SAMPSON, GEORGE**  
WSAR, Fall River, Mass.  
Happy Birthday

**SANDLER, BERNIE**  
WBTA, Batavia, N. Y.  
1490 Club

**SANDS, LES**  
WWDC, Washington, D. C.  
Yawn Patrol

**SANTORO, BILL**  
WARD, Johnstown, Pa.  
Calling WARD

**SAUNDERS, AL**  
WNLC, New London, Conn.  
Melody Lane

**SAUNDERS, ALLEN**  
WCHA, Chambersburg, Pa.  
Club 800

**SAUNDERS, BRUCE**  
WSBT, South Bend, Ind.  
The Record Shop

**SAUNDERS, JOHN**  
WTOG, Toledo, Ohio  
Serenade to Tep Cat

**SAUTER, DAVE**  
WRIB, Providence, R. I.  
Matters of Melody

**SAVAGE, JOHN**  
WAAB, Worcester, Mass.  
Chasing the Clock

**SAVINSKI, WALT**  
WJMS, Ironwood, Mich

**SAWYER, BILL**  
KWJJ, Portland, Ore.  
Make Believe Ballroom

**SCANLON, JACK**  
WLIZ, Bridgeport, Conn.  
Platter Party

**SCHAUGHENCY, ED**  
KDKA, Pittsburgh, Pa.  
Clearfield Sunday Serenade

**SCHMIDT, DICK**  
KMYR, Denver, Colo.  
Meet the Boys in the Band

**SCOTT, JEFF**  
WPEN, Phila., Pa.  
Hot Corner

**SELLERS, HARRY**  
WRLD, West Point, Ga.  
Milkman's Matinee

**SELTZER, EVERETT**  
WONS, Hartford, Conn.  
WONS, Juke Box

**SEVERIN, TOM**  
WCBM, Baltimore, Md.  
Music You Like

**SHARLAND, EARL**  
WGLN, Glens Falls, N. Y.  
Platter Party

**SHELTON, BOB**  
WFAA, Dallas, Tex.  
Sunshine Roundup

**SHELTON, JIM**  
KRRV, Sherman-Denison, Tex.  
Musical Clock

**SHEPHERD, CHARLIE**  
WHHT, Durham, N. C.  
Juke Box Review

**SHEPHERD, GENE**  
WSAI, Cincinnati, Ohio  
Bay Horse Opera

**SHERWOOD, CHARLES**  
KIXL, Dallas, Texas  
From Bed to Worse

**SHIELDS, BOB**  
WLCR, Torrington, Conn.  
990 Club

**SHOEHALTER, NAT**  
WCTC, New Brunswick, N. J.  
Sunn Side of the Street

**SID, SYMPHONY**  
WHOM, New York City  
After Hours Swing Session

**SIEMER, JOHN**  
WIZE, Springfield, Ohio  
WIZE Owl Club

**SIMPSON, CHUCK**  
WCSC, Charleston, S. C.

**SISSON, FRANK**  
WOOD, Grand Rapids, Mich.  
Off the Record

**SLAGLE, JOHNNY**  
WXYZ, Detroit, Mich.

**SLATERY, JACK**  
WPPA, Pottsville, Pa.  
Morning Clock

**SMITH, BILL**  
KUIB, Grants Pass, Ore.  
Turntable Madness

**SMITH, BOB**  
WNBC, New York, N. Y.  
Bob Smith Show

**SMITH, BOB**  
WMLT, Dublin, Ga.  
1340 Club

**SMITH, BRUCE**  
WTRR, Sanford, Fla.

**SMITH, BILL**  
WHAT, Phila., Pa.  
All Through The Night

**SMITH, CLAYTON**  
WAGM, Presque Isle, Me.  
Schooltime

**SMITH, DEAN**  
WROW, Albany, N. Y.  
Disc Jockey Jamboree

**SMITH, ROBERT E.**  
WTIC, Hartford, Conn.  
Theatre of Melody

**SMITH, ROY**  
WJZM, Clarksville, Tenn.  
1400 Club

**SMITH, WALLY**  
WKIX, Columbia, S. C.  
Mail Bag

**SNEED, BILL**  
WROB, West Point, Miss.  
Musical Clock

**SNOW, BOB**  
WMMJ, Peoria, Ill.  
Breakfast Frolic

**SNYDER, BILL**  
WJZM, Clarksville, Tenn.  
Top Tunes of the Day

**SPEER, T. F.**  
KOCA, Kilgore, Tex.  
1240 Club

**SPIRO, WALTER**  
WRLD, West Point, Ga.  
Especially For You

**SQUIRES, ALONZO G.**  
WAYS, Charlotte, N. C.  
Breaffast With Squires

**SQUIRES, DAVID**  
WSAY, Rochester, N. Y.  
Sandman

**STAMPER, WARREN**  
WIL, St. Louis, Mo.  
Spins and Needles

**STANTON, ED**  
KEX, Portland, Ore.  
Parade of Hits

**STANTON, PETE**  
WJPA, Washington, Pa.  
Grandstand & Bandstand

**STEELE, LOU**  
WPAT, Patersoan, N. J.  
Club 93

**STEELE, TED**  
NBC; CBS; KMPC; WMCA

**STELL, BILL**  
WSVS, Crewe, Va.  
Mailbag

**STEVENS, AL**  
WGGG, Cedartown, Ga.  
Jive Time

**STEPHENS, HAROLD**  
WASL, Annapolis, Md.  
The Record Shop

**STERLING, LUD**  
WLEE, Richmond, Va.  
Request Club

**STEVENS, DICK**  
WMIN, St. Paul, Minn.  
Party Time

**STEVENSON, CHARLES JOHN**  
WGY, Schenectady, N. Y.  
Jolly Judge

**STEVENSON, STEVE**  
KWG, Stockton, Calif.  
Juke Box Review

**STEWART, ALAN**  
WTEL, Philadelphia, Pa.  
Tunes With Your Toast

**STEWART, BOB**  
WBRY, Waterbury, Conn.

**STEWART, LEE**  
WROW, Albany, N. Y.  
590 Club

# DISC JOCKEYS

## — U —

**SUTHERLAND, JIMMY**  
KGCU, Mandan, N. D.  
Midnight Matinee

**SWANSON, RALPH**  
WJMR, New Orleans, La.  
Early Risers

**SWISS, DAN J.**  
WRRN, Warren, Ohio  
In the Groove

**SYMPHONY, SID**  
WWRL, Woodside, N. Y.  
Afternoon Swing Session

**ULMER, JIM**  
WMOA, Marietta, Ohio  
Record Review

**UNDERHILL, G. C.**  
KRLN, Canon City, Colo.  
Around the Mill with Underhill

**UPSON, DAVE**  
WKRC, Cincinnati, Ohio  
Song Shop

**WARNER, BILL**  
KRSC, Seattle, Wash.  
Daily Double

**WARNER, HUB**  
KIDO, Boise, Idaho  
Album of Stars  
One Night Stand

**WASHBURN, TERRY**  
WKBW, Buffalo, N. Y.  
Morning Show

**WATSON, BOB**  
WSB, Atlanta, Ga.  
Platter Party

**WATSON, EARL**  
KFDA, Amarillo, Tex.  
Disc Party

## — T —

**TABERNER, DOUG**  
WTOG, Toledo, Ohio  
Serenade to Hep Cat

**TAGGART, BYRON**  
WKRC, Cincinnati, Ohio  
Tag along with Tag

**TAYLOR, BILL**  
WOR, New York, N. Y.  
Sunrise Serenade

**TAYLOR, BROOKE**  
WJW, Cleveland, Ohio  
Music Box

**TAYLOR, ROSS**  
KTRC, Santa Fe, N. Mex.  
Music of the Americas

**TAYLOR, WILL**  
WSD, Baltimore, Md.  
The Ladies Man

**THOMAS, GARRETT**  
WOLS, Florence, S. C.  
Make Believe Ballroom

**THOMAS, GLENN**  
WEJ, Hagerstown, Md.  
On the Band Stand

**TOMPSON, CAMPBELL**  
WGNV, Newburgh, N. Y.  
Souvenir Time

**TOLBOE, KENT**  
KOVO, Provo, Utah  
Music Mart Jamboree

**TOWNSEND, CHET**  
WCAW, Charlestown, W. Va.  
Sports Carnival

**TOWNSHEND, JOHN**  
WGWC, Salma, Ala.  
Mid-Morning Varieties

**TRANTER, CHUCK**  
WNAE, Warren, Pa.  
Please Play

**TRENT, GEORGE**  
WAGA, Atlanta, Ga.  
In the Groove

**TREXLER, DUKE**  
WSAV, Savannah, Ga.  
The Bandwagon

**TROUT, WAYNE**  
WSBA, York, Pa.  
America Sings

**TRYON, AL**  
WFUN, Huntsville, Ala.  
No. 1450 Club

**TUCKER, DICK**  
WEIM, Fitchburg, Mass.  
Melody Matinee

**TUCKER, ROBERT**  
WPAV, Portsmouth, Ohio  
Coffee Time

**TUCHOLKA, ED**  
WEBR, Buffalo, N. Y.  
Noonday Revue  
1340 Club

**TUNIS, HAL**  
WAAT, Newark, N. J.  
Band Review

**TURNER, JIM**  
WSTB, Salisbury, N. C.  
Hillbilly Jamboree

**TUTEWEILER, C.**  
WHNC, Henderson, N. C.  
Welcome to Carolina

**TYSON, DAVE**  
WCAE, Pittsburgh, Pa.  
Wake Up

## — V —

**VALLON, GENE**  
WWCO, Waterbury, Conn.

**VANDIVER, BOB**  
WFRP, Savannah, Ga.  
T. D. Show

**VANN, FRANK**  
WTAR, Norfolk, Va.  
Mail Order Music

**VARGO, ANDY**  
KLOU, Lake Charles, La.  
Hillbilly Roundup

**VESEL, BOB**  
WHWL, Nanticoke, Pa.  
Music A La Carte

**VENELL, BILL**  
WHO, Des Moines, Ia.  
Carousel

**VIA, RICHARD**  
WLOE, Leaksville, N. C.  
1490 Club

**VICTOR, ERVIN**  
WKBW, Buffalo, N. Y.  
Howdy, Neighbor

**VIHMAN, ED**  
WCCO, Minneapolis, Minn.  
Music of the Masters

**VIKEN, FLOYD**  
KORE, Eugene, Ore.  
Early Bird

**VINSON, JIMMY**  
WBML, Macon, Ga.

**VON TOBLE, RUDY**  
KPQ, Wenatchee, Wash.  
Musical Clock

**WAYNE, BURT**  
WNEW, New York, N. Y.

**WANE, LARRY**  
WCOA, Pensacola, Fla.  
Dancing Party

**WAYNE, STU**  
KYW, Philadelphia, Pa.  
Musical Clock

**WEBSTER, KURT**  
WBT, Charlotte, N. C.  
Midnight Dancing Party

**WEAVER, DICK**  
KROD, El Paso, Tex.  
Matinee at Radio Center

**WEGENER, ED W.**  
WOL, Ames Iowa.  
Music Shop  
Music in the Air

**WEINMAN, LOU**  
WNAB, Bridgeport, Conn.  
1450 Club

**WELLES, JACQUES**  
WITH, Baltimore, Md.

**WELLS, BOB**  
WEBR, Buffalo, N. Y.  
Hi Teen

**WENDELL, BUD**  
WHK, Cleveland, Ohio  
Bud Wendell Show

**WESSON, DICK**  
KALE, Portland, Ore.  
Platter Fatter

**WEST, KELLY**  
KLPR, Oklahoma City, Okla.  
Hillbilly Hit Parade

**WHALEY, BUD**  
KMAC, San Antonio, Tex.  
Harlem Serenade

**WHITEMAN, PAUL**  
ABC-WJZ, N. Y.

**WILLIAMS, BILL**  
WOV, New York City  
Wake Up New York

## — W —

**WADE, OZZIE**  
WKNE, Keene, N. H.

**WAGNER, JACK**  
KLO, Ogdan, Utah  
Musical Train

**WAIN BEA & (Andre Baruch)**  
WMCA, New York, N. Y.  
Mr. and Mrs. Music

**WALKER, BOB**  
WACO, Waco, Texas

**WALKER, GLENN**  
WCBI, Columbus, Miss.  
The Disc Jockey

**WALL, WOODSON**  
WRBC, Jackson, Miss.  
Jive Parade

**WALLACE, DAVE**  
WOOD, Grand Rapids, Mich.  
Platter Chatter

**WALSH, WILLIAM**  
WIZE, Springfield, Ohio  
Rize with WIZE

**WALTERS, GENE**  
WATL, Atlanta, Ga.  
Swing Session

**WALTMON, MAL**  
KIT, Yakima, Wash.  
Your Pal, Mal

**WALTON, ELDON**  
KEIO, Pocatello, Idaho

**WALTON, SIDNEY**  
WINS, N. Y.

**WARD, BILL**  
WNGA, Asheville, N. C.  
Discord at Daybreak

**WELLS, BOB**  
WEBR, Buffalo, N. Y.  
Hi Teen

**WENDELL, BUD**  
WHK, Cleveland, Ohio  
Bud Wendell Show

**WESSON, DICK**  
KALE, Portland, Ore.  
Platter Fatter

**WEST, KELLY**  
KLPR, Oklahoma City, Okla.  
Hillbilly Hit Parade

**WHALEY, BUD**  
KMAC, San Antonio, Tex.  
Harlem Serenade

**WHITEMAN, PAUL**  
ABC-WJZ, N. Y.

**WILLIAMS, BILL**  
WOV, New York City  
Wake Up New York

## — Y —

**YEAROUT, BILL**  
WREN, Topeka, Kans.  
Topeka Timekeeper

**YONGE, SYLVIA**  
WTMC, Ocala, Fla.  
1290 Club

**YORK, TOMMY**  
WLAY, Muscle, Shoals, Ala.  
1450 Club

**YOUNG, BILL**  
KRAL, Rawlins, Wyoming  
Afternoon Varieties

**YOUNG, DALE**  
WAOV, Vincennes, Indiana  
Juke Box Saturday Night

**YOUNG, J. N., JR.**  
KBST, Big Spring, Tex.  
Platter Party

**YOUNG, O. C.**  
WHIS, Bluefield, W. Va.  
Cornerib Jamboree

## — Z —

**ZIMMER, GRAENE**  
WCSI, Columbus, Indiana

"THE GOLDEN TOUCH"

Frankie  
**CARLE**

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# Orchestra Leaders Musical Conductors and Organists —their work during 1947

## — A —

**AANENSON, QUENTIN**  
WLCS, Baton Rouge, La.

**ABBOTT, WILLIAM N.**  
WTMA, Charleston, S. C.

**ACKLEY, WAYNE**  
KRNT, Des Moines, Iowa

**ADAMS, FRANCES**  
WCON, Atlanta, Ga.

**ADLAM, BASIL**  
ABC—Mr. President  
The Opie Cates Show

**ALEXANDER, JEFF**  
CBS—Bill Goodwin Show  
NBC—Amos 'n' Andy

**ALEXANDER, JEFF**  
NBC—Amos 'n' Andy

**ALEXANDER, MARTIN**  
WHBC, Canton, Ohio

**ALLEN, JOHN**  
KPLT, Paris, Tex.

**ALLEN, ROBERT**  
WCMW, Canton, Ohio

**ALLIN, HENRY**  
WLAP, Lexington, Ky.

**ANDERSON, CHARLOTTE**  
WHTF, Hartford, Conn.

**ANDERSON, WARREN A.**  
WGFG, Kalamazoo, Mich.

**ANDREWS, JAMES**  
KKRO, Aberdeen, Wash.

**ANNO, MARY JEAN**  
WATW, Ashland, Wis.

**ANTONINI, ALFREDO**  
CBS—Eileen Farrell

**ARDEN, VICTOR**  
NBC—Waltz Time  
Manhattan Merry-Go-Round

**ARIM, THOMAS**  
WSTV, Steubenville, Ohio

**ARLO**  
ABC

**ARMBRUSTER, ROBERT**  
NBC—Cavalcade of America  
Kraft Music Hall

**ARMSTRONG, BERNIE**  
KDKA, Pittsburgh, Pa.

**ARNAZ, DESI**  
NBC—Bob Hope

**ALPERT, H. T. (Trigger)**  
NBC—The Tex and Jinx Show

**ASHBY, IRVING**  
NBC—King Cole Trio Time

**ARLO (Arlo Hulst)**  
NBC—Honeymoon in New  
York  
Story Shop

**ARTZT, WILLIAM**  
CBS—Blondie

**ATHEARN, BOB**  
KBOW, Butte, Mont.

**ATKINSON, WAYNE**  
KVKM, Monahans, Tex.

**AUDREY, ALEENA FOWLER**  
KOCA, Kilgore, Tex.

**AUGUSTINE, JOHNNY**  
NBC—Take It or Leave It

**AUNE, FREDDIE**  
NBC—Manor House Party  
Freddie Aune & His Foursome

**AUSTIN, RUSTY**  
WBUD, Morrisville, Pa.

## — B —

**BABIN, E. (Mrs.)**  
WIAC, San Juan, P. R.

**BAILEY, CECIL**  
KVOU, Uvalde, Tex.

**BAKER, MARIE**  
WBLJ, Dalton, Ga.

**BALDWIN, BILL**  
KSO, Des Moines, Iowa

**BALDWIN, PHIL**  
CKNW, New Westminster, B.  
C. Canada

**BALLANTINE, ED**  
ABC—Breakfast Club

**BALZER, LUDWIG F.**  
WRC, Washington, D. C.

**BAMBRIDGE, JOHN**  
KMOX, St. Louis, Mo.

**BANCROFT, P. F.**  
KTAR, Phoenix, Ariz.

**BANKS, MARGARET**  
WBIG, Greensboro, N. C.

**BANTA, FRANK**  
NBC—D & H Miners

**BANYARD, FRANK**  
KWBW, Hutchinson, Kans.

**BARBOUR, DAVE**  
BARCLAY, JAMES  
WFRP, Savannah, Ga.

**BARDO, LYLE**  
WFRG, San Francisco, Calif.

**BARGY, ROY**  
NBC—Rexall Summer Theater  
Jimmy Durante Show

**BARKER, GLADYS**  
WFRL, Freeport, Ill.

**BARKER, PETER**  
CJAT, Trail, B. C. Canada

**BARLOW, HOWARD**  
NBC—Voice of Firestone  
Harvest of Stars

**BARNETT, CLYDENE**  
WKRM, Columbia, Tenn.

**BARON, PAUL**  
NBC—Mystery in the Air

**BARRETT, IDA**  
WLPM, Suffolk, Va.

**BARRETTE, ROGER**  
WFEA, Manchester, N. H.

**BARRON, BLUE**  
NBC—Edison Hotel Orchestra

**BARRY, BARBARA**  
WHIM, Providence, R. I.

**BARRY, DAN**  
KFKU, Lawrence, Kans.

**BATE, DICK**  
WBRS, Pensacola, Fla.

**BAUER, A. J.**  
WINK, Ft. Myers, Fla.

**BAUGH, GENE**  
WBAP, Ft. Worth, Tex.

**BAUM, PEARL (Mrs.)**  
WXSC, Charleston, S. C.

**BAXTER, LEO**  
WBOW, Terre Haute, Ind.

**BEALS, RAY**  
KVGB, Great Bend, Kans.

**BEAVER, RUTH**  
WGAP, Maryville, Tenn.

**BECK, AL**  
WDIA, Memphis, Tenn.

**BECKER, ALFRED**  
KOY, Phoenix, Ariz.

**BEHL, WALTER**  
WFOX, Milwaukee, Wis.

**BELEK, ROSE**  
KWBU, Corpus Christi, Tex.

**BELL, FRANK**  
WBEI, Boston, Mass.

**BENDITZKY, NAUM**  
NBC—NBC String Quartette

**BENEKE, TEX**  
NBC—Chesterfield Supper Club

**BENNETT, RAY P.**  
KFJB, Marshalltown, Ia.

**BENOIST, ALINE**  
WMIX, Mt. Vernon, Ill.

**BERCOVITZ, ABE**  
KGWV, Portland, Ore.

**BERG, H. M., JR.**  
KVSF, Santa Fe, N. M.

**BERNSTEIN, LEONARD**  
ABC—Boston Symphony

**BERNTHAL, MURRAY**  
WSYR, Syracuse, N. Y.

**BERQUIST, BERNARD (Whitey)**  
NBC—American Novels  
Doctors—Then & Now  
National Farm & Home Hour  
World's Great Novels  
Whitey Berquist Orchestra  
Kickoff Tunes

**BEST, LILLIAN**  
KGDM, Stockton, Calif.

**BETHANCOURT, JOSE**  
NBC—Tropicana  
Echoes from the Tropics

**BIELSKI, CASS**  
NBC—U. S. Army Air Forces  
Band

**BIGLEY, DAVID E.**  
WJOL, Florence, Ala.

**BIRD, CHUCK**  
WMUS, Muskegon, Mich.

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**BILLINGSLEY, WM.**  
WADE, Dadesboro, N. C.

**BISHOP, DONALD C.**  
KGEM, Boise, Idaho

**BLACK, FRANK (Dr.)**  
NBC—Story of Music  
Harvest of Stars  
Serenade to America  
NBC Symphony Orchestra

**BLACK, NORMAN**  
WFIL, Philadelphia, Pa.

**BLACKBURN, JIMMY**  
WBHP, Huntsville, Ala.

**BLAKE, BRUCE R.**  
WHKK, Akron, Ohio

**BLAND, CECIL**  
KTBS, Shreveport, La.

**BLEYER, ARCHIE**  
CBS—Arthur Godfrey Show  
Talent Scouts  
Crime Photographer

**BLIEDEN, LARRY**  
KATL, Houston, Tex.

**BLOCH, RAY**  
By Popular Demand (MBS); Continental Celebrity Club (CBS); Crime Doctor (CBS); Holiday & Company (CBS); Johnny Presents (NBC); Mary Small — "Junior Miss" Show (ABC); Milton Berle (NBC).

**BLOKER, EDYTHE**  
WJRI, Lenoir, N. C.

**BOBBITT, M. A.**  
WBOB, Balax, Va.

**BODDEN, ROBERT J.**  
KROS, Clinton, Iowa

**BOGART, FRANK**  
NBC—Frank Bogart's Orchestra

**BOISVERT, LOUIS**  
WBRY, Waterbury, Conn.

**BONIME, JOSEPH**  
ABC—The Sheriff

**BOONE, CARLETON**  
WKAL, Rome Utica, N. Y.

**BORGE, VICTOR**  
NBC—Victor Borge Show

**BORNE, HAL**  
NBC—Date With Judy

**BOTHE, RONALD F.**  
WMIQ, Iron Mtn., Mich.

**BOVERO, PHIL**  
KGO, San Francisco, Calif.

**BOWEN, MARJORIE**  
KGLU, Safford, Ariz.

**BOWERS, JACK M.**  
WNAD, Norman, Okla.

**BOWYER, MILDRED**  
KJES, San Francisco, Calif.

**BOYD, WILLIAM C.**  
WJIM, Lansing, Mich.

**BOYER, JAMES**  
WISH, Indianapolis, Ind.

**BRADLEY, HAROLD**  
WHLD, Niagara Falls, N. Y.

**BRADLEY, OWEN**  
WSM, Nashville, Tenn.

**BRADLEY, OSCAR**  
CBS—We the People

**BRADY, WILLIAM P.**  
WEDC, Chicago, Ill.

**BROWN, CHARLES**  
WGNS, Murfreesboro, Tenn.

**BREITENMOSER, DON**  
KPDR, Alexandria, La.

**BRELAND, ED**  
WAML, Laurel, Miss.

**BRENDLER, CHARLES, (Lieutenant Commander)**  
NBC—U. S. Navy Band

**BRESTOFF, PHIL**  
WXYZ, Detroit, Mich.

**BREWER, DON**  
KAKC, Tulsa, Okla.

**BRICE, JAMES A.**  
WTPR, Paris, Tenn.

**BRIDGE, J. GORDON**  
WBTA, Batavia, N. Y.

**BRIGHT, KEITH**  
WMGA, Moultrie, Ga.

**BRING, LOU**  
NBC—Kraft Music Hall

**BRISSEY, PAUL**  
KUOM, Minneapolis, Minn.

**BRITTAIN, H.**  
CKRC, Winnipeg, Manitoba, Canada

**BROOKSON, RICHARD B.**  
WPOR, Portland, Maine

**BROOKS, DEEN**  
WKNA, Charleston, W. Va.

**BROOKS, GEORGE L.**  
KDIX, Dickinson, N. D.

**BROOKS, ROBERT (Recorded)**  
WSCR, Scranton, Pa.  
Petherick, Margaret (love)

**BROWN, H. ARTHUR**  
KROD, El Paso, Tex.

**BROWN, EDDY**  
WHLI, Hempstead, New York

**BROWN, JAN**  
KWTX, Waco, Tex.

**BROWN, LES**  
NBC—Bob Hope



PAUL  
**TAUBMAN**  
ORGANIST  
COMPOSER  
CONDUCTOR

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ROSEMARY TRAVELER • TRUE DETECTIVE • MYSTERIOUS  
STEPHEN GRAHAM (Family Doctor) • ADVENTURES OF FRANK MERRIWELL • KEYS TO ADVENTURE  
Musical Commercials and Jingles for  
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**BROWN, MAURICE**  
CBS—Let's Pretend

**BROWN, WALBERG**  
NBC—Do You Remember  
Clevelandaires

**BRUCE, DWIGHT J.**  
WTOG, Savannah, Ga.

**BRUNO, WALTER**  
ABC—Detroit Symphony

**BRUNS, GEORGE**  
KEX, Portland, Ore.

**BRUNSON, LILLIAN**  
WJMX, Florence, S. C.

**BRYON, DONALD**  
NBC—Cavalcade of America

**BRYN, GENE**  
WISR, Butler, Pa.

**BUCHANAN, DEAN**  
KEYY, Pocatello, Idaho

**BUHRMAN, BURT**  
NBC—Joyce Jordan

**BULLIS, LEE S.**  
KYJC, Medford, Ore.

**BURGESS, HARLOW**  
NBC—Harlow Burgess & Or-  
chestra

**BURGESS, PAUL**  
KWSC, Pullman, Wash.

**BURKETT, KATHLEEN**  
KLPR, Oklahoma City, Okla.

**BUTTON, HUBERT**  
CKCW, Moncton, N. B. Canada

— C —

**CADDELL, RAYMOND**  
WHSC, Hartsville, S. C.

**CAIN, BEN**  
KAFY, Bakersfield, Calif.

**CAIN, OLLIE**  
WAPX, Montgomery, Ala.

**CALDWELL, JUNE**  
WMT, Cedar Rapids, Iowa

**CAMERON, CLIFF**  
WATL, Atlanta, Ga.

**CAMPBELL, A. HARTWELL**  
WCKB, Dunn, N. C.

**CAPELL, BARBARA**  
KFAC, Los Angeles, Calif.

**CARLE, FRANKIE**  
NBC, CBS, MBS — Columbia  
Records

**CARLING, TOMMY**  
NBC—Tommy Carling's Or-  
chestra

**CARLSON, MAUDE**  
WIBW, Topeka, Kan.

**CARLTON, HOLLIS**  
WCOV, Montgomery, Ala.

**CARMOUCHE, LOIS**  
KLOU, Lake Charles, La.

**CARPENTER, HOWARD**  
KVNI, Coeur d'Alene, Idaho

**CARROTHERS, LARRY**  
WBAC, Cleveland, Tenn.

**CARTER, CAL**  
KAMD, Camden, Ark.

**CARTER, GAYLOR**  
ABC—Bride and Groom

**CASE, RUSS**  
NBC—Kraft Music Hall  
RCA Victor Show

**CASTILLO, DEL**  
CBS—Stars Over Hollywood

**CATES, JOAN**  
KTMC, McAlester, Okla.

**CAVANAUGH, JOSEPH**  
WENE, Endicott, N. Y.

**CATES, OPIE**  
NBC—Meet Me at Parky's

**CAVALLARO, CARMEN**  
NBC—Sheaffer Parade

**CHADWICK, ERMA**  
KOLE, Port Arthur, Tex.

**CHAMBERLIN, GEORGE**  
WMBM, Miami Beach, Fla.

**CHAPMAN, JACK B.**  
KTSM, El Paso, Tex.

**CHASINS, ABRAM**  
WQXR New York N. Y.

**CHASTANG SYBIL**  
KABC, San Antonio, Tex.

**CHESKIN, DAVID**  
WGR, Buffalo, N. Y.

**CHEZEM, CURTIS**  
KASH, Eugene, Ore.

**CHITTISON, HERMAN**  
NBC—Herman Chittison Trio

**CHRISTIAN, BOBBY**  
NBC—A Miss and a Male

**CLARE, BOB**  
KTIP, Porterville, Calif.

**CLARK, ALLAN**  
WKY, Okla. City, Okla.

**CLARK, HARPER L.**  
KALB, Alexandria, La.

**CLARK, ELIZABETH**  
WHPE, High Point, N. C.

**CLARKE, NOVA**  
KHBG, Okmulgee, Okla.

**CLARY, CHARLES**  
KOSA, Odessa, Tex.

**CLEMENT, JACK**  
WMON, Montgomery, W. Va.

**CLINTON, PAUL**  
WPDQ, Jacksonville, Fla.



## LEW WHITE

Organist

Composer

Conductor

### CURRENT SHOWS

Inner Sanctum—CBS

Listening Post—ABC

Grand Central Station—CBS

Portia Faces Life—NBC

Rose of My Dreams—CBS

RCA—Victor Recording Artist

Columbia Picture Shorts

LEXington 2-1100

**COLE, BUDDY**  
NBC—Truth or Consequences

**COLE, DAVID H.**  
KCRS, Midland, Tex.

**COLE, NAT KING**  
(Coles, Nathaniel); b. Montgomery, Ala., March 17, 1919; Kraft Music Hall, King Cole Trio Time, NBC

**COLLINS, JERRY**  
WNOX, Knoxville, Tenn.

**COLTER, BERTRAM**  
WMUR, Manchester, N. H.

**COLWELL, VIRGINIA**  
WLDS, Jacksonville, Ill.

**COMEAU, J. P.**  
CHEF, Granby, Que. Canada

**COMISKEY, LILLIE, MAE**  
KWFT, Wichita Falls, Tex.

**COMSTOCK, DONNA**  
WHTN, Huntington, W. Va.

**CONY, MARY EVELYN**  
WDAK, Columbus, Ga.

**CONTI, ANTHONY**  
WLEU, Erie, Pa.

**COOK, RICHARD**  
WMRN, Marion, Ohio

**COOK, MRS. SARA**  
WSCR, Birmingham, Ala.

**COOKE, ROBERT**  
KMVI, Wailuku, Maui T H

**COOLEY, CARLTON**  
NBC—NBC String Quartet

**COOPER, KATHERINE**  
WWNR, Beckley, W. Va.

**CORTES, ARTURO**  
WKJB, Mayaguez, P. R.

**COTNER, CARL**  
CBS—Gene Autry Show

**COZZI, SAM**  
KCIL, Houma, La.

**CRAIG, FRANCIS**  
NBC—Francis Craig Orchestra

**CRAIG, MARTHA**  
KELD, El Dorado, Ark.

**CRAVEN, HAROLD**  
WMFR, High Point, N. C.

**CRAWFORD, JESSE**  
ABC—David Harding—Counterspy

**CREW, CARROLL G.**  
KWJC, Natchitoches, La.

**CRIPPEN, BLANCHE**  
WKXL, Concord, N. H.

**CROMWELL, VIRGINIA**  
KRMD, Shreveport, La.

**CROOK, GEORGE**  
NBC—George Crook, Organist

**CROSBY, BOB**  
(Crosby, George Robert); Band leader and Vocalist; b. Spokane, Wash. Aug. 23, 1913; ed Gonzaga Univ.; Star, Club 15; Campbell Soups (CBS).

**CROSSON, ARTHUR, J.**  
WBNY, Buffa'o, N. Y.

**CROUCH, KATHLEEN**  
WMBO, Auburn, N. Y.

**CUGAT, XAVIER**  
MBS—Spotlight Bands  
NBC—The Drene Show

**CUMMINGS, BOB**  
KUJ, Walla Walla, Wash.

**CUTLER, KENNETH**  
WILL, Urbana, Ill.

— D —

**DABNEY, FRED A., JR.**  
WCHV, Charlottesville, Va.

**DALE, ALLAN**  
KURV, Edinburg, Tex.

**DALE, TED**  
Conductor; b. North Platte, Neb., July 25, 1910; Carnation Contended Show (NBC).

**DANIELS, MERRILL**  
WRRF, Washington, N. C.  
Sammy Kaye Show

**DAVID, RUSS**  
NBC—St. Louis Serenade

**DAVIDSON, BYRON**  
WAOV, Vincennes, Ind.

**DAVIDSON, RANDY**  
WCBS, Greenwood, S. C.

**DAVIES, LAWSON, S. C.**  
KCSU, Provo, Utah

**DAVIS, BOB**  
WASL, Annapolis, Md.

**DAVIS, GEORGE D., JR.**  
WRBL, Columbus, Ga.

**DAVIS, JOHN LEE**  
WKEY, Covington, Va.

**DAVIS, PHIL**  
CBS—Here's To You

**DAVIS, RALPH**  
KEYS, Corpus Christi, Tex.

**DEAL, JOHN H.**  
WHCU, Ithaca, New York

**DEBERRY, HERBERT**  
WPIK, Alexandria, Va.

**DE CESARE, ALICE**  
WGNV, Newburgh, N. Y.

**DE LUCA, GIUSEPPE**  
WHOM, New York City

**DON  
VOORHEES**

1947

Bell "Telephone Hour"

**VICTOR  
YOUNG**



**HARRY SALTER**

Musical Director of  
"It Pays To Be Ignorant"—CBS  
"This Is Adventure"—ABC  
(U. S. Coast Guard)  
CBS Documentaries

**EARL  
SHELDON**

Conductor

—  
"JACK SMITH SHOW"

CBS

**RAY BLOCH  
ENTERPRISES**



**HANK SYLVERN**

STRIKE IT RICH  
BOSTON BLACKIE  
BARRY WOOD SHOW  
BOB HAWK CAMEL SHOW

**Orchestra Leaders — Conductors — Organists**

**DENNY, FRANCES**  
WAIR, Winston-Salem, N. C.

**DENT, KENNETH**  
KRUX, Phoenix-Glendale, Ariz.

**DENTON, JAMES**  
KID, Idaho Falls, Idaho

**DeREMÉR, LIONEL H.**  
WBCM, Bay City, Mich.

**DeVOL, FRANK**  
NBC—Sealtest Village Store

**DIAMOND, LEO**  
NBC—The Time, the Place,  
and the Tune

**DICKENS, JIMMY**  
WKXN, Saginaw, Mich.

**DILLEY, ERMAL**  
KFNF, Shenandoah, Iowa.

**DILLON, KENNETH W.**  
WKOW, Madison, Wisc.

**DITTMAN, BEVERLY**  
WKBH, LaCrosse, Wisc.

**DOERR, J. HUBERT**  
WDZ, Tuscola, Ill.

**DOGGETT, MARJORIE**  
KNOW, Austin, Tex.

**DOLAN, BOB**  
CBS—Ford Show

**DOLIN, MAX**  
KIRO, Seattle, Wash.

**DONALDSON, EARL**  
KALL, Salt Lake City

**DORR, HAROLD**  
WARI, Bangor, Me.

**DORITY, DOROTHY**  
WTOL, Toledo, Ohio

**DORSEY, JIMMY**  
NBC, CBS, MBS

**DORSEY, TOMMY**  
NBC, CBS, MBS, WMCA

**DOSS, J. R., JR.**  
WJRD, Tuscaloosa, Ala.

**DOUGLAS, JACK**  
KELQ, Sioux Falls, S. D.

**DRAGON, CARMEN**  
CBS—Baby Snooks  
Old Gold Show  
NBC—Drene Show

**DRAPES, ELIZABETH**  
KXLK, Great Falls, Mont.

**DREHER, TURNER**  
KWAL, Wallace, Idaho

**DUCHIN, EDDIE**  
NBC—Kraft Music Hall

**DUFFY, JOHNNY**  
ABC—Murder and Mr. Malone

**DUNCAN, JAMES**  
WNOC, Norwich, Conn.

**DUNFORD, JR., B. C.**  
WSJS, Winston-Salem, N. C.

**DUNN, GREGG**  
KSTT, Davenport, Iowa

**DUNNING, OWEN**  
KOIN, Portland, Ore.

**DURHAM, LOWELL**  
KSL, Salt Lake City, Utah

**DUZER, ROGER VAN**  
WMBR, Jacksonville, Fla.

— **E** —

**EADIE, ROBERT**  
CKSF, Cornwall, Ontario, Canada

**EASTCOTT, ELMITT**  
KGEJ, Hollywood, Calif.

**EDGES, CLARENCE**  
WTAQ, Green Bay, Wisc.

**EDSON, EDWARD**  
NBC—First Piano Quartette

**EDWARDS, HELEN**  
WRUF, Gainesville, Fla.

**EDWARDS, LLEW**  
WPPA, Pottsville, Pa.

**ELLINGTON, DUKE**  
NBC, CBS, WMCA, MBS

**ELLIOTT, BARON**  
WCAE, Pittsburgh, Pa.

**ENNIS, SKINNAY**  
NBC—Abbott & Costello

**ENOS, JOE**  
ABC—Louella Parsons Show  
NBC—We Believe

**EPPEL, R. V.**  
KMHK, Mitchell, S. D.

**ERTLE, RITA, A**  
WICC, Bridgeport, Conn.

**ERVIN, VERA**  
WHHT, Durham, N. C.

**ETTERS, CLARENCE**  
WBT, Charlotte, N. C.

**EUCHNER, WAYNE**  
KFH, Wichita, Kan.

**EVANS, BOB**  
KRIG, Odessa, Tex.

**EVANS, DON**  
WGKV, Charleston, S. C.

**EVANS, JEFF**  
KRUL, Corvallis, Ore.

**EVANS, SAL**  
WDMG, Douglas, Ga.

**EVELYN & HER MAGIC VIOLIN**  
NBC—Hour of Charm

**EWING, BERNIECE**  
KSCJ, Sioux City, Ia.

— **F** —

**FACENDA, FRANK**  
WGM, Newport News, Va.

**LLOYD  
SHAFFER**

CHESTERFIELD SUPPER CLUB  
1945-46-47-48

**PAUL LAVALLE**

Cities Service "Highways In Melody"

**CARL HOFF**



**LENNY HERMAN**  
and  
**His Orchestra**



**RAY HEATHERTON**  
and  
**His Orchestra**



# **JACK MILLER'S ORCHESTRA**

*Featured on*

*"Kate Smith Sings"*

CBS

*"Radio Readers Digest"*

CBS

*"The Aldrich Family"*

NBC

*"Molle Mystery"*

NBC

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**FAGERDAHL, NORMAN**  
CKFI, Fort Frances, Ont.,  
Canada

**FAIRCHILD, COOKIE**  
NBC—Eddie Cantor Show  
Take It or Leave It

**FAITH, PERCY**  
Musical Conductor; b. Toronto,  
Canada, April 7, 1908; ed Jarvis  
Collegiate (ND); Pause That  
Refreshes on the Air (CBS);  
Carnation Contented Hour (NBC)

**FALBER, BEN**  
WTHI, Terre Haute, Ind.

**FARBER, BURT**  
NBC—Curtain Time

**FAY, LEWIS C.**  
KONO, San Antonio, Tex.

**FAYE, ROMELLE**  
NBC—Today's Children  
Woman in White  
Story of Holly Sloan

**FEIBEL, FRED**  
CBS—David Harum

**FELTS, ROLAND**  
WKDA, Nashville, Tenn.

**FERM, JOHN**  
KVEC, San Luis, Obispo, Calif.

**FERRIS, JANET**  
KMO, Tacoma, Wash.

**FESSLER, JEAN**  
WTAD, Quincy, Ill.

**FEUER, CY**  
CBS—Escape

**FIELD, CHAS. B.**  
KWIN, Ashland, Oreg.

**FINCH, ROBERT**  
WDAR, Savannah, Ga.

**FLATH, P. HANS**  
KMBC, Kansas City, Mo.

**FORBES, J.**  
CFRN, Edmonton, Alberta,  
Canada

**FORD, CHARLES**  
WCCP, Savannah, Ga.

**FORD, WHARTON**  
WSTC, Stamford, Conn.

**FORRESTER, DAVID**  
NBC—Red Skelton

**FOSSLER, DEAN**  
CBS—Guiding Light

**FOSTER, JACK**  
KSIX, Corpus Christi, Tex.

**FOWLER, HUGH**  
KRLD, Dallas, Tex.

**FRASER, MARGARET**  
WXGI, Richmond, Va.

**FRADKIN, FRED**  
CBS—Thin Man

**FRAUDBERG, LEO**  
WNJR, Newark, N. J.

**FRAUL, CLAUDE**  
WINN, Louisville, Ky.

**FREEMAN, TONY**  
NBC—Mad Masters

**FREED, ALAN**  
WAKR, Akron, Ohio

**FRITSCH, EDWARD**  
KTHH, Houston, Tex.

**FRITTS, WILLIAM STANLEY**  
NBC—The Korn Kobbler

**FURMAN, CLARENCE**  
KYW, Philadelphia, Pa.

**FULTON, D. K.**  
WALB, Albany, Ga.

— G —

**GALE, WILLIAM**  
CBS—County Fair

**GALLICHO, JOSEPH**  
NBC—Grand Marquee  
Story for Tonight  
Patterns in Melody  
Doctors—Then and Now  
Dave Garroway Show  
Doctors Today  
World's Great Novels

**GALLICCHIO, JOSEPH**  
WMAQ, Chicago, Ill.

**GANTER, RAYMOND**  
WFBL, Syracuse, N. Y.

**GARNER, ADAM**  
NBC—First Piano Quartette

**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.

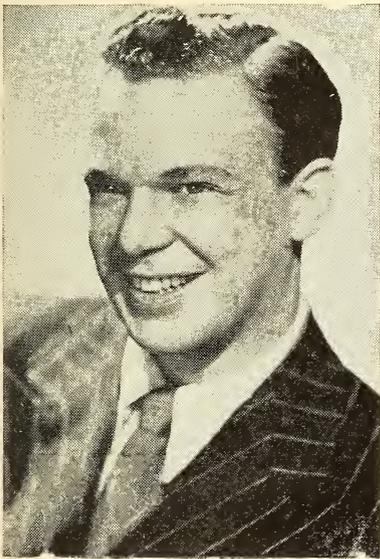
**GEARHART, LYNN**  
WALT, Tampa, Fla.

**GEHRETT, HARRY**  
KORN, Fremont, Nebr.

**GEMMER, CARLYLE**  
KICD, Spencer, Iowa

**GIBSON, MEREDITH**  
WJMR, New Orleans, La.

**GILBERT, NOEL**  
WMC, Memphis, Tenn.



**GEORGE WRIGHT**

**ARLO**  
and  
**The PLAYBOYS**



**Orchestra Leaders — Conductors — Organists**

**GILMORE, CHARLES**  
WCTA, Andalusia, Ala.

**GILRONAN, ANNA**  
KVAN, Vancouver, Wash.

**GIMPEL, BRONISLAW**  
ABC—Saturday Concert

**GINGERY, LOUDEN**  
KVAK, Atchison, Kan.

**GITZ, JEAN**  
KRDO, Colorado Springs, Colo.

**GLUSKIN, LUD**  
CBS—Suspense  
Adventures of Sam Spade  
Sweeney and March  
NBC—Amos 'n' Andy

**GOBEL, DOLPH**  
Johnny Thompson  
Ethel & Albert  
Dolph Gobel Trio  
Teen Age Time  
The O'Neils

**GODT, PAUL**  
KFEL, Denver, Colo.

**GOELLER, LEE**  
WFHG, Bristol, Va.

**GOODMAN, ABE**  
CBS—Grand Slam  
Strange Romance of Evelyn  
Winters

**GOODMAN, AL**  
Musical director; b. Russia; Pea-  
body Sch. of Music; Prudential  
Family Hour (CBS); Fred Allen  
Show; RCA Victor recording  
artist

**GOODMAN, BENNY**  
NBC—Victor Borge Show

**GORDON, BILL**  
WHHM, Memphis, Tenn.

**GORDON, LEE**  
NBC—Daytime Classics  
Clevelandaires

**GORDON, NATHAN**  
NBC—NBC String Quartette

**GRACE, STELLA**  
WPIT, Pittsburgh, Pa.

**GRADIN, HARRY**  
WDSM, Superior, Wis.

**GRAHAM, ANNE**  
WKAI, Macomb, Ill.

**GRAHAM, GENE**  
WWGS, Tifton, Ga.

**GRALITZER, LOUIS**  
NBC—NBC String Quartette

**GRANT, RUSSELL**  
KODI, Cody, Wyo.

**GRASSO, FRANK**  
WFLA, Tampa, Fla.

**GRAY, JERRY**  
CBS—Club 15

**GREEN, BERNIE**  
ABC—Henry Morgan Show

**GREEN, ETHYL**  
KIPA, Hilo, Hawaii, T. H.

**GREENE, CARL**  
KSON, San Diego, Calif.

**GREENE, JOHNNY**  
CBS—Man Called X

**GREENWOOD, DWIGHT**  
KPHO, Phoenix, Ariz.

**GREER, ROBT.**  
KPRK, Livingston, Mont.

**GREY, PETER**  
WSMB, New Orleans, La.

**GRIBBLE, JACK**  
KFBC, Cheyenne, Wyo.

**GRIEB, HERBERT**  
WBRC, Birmingham, Ala.

**GRILLI, ANITA**  
WHBQ, Memphis, Tenn.

**GRIMES, SALLY ANN**  
KOME, Tulsa, Oklahoma

**GROSS, GEORGE**  
WIBU, Poynette, Wis.

**GROSS, WALTER**  
NBC—Torme Time

**GROULX, AURELE**  
CKCH, Hull, Quebec, Canada

**GROW, LOU DEAN**  
KLX, Oakland, Calif.

**GULET, DANIEL**  
NBC—NBC String Quartette

— H —

**HACKETT, RAY**  
KQW, San Jose, Calif.

**HADLEY, JR., WILLIAM H.**  
KXLR, North Little Rock, Ark.

**HAENSCHEN, GUSTAVE**  
CBS—Saturday Night Serenade  
NBC—American Album of  
Familiar Music

**HALE, ETHLYN**  
WCKY, Cincinnati, Ohio

**HALVORSEN, ROY L.**  
KSUB, Cedar City, Utah

**HAM, SAM**  
WDBC, Escanaba, Mich.

**HAMILTON, JOHN**  
KPRL, Paso Robles, Calif.

**HAMILTON, WARD**  
WWNY, Watertown, N. Y.

**HAMMONS, MARY FANE**  
WMOX, Meridian, Miss.

**HAMON, FRANK**  
CHEX, Peterborough, Ontario,  
Canada



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MR. KEEN — C.B.S.

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**HAMPY, HERMAN**  
WEEK, Peoria, Ill.  
**HAND, G.**  
WJXN, Jackson, Miss.  
**HANFORD, JO**  
WBAA, West Lafayette, Ind.  
**HANSEN, BOB**  
KTRI, Sioux City, Ia.  
**HANSON, EARLE BARR**  
WIOD, Miami, Fla.  
**HANSON, HOWARD, (Dr.)**  
NBC—Story of Music  
Orchestras of the Nation  
**HARDMAN, GLENN**  
KTUL, Tulsa, Okla.  
**HARMON, J. BERTRAM**  
WGRC, Louisville, Ky.  
**HARRILL, NELSON**  
WGWR, Asheville, N. C.  
**HARRIS, ALBERT (Dr.)**  
NBC—Storehouse of Music  
**HARRIS, PHIL**  
MC, comedian, orchestra leader; b. Linton, Ind., June 24, 1906; The Fitch Bandwagon (NBC).  
**HARTIGAN, RICHARD**  
WROW, Albany, N. Y.  
**HARTLEY, JAMES A.**  
WGGA, Gainesville, Ga.  
**HARTLEY, JOHN**  
WREX, Duluth, Minn.  
**HARTLINE, MARY**  
ABC—Junior Junction  
**HARTMAN, ROME J.**  
WIRK, West Palm Beach, Fla.  
**HARTSFIELD, LARRY**  
WGNI, Wilmington, N. C.

**HARWOOD, WALDO**  
WCSH, Portland, Me.  
**HATCH, DON**  
KSDJ, San Diego, Calif.  
**HATCH, WILBUR**  
CBS—Screen Guild Players  
**HATHAWAY, GEORGE L.**  
KYUM, Yuma, Ariz.  
**HAYES, DONALD C.**  
WNRD, Syracuse, N. Y.  
**HEADY, WAYNE**  
KTOP, Topeka, Kans.  
**HEATHERTON, RAY**  
NBC, CBS, MBS.  
**HEIFETZ, BERNAR**  
NBC—NBC String Quartette  
**HENKE, CHAS.**  
WFHR, Wisconsin Rapids, Wis.  
**HERFORD, JOHNNY (Miss)**  
NBC—Honeymoon in New York  
**HERMAN, CHAS.**  
WLAJ, Grand Rapids, Mich.  
**HERMAN, LENNY**  
NBC, CBS, MBS.  
**HERMAN, WOODY**  
(Woodrow, Herman); b. Milwaukee, Wisc.; Marquette Univ.; The Woody Herman Show (ABC); Summer Electric Hour with Peggy Lee (CBS).  
**HERRON, JOEL**  
WHN, New York, N. Y.  
**HERSENHOREN, SAMUEL**  
NBC—Wayne & Shuster Show  
**HESLOP, EMILY**  
KOLO, Reno, Nev.

**HESS, GENE**  
KIT, Yakima, Wash.  
**HILL, DAVID**  
WEAM, Arlington, Va.  
**HINMAN, HAROLD**  
KTRB, Modesto, Calif.  
**HIRSCH, BERTRAND**  
NBC—American Album of Familiar Music  
**HIPPS, TOM**  
KCTX, Childress, Tex.  
**HIT, JOHN A.**  
KSKY, Dallas, Texas  
**HOEDEL, VIRGINIA**  
WIBA, Madison, Wis.  
**HOFF, CARL**  
Orchestra leader; b. Oxnard, Calif.; USC; Ariz. Conservatory of Music; Columbia Records; Shorts for Warner Bros.; Kay Kyser's "College of Musical Knowledge" (NBC).  
**HOFMAN, JACK**  
KFMJ, Tulsa, Okla.  
**HOGAN, HARLAN**  
WSBT, South Bend, Ind.  
**HOHENGARTEN, CARL**  
KWK, St. Louis, Mo.  
**HOKANS, ARNE**  
WKLA, Ludington, Mich.  
**HOLDEN, KENNETH, F.**  
KBKR, Baker, Ore.  
**HOLLANDER, MAX**  
NBC—NBC String Quartette  
**HERMAN, LENNIE**  
Lennie Herman Quintet  
**HOLT, LEAH**  
KWJJ, Portland, Ore.



**CHARLES PAUL**

*Conductor—Composer*

**MR. & MRS. NORTH**  
NBC

**THEATRE OF ROMANCE**  
CBS

# WALTER SCHARF

Musical Director—  
Composer

ALICE FAYE—PHIL HARRIS

Fitch Bandwagon

**HOMESTEADERS (orchestra)**

NBC—National Farm and Home Hour

**HORTON, VAUGHN**

**HOUSE, FRANK**

WJOY, Burlington, Vt.

**HOUSTON, ED**

CKEY, Toronto, Ontario, Canada

**HOVEY, DON**

WHO, Des Moines, Ia.

**HOWARD, EDDIE**

NBC—Sheaffer Parade

**HOWARD, GEORGE SALLADE, Major**

NBC—U. S. Army Air Forces Band

**HUBER, HAP**

WSNY, Schenectady, N. Y.

**HUBER PAUL R.**

WTVL, Waterville, Me.

**HUDSON, JESALYN PAYNE**

WREC, Memphis, Tenn.

**HUFFMAN, GLENDA**

KECK, Odessa, Tex.

**HULTS, ARLO**

Honeymoon in New York

**HUNSBERGER, PAUL J.**

WWBZ, Vineland, N. J.

**HUSTAD, DON**

ABC—Club Time

**HUTSELL, ROBERT**

WHAS, Louisville, Ky.

**HUTTO, MALCOLM**

WJEJ, Hagerstown, Md.

**HYLTON, KATIE**

KMHT, Marshall, Tex.

**— I —**

**IHRKE, ELMER**

WEMP, Milwaukee, Wisc.

**IMBROGLIO, JOSEPH**

WFBR, Baltimore, Md.

**ISHAM, DON**

KOL, Seattle, Wash.

**— J —**

**JACKSON, WALTER**

WIBC, Indianapolis, Ind.

**JELENSNIK, EUGENE**

KDYL, Salt Lake City, Utah

**JELLISON, WM. P.**

WFTW, Ft. Wayne, Ind.

**JENKINS, GORDON**

CBS—Dick Haynes Show

**JEROME, JERRY**

NBC—Teentimers Club

**JOHNSON, LAURA**

WJMS, Ironwood, Mich.

**JONES, SPIKE**

CBS—Spotlight Review

**JOY, VIOLET**

WHOT, South Bend, Ind.

**— K —**

**KAHN, JOE**

NBC—Vest Pocket Varieties  
Once Upon Our Time  
Musical (also called Cameos of Music)

**KALER, RANDALL**

WFAS, White Plains, N. Y.

**KATZ, BERNARD**

NBC—Hollywood Star Preview

**KATIMS, MILTON**

NBC—Music for Today

**KAYS, BY EAR**

Serenade to America

Vest Pocket Varieties

Tapestry Musicale

Eternal Light

NBC Symphony Orchestra

NBC Concert Orchestra

**KATZ, BERNARD**

ABC—Mayor of the Town

**KAUFMANN, HARRY J.**

WDAF, Kansas City, Mo.

**KAY, MARY**

WMAM, Marinette, Wisc.

**KAYE, SAMMY**

ABC—Sunday Serenade

So You Want To Lead A Band

**KOURY, REX**

ABC—The Adventures of Bill

Lance

**KEARNS, JOEY**

WCAU, Philadelphia, Pa.

**KEATON, CHARLES**

WOL, Washington, D. C.

**KEEN, MARION**

KTMS, Santa Barbara, Calif.

**KENTON, STAN**

(Kenton, Stanley N.); Band leader; b. Wichita, Kans., Feb. 19, 1912.

**KERR, SHIRLEY**

WKST, New Castle, Pa.

**KIMBLE, WALTER D.**

WDBO, Orlando, Fla.

**KIBBEE, GORDON**

NBC—Date With Judy

**KILEY, JOHN**

WMEX, Boston, Mass.

**KINGSBURY, CHET**

NBC—Adventures of Ellery

Queen

**KINNEY, WENDALL**

KXLE, Ellensburg, Wash.

**KLEIVE, JOHN**

WEBC, Duluth, Minn.

**KORN KOBBLERS**

NBC—Korn Kobblers program

**KOSLOFF, LOU**

NBC—Life of Riley

**KOSTAL, IRVING**

(with the Irving Kostal Trio)

NBC—Once Upon Our Time

**KOSTELANETZ, ANDRE**

CBS—The Music of Andre

Kostelanetz

**KOTTLER, MISCHA**

WWJ, Detroit, Mich.

**KOUSSEVITZKY, SERGE**

ABC—Boston Symphony

**KRUEGER, BENNIE**

NBC—Rudy Vallee Show

**KRUEGER, KARL**

ABC—Detroit Symphony

**KUNZ, KERROLL**

WNBZ, Saranac Lake, N. Y.

**KURTZ, SAMUEL**

NBC—U. S. Army Air Forces

Band

**KYLE, FORREST**

KOPP, Ogden, Utah

**KYSER, KAY**

(Kysar, James King Kern); Band leader, Comedian; b. Rocky Mount, N. C., June 18, 1905; Univ. of N. C.; College of Musical Knowledge (NBC).

**— L —**

**LAMBERT, NORMAN**

WLBZ, Bangor, Maine

**LANDAU, IRVING**

WINS, New York, N. Y.

**LANE, LORNA**

WRKQ, Rockford, Ill.

**LANGE, HENRY**

WHIO, Dayton, Ohio

**LARSON, WAYNE**

WJAG, Norfolk, Neb.

**LAUZAU, FRANCIS**

WMMN, Fairmont, W. Va.

**LAVALLE, PAUL**

Conductor, Composer, Arranger; b. Beacon, N. Y., Sept. 6, 1908; ed. Institute of Musical Art

(Julliard) Highways in Melody, NBC; Saturday Concert, ABC.

**LaVOIE, PAUL**

WJR, Detroit, Mich.

**LEAF, ANN**

NBC—Lorenzo Jones

Front Page Farrell

**LEIBERT, DICK**

NBC—Katie's Daughter

Stella Dallas

When a Girl Marries

Dick Leibert program

**LEIGH, LEONARD**

KSTP, St. Paul-Minneapolis, Minn.

**LEVANT, OSCAR**

NBC—Kraft Music Hall

**LEVEY, HAROLD**

(CBS—Armstrong Theatre of Today

ABC—Theatre Guild on the

Air

**LEVIN, SYLVAN**

WOR, New York, N. Y.

**LIEBERT, DICK**

CBS—Our Gal Sunday

**LIGHT, ENOCH**

NBC—Enoch Light Orchestra

LOFTNESS, RAY

KSOU, Sioux Falls, S. Dak.

**LOMBARDO, GUY**

CBS, MBS, NBC, ZIU trans-

criptions

**LONG, JOHNNY**

KDWT, Stamford, Tex.

**LOPEZ, VINCENT**

NBC—Luncheon with Lopez

**LUCKY, PENNIES**

NBC—Circle Arrow Show

**LUDLOW, BEN**

NBC—Call the Police

**LYN, MURRAY**

NBC—Harvest of Stars

**LYNCH, CAROLYN SMITH**

WLAQ, Rome, Ga.

**Mc**

**McCALL, BETTY JO**

WWFP, Palatka, Fla.

**McINTIRE, RUSSELL B.**

WSTP, Salisbury, N. C.

**McLEAN, DON**

KFYR, Bismarck, N. Dak.

**McMANUS, WALLACE**

WEBR, Buffalo, N. Y.

**— M —**

**MAGNANTE, CHARLIE**

NBC—Jack Berch Show

**MALNECK, MATTY**

NBC—Duffy's Tavern

**MAMORSKY, MORRIS**

NBC—Eternal Light

Third Horseman

**MANN, CARL F.**

KVET, Austin, Tex.

**MARSHALL, BILLY**

WPEN, Philadelphia, Pa.

**MARTIN, FREDDY**

CBS—Jack Carson Show

**MARTIN, NOEL**

KOB, Albuquerque, N. M.

**MATTOLO, TONY**

NBC—Jack Berch Show

The Tex and Jinx Show

**MAUPIN, REX**

ABC—Tommy Bartlett Time

**MAY, BILLY**

CBS—Adventures of Ozzie and

Harriet

ABC—You Bet Your Life

**MEAKIN, JACK**

**MEEDER, BILL**

NBC—Pepper Young's Family

Right to Happiness

## Orchestra Leaders — Conductors — Organists

**MERRICK, MAHLON**  
NBC—Musical Arrangements  
The Jack Benny Show

**MILLER, ARCHIE**

WAAT, Newark, N. J.

**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, CBS.

**MILLER, JEAN**  
WGTL, Kannapolis, N. C.

**MILLER, JOHNNY**  
NBC—King Cole Trio Time

**MILLER, MAX**  
Your Host Is Buffalo

**MILLER, TERRY**  
Your Host Is Buffalo

**MILLS, BILLY**  
NBC—Fibber McGee & Molly

**MILLS, VERLYE**  
NBC—The Tex and Jinx Show

**MILTON, CHARLES**  
Meet the Missus

Dr. Christian  
Melody Trail

Money On the Line  
What Makes a Song

California Caravan

**MITTLER, FRANK**  
NBC—First Piano Quartette

**MONROE, VAUGHN**  
Bandleader; b. Akron, Ohio, Oct. 7, 1911. Camel Show, CBS.

**MOORE, OSCAR**  
NBC—King Cole Trio

**MORTON, HELEN**  
NBC—Words and Music

**MURPHY, JOHN P.**  
KQV, Pittsburg, Pa.

### MURRAY, LYN

Music Director, Sunday Night Ford Theatre; Harvest of Stars; Your Hit Parade; Adventures of Philip Marlow (NBC).

**MUSCHERA, SYLVIO**  
WGAT, Utica, N. Y.

## — N —

**NELSON, OZZIE**  
Adventures of Ozzie & Harriet

**NEVINS, AL**  
NBC—Three Suns Trio

The Three Suns Shine

**NEVINS, MORTY**  
NBC—Three Suns Trio

The Three Suns Shine

**NEWMAN, RUBY**  
NBC—Ruby Newman Orchestra

**NOBLE, RAY**  
NBC—Charlie McCarthy Show

**NORMAN, RALPH**  
ABC—The Tales of Willie

Piper

**NOVAK, FRANK**  
CBS, MBC, NBC—Take It

Easy

**NYDEGGER, VERNE**  
KFBI, Wichita, Kans.

## — O —

**OHMAN, PHIL**  
NBC—The Time, the Place,

the Tune

**OLSEN, GEORGE**  
NBC—George Olsen and Or-

chestra

**O'NEILL, JOSEPH**  
KVOO, Tulsa, Okla.

**OSBORNE, WILL**  
NBC—Abbott & Costello

**OSSER, GLENN**  
ABC—The Clock

**OWEN, MELWYN**  
NBC—Meet the Meeks

## — P —

**PADWA, VLADIMIR**  
NBC—First Piano Quartette

**PAGE, CAVANAUGH TRIO**  
NBC—Jack Paar Show

**PAGE, DOROTHY**  
WPAV, Portsmouth, Ohio

**PAIGE RAYMOND**  
NBC—RCA Show

**PAQUETTE, ARTHUR**  
WPCI, Pawtucket, R. I.

**PATENT, HARRY**  
NBC—Mystery Without Mur-

der

**PAUL, CHARLES F.**

Orchestra leader, composer, con-

ductor, organist; b. New York,

N. Y., Aug. 23, '02; ed. N. Y.

College of Music; Leipzig Con-

servatory of Music; Mr. & Mrs.

North (CBS); Brighter Tomorrow;

Life Can Be Beautiful (NBC);

Young Dr. Malone (CBS); Road

of Life (NBC); Nora Drake

(NBC); Lora Lawton (NBC).

**PAUL, EDDIE**  
NBC—Sealtest Village Store

**PELLETIER, WILFRED**  
ABC—Metropolitan Auditions

of the Air

**PENNARIO, LEONARD**  
NBC—Kraft Music Hall

**PERAZZO, GENE**  
NBC—Mystery Without Mur-

der

Colonel Humphrey Flack

**PETRILLO, CAESAR**  
WBBM, Chicago, Ill.

**POOLE, VALTER**  
ABC—Saturday Concert

Detroit Symphony

**PRATT, LLOYD**  
(member of Page Cavanaugh

Trio)

NBC—Jack Paar Show

**PRATHER, KENNETH**  
KDFN, Casper, Wyo.

## — R —

**REPINE, BURT T.**  
WRVA, Richmond, Va.

**RHAY, KINGSTON**

**RICE, ED**  
NBC—Voices Down the Wind

**RICKY, AL**  
Mr. Keen, CBS.

**RIO, ROSA**  
ABC—Ted Malone

My True Story

**ROBBINS, BERNARD**  
NBC—NBC String Quartette

**ROBINSON, MARCIA**  
WNAB, Bridgeport, Conn.

**ROMBERG, SIGMUND**  
NBC—An Evening with Rom-

berg

**ROMEO, PAUL**  
WVO, New York City

**ROSE, DAVID**  
NBC—Blue Ribbon Music

Time

Red Skelton Show

**ROSS, ROY**  
WNEW, New York, N. Y.

**ROSTAL, LEO**  
NBC—Cameos of Music

Musical Cameos

**ROTH, AL**  
NBC—Schaefer Star Revue

**RUSSELL, HENRY**  
NBC—Lucille Norman Show

Names of Tomorrow

Pacific Story

Front and Center

**RYAN, TOMMY**  
NBC—Tommy Ryan's Orches-

tra

## — S —

**SAATKAMP, JACK**  
NBC—Circle Arrow Show

**SACK, AL**  
NBC—Take It or Leave It

**SAIDENBERG, DANIEL**  
NBC—Chase & Sanborn Pre-

sents Alec Templeton

**SALTER, HARRY**  
Musical Conductor; It Pays to

be Ignorant (CBS); This Is Ad-

venture (ABC); Stop the Music

(CBS); Documentaries.

**SANTELMAUN, WILLIAM F.**  
Major

NBC—U. S. Marine Band

**SAPUTO, FRANK**  
NBC—Bob Burns Show

Chesterfield Supper Club

**SAVITT, JAN**  
CBS—Rhapsody in Rhythm

**SCHARF, WALTER**  
Musical Director; b. New York,

N. Y., Aug. 3, 1910; NYU; The

Fitch Bandwagon (NBC).

**SCHOEN, VIC**  
CBS—The Andrew Sisters

Show

**SCHRAMM, JOSEPH**  
WDSU, New Orleans, La.

**SCHUSTER, EMMETT**  
KXOK, St. Louis, Mo.

**SCOTT, EDELE**  
CBS—Adventurer's Club

**SECHTMAN, MAURICE**  
WONS, Hartford, Conn.

**SECKLER QUARTETTE**  
NBC—Abbott and Costello

**SELINSKY, VLADIMIR**  
CBS—FBI In Peace & War

NBC—The Big Story

**SEMMLER, ALEXANDER**  
CBS—Studio One

NBC—Molle Mystery Theater

**SEXTON, EDITH**  
WSUN, St. Petersburg, Fla.

**SHACKLEY, GEORGE**  
NBC—The Art of Living

Highlights of the Bible

National Radio Pulpit

**SHAFFER, LLOYD M.**  
Musical Director; b. Ridgway,

Pa., Sept. 21, 1901; Allegheny

College Univ. of Cincinnati;

College of Music Cinn.; Ches-

terfield Supper Club.

**SHARPE, H. H.**  
WTRY, Troy, N. Y.

**SHELDON, EARL**  
(Sheinker, Irving) Conductor, Ar-

ranger; b. N. Y. C., N. Y., Jan. 1, '15; Jack Smith Show (CBS); Drene Shampoo Show (NBC).

**SHERMAN, GRETCHEN**  
WSAY, Rochester, N. Y.

**SHIELD, ROY**  
NBC—RCA Victor Show

Serenade to America

**SHOREY, LAWRENCE**  
 WEBB, Portsmouth, N. H.

**SHREDNIK, MILTON**  
 NBC—Music by Shrednik  
 Rhapsody of the Rockies  
 Sketches in Melody

**SILVERBERG, BEN**  
 NBC—Clevelandaires

**SILVERN, HANK**  
 CBS—Strike It Rich

**SILVERS, LOU**  
 CBS—Lux Radio Theatre

**SIMPSON, MARILYN**  
 WAGA, Atlanta, Ga.

**SIMS, LEE**  
 NBC—Lee Sims—Piano Moods

**SINATRA, RAY**  
 NBC—Bob Burns Show

**SMITH, BEASLEY**  
 NBC—Signed Beasley Smith

**SMITH, PAUL J.**  
 CBS—Eddie Bracken Show

**SMITH, HELENE**  
 KGER, Long Beach, Calif.

**SMITH, HOWARD**  
 CBS—Robert Q. Lewis Show  
 Bob Reid Sings

**SMITH, JOHNNY**  
 NBC—Betty Harris Show

**SODJA, JOE**  
 NBC—Fred Waring Show

**SOSNICK, HARRY**  
 NBC—Penguin Room with  
 Hildegard

**SPITALNY ALL GIRL ORCHESTRA**  
 CBS—Hour of Charm

**SPITALNY, H. LEOPOLD**  
 NBC—NBC Concert Orchestra  
 Vest Pocket Varieties  
 Saturday Matinee with Elaine  
 Malbin  
 Serenade to America

**SPIVAK, CHARLIE**  
 NBC, CBS, MBS

**STARR, MILTON**  
 WIP, Philadelphia, Pa.

**STEELE, TED**  
 WMCA

**STEINER, FREDERICK**  
 ABC—This Is Your FBI

**STEINHARDT, LAWRENCE**  
 NBC—Cameos of Music  
 Musical Cameos

**STEVENS, LEITH**  
 CBS—The Academy Award

**STEWART, EARL**  
 NBC—Percolator Party

**STOESS, WILLIAM**  
 ABC—The Greatest Story Ever  
 Told

**STOPAK, JOSEPH**  
 The Fat Man  
 Let's Go To The Met

**STORDAHL, AXEL**  
 CBS—Songs By Sinatra  
 NBC—Your Hit Parade

**STRAETER, TEP**  
 NBC—Ted Straeter Orchestra

**SUES, LEONARD**  
 NBC—The Eddie Cantor Show

**SYLVERN, HENRY**  
**"HANK"**  
 Musical Director, Composer, Organist; b. B'klyn, N. Y., March 26, '11; ed. NYU, Paris Conservatory, Leipzig Conservatory, College of Musical Art; Calling All Girls; Strike It Rich; Barry Wood Show; Boston Blackie; Nick Carter; Motion Picture Spot Sales MGM, Samuel Goldwyn, Enterprises; 20th Century-Fox.

— T —

**TAUBMAN, PAUL**  
 NBC—The Adventures of Frank  
 Merriwell

**TAYLOR, WILLIAM**  
 WMCA, New York, N. Y.

**TEMPLETON, ALEC**  
 NBC—The Alec Templeton  
 Show

**THOMPSON, CATHERINE**  
 NBC—We Believe

**THREE SUNS TRIO**  
 NBC—Three Suns Trio  
 The Three Suns Shine

**TOSCANINI, ARTURO**  
 NBC—NBC Symphony Orchestra

**TOWNSEND, JOHN**  
 WAIM, Anderson, S. C.

**TOWNSEND, RICHARD, Chief  
 Warrant Officer**  
 NBC—U. S. Navy Band

**TRAINER, KEMPER S.**  
 KCHS, Hot Springs, N. M.

**TROTTER, JOHN SCOTT**  
 ABC—Philco Radio Time

**TRUDEAU, NED**  
 WABY, Albany, N. Y.

— U —

**UHLES, AL**  
 KALE, Portland, Ore.

**UMLAND, LAVERNA**  
 WMRO, Aurora, Ill.

— V —

**VALLEE, RUDY**  
 NBC—The Rudy Vallee Variety  
 Show

**VAN DAMME, ART**  
 NBC—Art Van Damme Quintet  
 Manor House Party  
 Design for Living  
 Dave Garroway Show

**VANDAGRIFT, CARL**  
 WOWO, Fort Wayne, Ind.

**VAN STEEDEN, PETER**  
 ABC—Break the Bank  
 CBS—Christopher Wells  
 NBC—Mr. District Attorney

**VILLALONGA, ABDIAS**  
 WPRa, Mayaguez, P. R.

**VITO, ELAINE**  
 CBS—Mommie and the Man

**VOGT, JERRY**  
 WHEC, Rochester, N. Y.

**VON TOBLE, R.**  
 KPQ, Wenatchee, Wash.

**VOORHEES, DON**  
 NBC—Telephone Hour  
 NBC—Cavalcade of America

— W —

**WALKER, BOB**  
 WACO, Waco, Texas

**WALKER, EDWARD C.**  
 WDAE, Tampa, Fla.

**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, Home Is What  
 You Make It (NBC); NBC Tele;  
 NBC Recording Thesaurus.

**WARING, FRED**  
 Conductor, Composer; b. Tyrone,  
 Pa., June 9, 1900; Penn State;  
 Fred Waring Show (NBC), John-  
 son's Wax (NBC).

**WARNOW, MARK**  
 CBS—Borden Program  
 Sound Off  
 NBC—Your Hit Parade

**WASHBURN, COUNTRY**  
 NBC—Saturday Night Round-  
 up

**WEBB, LOUIS**  
 NBC—Words and Music  
 Lou Webb

**WEBER, HENRY**  
 WGN, Chicago, Ill.

**WEELANS, LESTER**  
 KLZ, Denver, Colo.

**WEINER, MILTON**  
 WLW, Cincinnati, Ohio

**WESTLEY, O.**  
 WLS, Chicago, Ill.

**WESTON, PAUL**  
 NBC—Chesterfield Supper Club

**WHIPPLE, DOC**  
 NBC—Ma Perkins  
 Honeymoon in New York  
 Light of the World

**WHITE, LEW**  
 NBC—Portia Faces Life

**WHITE, LEW**  
 Organist-Composer; ed. Univ. of  
 Penn.; Inner Sanctum, CBS;  
 Grand Central Station, CBS; Portia  
 Faces Life, NBC; Rose of  
 My Dreams, CBS; RCA-Victor  
 Recording Artist; Columbia Picture  
 Shorts

**WHITE, PAUL**  
 KUIN, Grants Pass, Ore.

**WHITEMAN, PAUL**  
 On Stage America, ABC

**WICKER, WALLY**  
 NBC—Club Norman Orchestra

**WILKINSON, ERIC**  
 WIBG, Philadelphia, Pa.

**WILLSON, MEREDITH**  
 NBC—Maxwell House Coffee  
 Time  
 CBS—Ford Showroom

**WINN, JOHN H.**  
 WIRE, Indianapolis, Ind.

**WINTERS, JOHN**  
 NBC—The Adventures of  
 Frank Merriwell  
 Backstage Wife  
 Young Widder Brown

**WIRGES, WILLIAM**  
 ABC—Gangbusters  
 MBS—Richard Maxwell  
 Hymns You Love

**WORTH, FRANK**  
 CBS—First Nighter

**WRIGHT, GEORGE**  
 Organist - Pianist; b. Orlando,  
 Calif., 1920; ed. College of the  
 Pacific; Jack Berch Show (ABC);  
 Songs by Morton Downey (MBS);  
 Maytag (NBC); Your United  
 Nations (NBC); The Tex & Jinx  
 Show (NBC); NBC Thesaurus.

**WYLE, GEORGE**  
 NBC—Alan Young Show

**WYNN, PAUL**  
 WRRF, Washington, N. C.

— Y —

**YOUNG, VICTOR**  
 Orchestra leader; b. Chicago,  
 Ill., Aug. 8, 1900; NBC's Texaco  
 Show; Tony Martin Show (CBS);  
 Texas Star Theatre (ABC).

— Z —

**ZACHER, GENE**  
 NBC—Music of the Moment

# Writers for Radio

## Advertising Agency—Network Station—Free Lance

### — A —

**ABBOTT, HARRY**  
Vera Croft Show  
KTUL, Tulsa, Okla.

**ABBOTT, V. R.**  
Thytm & Riddles  
KGFF, Shawnee, Okla.

**ADKINS, MARYALICE**  
The Serenaders  
KHQ, Spokane, Wash.

**ALACORN, OSWALDO**  
KCOR, San Antonio, Texas

**ALAND, HAZEL**  
Your American Music  
KVNU, Logan, Utah

**ALEXANDER, MARTHA**  
CBS—Second Mr. Burton

**ALEXIEVE, HELEN**  
Horizons of Tomorrow  
KGW, Portland, Ore.

**ALLAND, WILLIAM S.**  
CBS—Doorway to Life

**ALLEN, VIRGINIA PAXTON**  
WHFB, Benton Harbor, Mich.

**ALT, DON**  
Continuity Head  
WMT, Cedar Rapids, Iowa

**ANDERSON, B. F.**  
Name Game  
KWYO, Sheridan, Wyoming

**ANDERSON, FLORENCE**  
WOC, Davenport, Ia.

**ANDERSON, HELEN**  
WKBK, Detroit, Mich.

**ANDRES, HOYT T.**  
WKY, Oklahoma City, Okla.

**ANDREWS, ALICE**  
KCNA, Tucson, Arizona

**ANGELOS, BETTY BEALS**  
Varsity Varieties  
KVER, Albuquerque, N. M.

**ARNOLD, CAROL**  
WQXR, New York, N. Y.

**ARTHUR, ERIC**  
WNEW, New York, N. Y.

**ARTHUR, ROBERT**  
Mysterious Traveler  
WOR, New York, N. Y.

### — B —

**BAER, GRACE**  
KBKR, Baker, Ore.

**BALCOM, FRANCES**  
WJTN, Jamestown, N. Y.

**BALE, NORMAN**  
KTFS, Texarkana, Texas

**BALZER, GEORGE**  
NBC—The Jack Benny Show

**BANNER, MARIE**  
CBS — Romance of Helen  
Trent

**BARLOW, MYRA**  
KVAN, Vancouver, Wash.

**BEAUPRE, WALTER**  
Two on the Aisle  
WCOU, Lewiston, Maine

**BECKWITH, FRED**  
KCRA, Sacramento, Calif.

**BELL, DOTTIE**  
Cavalcade of Mid-South  
KWEM, West Memphis, Ark.

**BERMAN, LEONARD**  
WANN, Annapolis, Maryland

## IRNA PHILLIPS

Originator of Five Daily Serial Dramas currently being broadcast  
Now writing and supervising

### “THE GUIDING LIGHT”

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“Masquerade”

“Challenge to Spring”

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“Whom God Hath Joined”

*Audience Participation*

“Time Out for Life”

# RADIO WRITERS

- BIGBEE, NELLE**  
Schedule For Living  
WMFT, Florence, Ala.
- BIRBY, CARL**
- BLOOM, SEYMOUR**  
Buzz & Bill, Favorite Songs,  
Smile-A-While, Harmony Lane,  
Music Preferred, Morning Re-  
cess. KDKA, Pittsburgh, Pa.
- BOLES, EDMOND**  
Valley Vignettes  
KMJ, Fresno, Calif.
- BORWY, LU**  
WLAJ, Muscle Shoals, Ala.
- BOYD, JOHN**  
Variety in Melody  
KTSW, Emporia, Kans.
- BOWERS, FLOYE**  
WISE, Asheville, N. C.
- BRACKETT, ROGERS**  
ABC—Vox Pop
- BRAUN, GILBERT**  
Writer, Director; b. N. Y. C.;  
ed. N. Y. University; Frank Merri-  
well Program; Horatio Alger's  
Journal; Keys to Adventure; Ad-  
ventures in Bibleland.
- BRAUN, RUTH**  
Frank Merriwell; Horatio Alger's  
Journal; Keys To Adventure; Ad-  
ventures in Bibleland.
- BRAWNER, PAUL**  
WKY, Oklahoma City, Okla.
- BRENNEMAN, MARGE (Mrs.)**  
Pekin Around Town  
WSIV, Pekin, Ill.
- BRIDGE, J. GORDON**  
WBTA Playhouse  
WBTA, Batavia, N. Y.
- BRINKLEY, RUSS**  
WHP, Harrisburg, Pa.
- BRINKMAN, BARBARA**  
WCNN, Atlanta, Ga.
- BROWER, WILLIAM**  
100 Years Ago This Week  
WGVA, Geneva, N. Y.
- BROWN, ALLAN S.**  
Guess-a Sound  
Events in Music  
KOPO, Tucson, Arizona
- BROWN, DAVE**  
Ernie Lee Show  
WLW, Cincinnati, Ohio
- BROWN, LYMAN**  
Tops in Pops  
WBAP, Fort Worth, Tex.
- BRYAR, BOB**  
Studio Workshop  
WWRL, Woodside, N. Y.
- BRYSON, CONREY**  
Let's Visit El Paso  
KTSM, El Paso, Tex.
- BUCHANAN, ALICE**  
KSO, Des Moines, Iowa
- BURDICK, CORIE**  
Dr. Kate  
KEEN, San Jose, Calif.
- BURK, JOHN**  
ABC—Boston Symphony
- BURROUS, FRED**  
KDB, Santa Barbara, Calif.
- BURROWS, ABE**  
Joan Davis Show  
Dinah Shore Program  
ABC—Sky King
- BURTT, ROBERT M.**
- BYRON, EDWARD ARMOUR**  
**BYRON, JAS. A.**  
S. W. Football Prev.  
WBAP, Fort Worth, Tex.

— C —

- CAIN, BEN**  
Raisin' Cain  
KAFY, Bakersfield, Calif.
- CAMPEN, JOANNA**  
Neighborhood Reporter  
WWXL, Peoria, Ill.
- CANHAM, ERWIN D.**  
ABC—The Christian Science  
Monitor Views The News
- CARLESCO, GEORGE**  
Drama Workshop  
WWRL, Woodside, N. Y.
- CARLSON, CAROLE**  
History Highlights  
WBAA, West Lafayette, Ind.
- CARLSON, DOROTHY H.**  
Stars in the Making  
WWBZ, Vineland, N. J.
- CARR, JOE**  
News Writers  
WCKY, Cincinnati, Ohio
- CAVANAUGH, AUDREY F.**  
It's a Woman's World  
WHA1, Greenfield, Mass.
- CARRINGTON, ELAINE**  
CBS—Rosemary
- CARROLL, CARROLL**  
CBS—Club 15
- CHAMBERS, JANET**  
Here Comes Harmon  
WINN, Louisville, Ky.



## JERRY MCGILL

Writer - Producer

"Big Town" . . . CBS

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"Appointment—Tonight"

## MILTON J. KRAMER

WRITER:

*Mystery*

Counterspy (ABC)

Nicks Carter (MBS)

Crime Photographer (CBS)

*Comedy*

Phil Leeds Show (NBC)

McGarry and the Mouse (MBS)

Glenda Farrell Show

Candy Jones, Harry Conover

Colonel Stoopnagle Show (NBC)

*Dramatic*

Famous Jury Trials (ABC)

Real Stories (MBS)

WRITER-PRODUCER:

Professor Broadway and Boitram (MBS)

Roger Allen, Criminal Lawyer (MBS)

Formerly magazine writer and editor

MEd. 3-1591

**CHARLES, MILTON**

Organist, singer, composer, conductor

**CHILDS, HOPE**

WGST, Ga. Tech Station, Atlanta, Ga.

**CHOWN, DONN**

Script Editor  
WJR, Detroit, Mich.

**CLARE, BOB**

KTIP, Porterville, Calif.

**CLARK, ANN**

For the Women  
KVSF, Santa Fe, N. M.

**CLARK, MARILYN**

KIMA, Yakima, Wash.

**CLEMMONS, RUBY**

WJR, Detroit, Mich.

**CLOSE, VIVIAN**

Talk of the Town  
KPDR, Alexandria, La.

**CLUNE, ROBERT**

Breakfast Bingo  
WJIM, Lansing, Mich.

**COE, BETTY**

Market Basket  
WTAX, Springfield, Ill.

**COE, MAIZIE**

KCKN, Kansas City, Kans.

**COLE, ALONZO, DEAN**

CBS—Casey Crime Photographer

**COLEY, LEM**

Club Quiz  
WRFS, Alexander City, Ala.

**COLLINS, FRED**

CBS—FBI In Peace and War

**CONKEY, FRANK JR.**

Chamber of Commerce Forum  
WAIR, Winston-Salem, N. C.

**CONLAN, PAUL**

ABC—Abbott and Costello

**COOMB, JACK**

WNOC, Norwich, Conn.

**CORSEY, ALEX**

Time Out  
WMFF, Plattsburg, New York

**COSTELLO, PAT**

ABC—Abbott & Costello

**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.

**COURTNEY, GENE**

Johnny Jayhawk  
KFKU, Lawrence, Kans.

**CRADDOCK, HARRIS**

Hee and Fireside  
KWSL, Lake Charles, La.

**CRANDALL, BRAD**

WSB, Atlanta, Ga.

**CULKIN, ANNE**

WSCR, Scranton, Pa.

**— D —**

**DALZELL, MADGE**

Tune UP Time  
WIRE, Indianapolis, Ind.

**DANIEL, PRESTON C.**

WHPE, High Point, N. C.

**DANIELS, ELIZABETH**

The Last Word  
KDAL, Duluth, Minn.

**BANNENBAUM, ALEXA**

WQXR, New York, N. Y.

**DARBY, JUNE**

Children's Album  
KXLW, St. Louis, Mo.

**DAVIS, GORDON**

KYW, Philadelphia, Pa.

**DAWES, EDMUND "Skipper"**

Teen Age Time  
Marie Lady Supper Club  
WFIL, Philadelphia, Pa.

**DAWSON, RONALD**

Favorite Story  
KFSM, El Paso, Tex.

**DE FELICE, GLORIA**

WRIB, Providence, R. I.

**BENKER, HENRY**

ABC—The Greatest Story Ever Told

**DERBYSHIRE, JOSEPH**

KYW, Philadelphia, Pa.

**DEVINE, JERRY**

ABC—This Is Your FBI

**DEVORE, TOM**

KVOO, Tulsa, Okla.

**DIFANT, MARY**

Market Basket  
WNHC, New Haven, Conn.

**DOBBINS, SHELLEY**

WNEW, New York, N. Y.

**DONAHUE, BARBARA**

Breakfast Bingo  
WGFG, Kalamazoo, Mich.

**Ruth and Gilbert  
Braun**

*Writers — Directors — Producers*



**"Let The Brauns Build It  
For You"**

**CARL  
BIXBY**

Sturges Highway  
Southport, Conn.

# RADIO WRITERS

**DONNELSON, EDDIE**  
News Writer  
WKCY, Cincinnati, Ohio

**DONOVAN, HOBART**  
ABC—The Lassie Show

**DOOLITTLE, RUTH**  
Shoppers Guide  
WNHC, New Haven, Conn.

**DOPP, CLAY**  
News  
WKBK, Detroit, Mich.

**DOUGALL, BERNARD**  
ABC—The Paul Whiteman Club

**DOWD, JIL**  
CBS—Adventures of Sam Spade

**DOYLE, BETTY**  
WWCO, Waterbury, Conn.

**DRAKE, JOHN**  
Continuity Editor  
WLS, Chicago, Ill.

**DRAPEAU, BARBARA**  
730 Bazarre  
WACE, Chicopee, Mass.

**DRILL, HELEN**  
This is Music  
KWJJ, Portland, Ore.

**DUNLAP, WALLACE**  
WLIZ, Bridgeport, Conn.

**DUNN, ANN**  
WHP, Harrisburg, Pa.

**DUNN, WILMA**  
KREO, Indio, Calif.

## — E —

**EBERLY, PHIL**  
Radio Recipe  
WSBA, York, Pa.

**EDDY, WALT**  
Special Events  
KWSC, Pullman, Wash.

**EICHELBAUM, CLAIRE**  
WCHV, Charlottesville, Va.

**ESENBERG, NAT**  
WMCA, New York, N. Y.

**ELDRIDGE, JOHN**  
Echoes of Broadway  
WGFG, Kalamazoo, Mich.

**ELLIOTT, DEAN**  
Evening at Elliotts  
North Bay Bandwagon  
KSRO, Santa Rosa, Calif.

**ELLIS, ELMO**  
WSB, Atlanta, Ga.

**EMBODY, RICHARD**  
KDWT, Stamford, Texas

**ENGEL, MILDRED**  
WDAN, Danville, Ill.

**EWING, DOROTHY**  
A Woman's Viewpoint  
KFBI, Wichita, Kans.

**EXUM, LORETTA**  
WDAK, Columbus, Ga.

## — F —

**FABER, GEORGE D.**  
CBS, NBC—Fitch Bandwagon  
Procter & Gamble News Programs  
It Really Happened

**FETTY, MAX**  
Coffee Club  
WJBO, Baton Rouge, La.

**FIMBERG, HAL**  
CBS—Spotlight Review

**FINLEY, KEN**  
'Neath Western Skies  
KEX, Portland, Ore.

**FLENIKEN, ANN**  
WKDK, Newberry, S. C.

**FISHER, MAGGIE**  
Piano Playhouse, ABC

**FLEMING, JOHN**

**FLOWER, ELSIE**  
KGDM, Stockton, Calif.

**FLYNN, NORMAN**  
This Is Your Community  
Reflections  
WELM, Elmira, N. Y.

**FORMAN, EDDIE**  
ABC—Abbott & Costello

**FWLER, KEITH**  
ABC—Burns & Allen

**FRAMER, WALT**  
(Frumer, 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.

**FRANKLIN, MARTHA**  
WMGA, Moultrie, Ga.

**FREEDMAN, HY**  
ABC—You Bet Your Life

**FREELS, MARJORIE**  
WCYB, Bristol, Va.-Tenn.

**FREY, HELEN**  
School of the Air  
WHA, Madison, Wis.

**FROST, HARRIET B.**  
Continuity Editor  
WBCM, Bay City, Mich.

**FUGATE, JACK**  
Reflections  
WCYB, Bristol, Va.-Tenn.

## — G —

**GAINES, JACK D.**

**GARDNER, PAUL**  
Writer for radio and magazines; b. New York, N. Y., Jul. 13, 1907; Lou Little (Tele).

**GARLAND, MARY**  
WCHA, Chambersburg, Pa.

**GATES, STUART M.**  
Date for Tonight  
WSSV, Petersburg, Va.

**GERSON, NOEL**  
CBS—David Harum

**GESLERS, DAVID**  
WCHA, Chambersburg, Pa.

**GIBBONS, NANCY**  
WMT, Cedar Rapids, Iowa

**GIFFORD, JACK**  
Continuity  
WKDK, Newberry, S. C.

**GILMORE, JOANN**  
KJBS, San Francisco, Calif.

**GODFREY, VIRGIL**  
KWPC, Muscatine, Iowa

**GOELLER, LEE**  
Continuity Director  
WFHG, Bristol, Va.

**GOODMANN, DOM**  
KDEC, Decorah, Ia.

**GOTWALT, HELEN**  
One White Rose  
WSBA, York, Pa.

**GRAHAM, DONALD R.**  
The Town Crier  
KVOA, Tucson, Arizona

**GRAMLING, SALLY**  
Announcements  
WHKC, Columbus, Ohio

**GRANT, TAYLOR**  
ABC—Headline Edition

**GRAY, EDEN**  
News of the Week  
WBAA, West Lafayette, Ind.

**GREEN, BOB**  
ABC—The Lone Ranger

**GREENE, JOHN L.**  
CBS—Blondie

**GREENFIELD, MANNY**  
ABC—So You Want To Lead A Band

**GREER, BOB**  
Neighbors  
KPRK, Livingston, Mont.

**GROOM, MARTHA**  
WLAC, Nashville, Tenn.

**GUTHRIE, PHYLLIS**  
KFBC, Cheyenne, Wyoming

## — H —

**HACKETT, RUTH**  
Children's Playhouse  
WOL, Ames, Iowa

**HAMILTON, BETTY JO**  
WLAC, Nashville, Tenn.

**HALL, BARBARA M.**  
Oddities in the News  
Your American Notebook  
Continuity  
WCU, Ithaca, N. Y.

**HANCHER, SARAH**  
Romance & Melody  
WINN, Louisville, Ky.

**HANLON, JOHN**  
KWPC, Muscatine, Iowa

**HARPER, AMOS**  
Kindly Neighbor  
WEMP, Martinsburg, W. Va.

**HARRELL, CHARLES**

**HARRINGTON, LUCILLE**  
KTRB, Modesto, Calif.

**HARRIS, DOROTHY**  
Young Man River  
KWEM, West Memphis, Ark.

**HARRISON, CARROLL**  
WKEY, Covington, Va.

**HAROLD, DEAN**  
WMBR, Jacksonville, Fla.

**HART, FRANK**  
WTMJ, Milwaukee, Wis.

**HART, TRULA**  
Window Shopper  
KEEN, San Jose, Calif.

**HARTMAN, LOU**  
Pat Novak  
KGO, San Francisco, Calif.

**HAUSER, DWIGHT**  
ABC—The Adventures of Bill Lance

**HAUSERMAN, ELAINE**  
Charm Clinic  
WMAN, Mansfield, Ohio

**HAWKINS, LOUISE**  
Woman's Club  
KIUN, Pecos, Texas

**HEAGY, BETSY**  
Your Doctor Speaking  
WHGB, Harrisburg, Pa.

**HELM, ANN**  
WETB, Johnson City, Tenn.

**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—Burns & Allen

**HENRY, SYDNE**  
Holiday for Shoppers  
WMON, Montgomery, W. Va.

**HERBERT, J. HUGH**  
CBS—Meet Corliss Archer

**HERBERT, RALPH**  
Smoke Dreams  
KILQ, Grand Forks, N. D.

**HEYWARD, LOUIS M.**  
Claudia  
Treasury Star Parade (Wrote for)  
Fashion Counsel Films (Tel)  
Star-Time  
Operas you Can Understand  
Special Assignment-Mutual

**HICKMAN, DOLLY S.**  
WLAY, Muscle Shoals, Ala.

**HILL, DAVID**  
WMCA, New York, N. Y.

. . . **RADIO WRITERS** . . .

**HILLEBRANT, MILDRED**

Window Shopping  
KEIO, Pocatello, Idaho  
**HODAPP, WM.**  
WAVE, Louisville, Ky.  
**HOGEN, WALTER, H.**  
Trolley Trio  
WIRE, Indianapolis, Ind.  
**HOKE, CHAS. E.**  
Farm Forum  
KUOA, Siliam Springs, Ark.  
**HOLMES, WILLIAM A.**  
KECA, Los Angeles, Calif.  
**HOLTON, LEONARD**  
CBS—Arthur's Place  
**HOPKINS, DON**  
Jukebox Serenade  
WOLF, Syracuse, N. Y.  
**HORNER, MARGARET (Mrs.)**  
Counterpoints  
WSIV, Pekin, Ill.  
**HORRELL, MARTIN**  
CBS—Grand Central Station  
**HOTCHKISS, BARBARA**  
Eddie Cantor  
NBC's United National Festival, WNBC  
**HOUSTON, MARJORIE**  
KCKN, Kansas City, Kans.  
**HUFF, ECCLES**  
It's All Wrong  
WDUC, Durham, N. C.  
**HULSE, HARRY**  
The Story Lady  
KFBI, Wichita, Kans.  
**HUMMERT, FRANK and ANN**  
Our Gal Sunday  
CBS—Rose of My Dreams  
**HUMPHRIES, INA L.**  
WKEY, Covington, Va.

— I —

**IVES, PAUL**  
WOC, Davenport, Ia.

— J —

**JABLONS, MIKE**  
**JACK, ARLENE**  
KDKA School of the Air (Portion of series)  
Youth Looks at the News  
KDKA, Pittsburgh, Pa.

**JACKSON, DALE**  
Symphony of Melody  
Swingtime  
School of the Air (portion of series)  
Dream Weaver  
Classics for Midnighters  
Song Tapestry  
KDKA, Pittsburgh, Pa.

**JACOBS, BETH**  
KIMA, Yakima, Wash.

**JAY, VERNE**  
Circle Arroe Show  
WLW, Cincinnati, Ohio

**JEWELL, JAMES**  
ABC—Jack Armstrong

**JOHANSON, DORIS**  
Music Hall  
WCAP, Asbury Park, N. J.

**JOSEFSBERG, MILT**  
NBC—The Jack Benny Show

**JOSLIN, JO ANN**  
KDSJ, Deadwood, S. Dak.

— K —

**KALMAR, BURT**  
CBS—Arthur's Place

**KANE, JOSEPH NATHAN**  
ABC—Break the Bank

**KELLER, EVELYN L.**  
Script Shop  
WPIC, Sharon, Pa.

**KELLEY, DENNY**  
Romantic Troubadour  
WIW, Cincinnati, Ohio

**KENDRICK, JOE**  
KWTX, Waco, Tex.

**KEPNER, ARCH**  
WQXR, New York, N. Y.

**KERNS, CHAS. M.**  
Kelton Shows  
WJAS, Pittsburgh, Pa.

**KIBBEY, HUGH**  
WFBM, Indianapolis, Ind.

**KILGALLEN, DOROTHY**  
ABC—Star Time

**KING, CHARLES**  
Platter Shop  
WKAL, Rome-Utica, N. Y.

**KING, GLENN**  
Meet the People  
KLX, Oakland, Calif.

**KIRCHNER, VIRGINA**  
Musical Favorites  
WINN, Louisville, Ky.

**KLEE, LAWRENCE**  
CBS—Mr. Keen, Tracer of Lost Persons  
ABC—The Clock

**KOGAN, DAVID**  
Mysterious Traveler  
WOR, New York, N. Y.

**KOOPS, EDWARD**  
Brunch With Bill  
King for a Minute  
KDKA, Pittsburgh, Pa.

**KOOPS, WENDY**  
Singing Strings  
KDKA, Pittsburgh, Pa.

**KORMAN, ROSALIE**  
WTOB, Toledo, Ohio

**KRAMER, MILTON J.**  
Writer - Producer; b. B'klyn, N. Y., Aug. 4, 1909; ed. St. John's U., L.L.B. Famous Jury Trials, ABC; Counterspy, ABC; Phil Leeds Show, NBC; Crime Photographer; Professor Broadway and Boitram, MBS; Roger Allen, MBS; Criminal Lawyer.

**KRONMAN, HARRY**  
CBS—Screen Guild Players

— L —

**LADINE, MARY**  
WOLE, Clearwater, Fla.

**LAKEHOMER, HERBERT**  
Disco  
KROD, El Paso, Tex.

**LAMONT, JOYCE**  
Lamont of the Twin Cities  
Dayton's Musical Chimes  
WCCO, Minneapolis, Minn.

**LAMPMAN, EVELYN**  
Reading is Fun  
KGW, Portland, Ore.

**LANDER, ROSALEE**  
Feminine Viewpoint  
WLBB, Carrollton, Ga.

**LARMER, PAUL**  
ABC—Tommy Bartlett Time

**LAUFERTY, LILLIAN**  
CBS—Big Sister

**LAURENCE, BOB**  
WIP, Philadelphia, Pa.  
Studio Party, Serenade In The Night (Movie & Theater News)

**LAURIE, BILL**  
KEBE, Jacksonville, Tex.  
Souvenirs, Doc Sunshine

**LESHER, ROBERT**  
WJEJ, Hagerstown, Md.  
Ramparts of Time, College Days

**LEVI, DORYCE G.**  
WLAY, Muscle Shoals, Ala.

**LEWIS, MARYON**  
KGW, Portland, Ore.  
Bands of the Land

**LEWIS, MILTON**  
CBS—Adventures of the Thin Man

**LIEBERTHAL, MILTON**  
ABC—The Sheriff

**LIGHT, MABEL**  
WDOD, Chattanooga, Tenn.

**LINDER, VAL**  
KEX, Portland, Ore.  
Northwesterners

**LOCKWOOD, BETTY**  
KTSM, El Paso, Tex.  
Circus Rm. Comies

**LORD, PHILLIPS H.**  
ABC — Gangbusters, David Harding—Counterspy

**LUCE, CONSTANCE**  
WOOK, Silver Spring, Md.

**LOWERY, WINN**  
WBHQ, Memphis, Tenn.  
Serenade in Melody

**LUDDEN, ALLEN**  
WTIC, Hartford, Conn.  
Mind Your Manners, Cavalcade of Music

**LYNCH, CHARLES T.**  
WGFG, Kalamazoo, Mich.  
Story Telling Time

**LYNCH, PEG**  
ABC—Ethel and Albert

**LYONS, JO**  
ABC—Betty Crocker Magazine of the Air

— M —

**MacLEAN, JOHN**  
WROM, Rome, Ga.  
Words & Music

**McCALL, BETTIE**  
WCAO, Baltimore, Md.  
Your Friendly Neighbor

**McEWEN, JO**  
WMT, Cedar Rapids, Iowa

**McGEE, JACK**  
Picture Patter  
KRDO, Colorado Springs, Colo.

**McGAVRAN, JAMES**  
WING Dayton, Ohio

**McGEHEE, CHARLES W.**  
WSGN, Birmingham, Ala.

**McGILL, BOB**  
KGW, Portland, Ore.  
Glenn Shelly, O'd Songs

**McGILL, JERRY**  
(McGill, E. R.); Radio writer, director, producer; b. Bridgeport, Conn., 1905; Univ. of Fla., B.A.; Rhodes Scholar, Oxford; Cavalcade; Helen Hayes; Mr. District Attorney; Jury Trials; Big Town.

**McINTYRE, JAN**  
KRSC, Seattle, Wash.

**McKAY, TED**  
CBS — Ned Sparks, Milton Berle, Bob Hope, Henry Morgan.

**McKENZIE, H.**  
KLOK, San Jose, Calif.  
KLOK Calling

**McMULLEN, Claire D.**  
WFIL, Philadelphia, Pa.  
This Week in Phila.

**MACK, NILA**  
CBS—Let's Pretend

**MACK, ROGER**  
WJPF, Herrin, Ill.

**MAHLOCK, CALO O.**  
WKJG, Fort Wayne, Ind.  
Jeane Brown Presents

**MAHONEY, ELLEN**  
WWCO, Waterbury, Conn.

# RADIO WRITERS

**MAJOR, MARRIANE**  
WHEC, Rochester, N. Y.  
Keyboard Contrasts

**MALONE, BETH**  
WISE, Asheville, N. C.

**MALONE, TED**  
ABC—Ted Malone

**MARION, IRA**  
ABC—On Stage America,  
Let's Listen to Music, Lee  
Sweetland, Coffee Concert.

**MARKEE, LARRY**  
ABC—Paul Whiteman Club

**MATTHEE, BOB**  
KATL, Houston, Tex.  
Staff

**MEDEY, ANN K.**  
WHYN, Holyoke, Mass.  
Continuity

**MERLIN, MILTON**  
CBS—Man Called X  
ABC—The Adventures of Bill  
Lance

**MOGLE, BILL**  
Eugene Baird Sings, Sunday  
Strings, Sammy Kaye's So You  
Want to Lead A Band.

**MOMAND, VIRGINIA**  
WOV, New York City

**MORROW, BILL**  
ABC—Philo Radio Time

**MULCAHY, RICHARD**  
KECA, Los Angeles, Calif.

**MULLEN, VIRGINIA**  
CBS—Doorway to Life

## — N —

**NEELEY, CHARLES**  
KLIX, Twin Falls, Idaho  
Magic Valley Yesterdays

**NELSON, BOB**  
KOVC, Valley City, N. Dak.

**NELSON, JOSEPHINE**  
WKAN, Kankakee, Ill.

**NEWBERRY, CLYDE**  
WFAS, Dallas, Tex.

**NICHOLES, RONNIE**  
KSON, San Diego, Calif.  
Prog Title, You and Me et Al

**NICHOLSON, GEORGE**  
WLIP, Kenosha, Wis.  
Out of the Music Box

## — O —

**OBOLER, ARCH**  
Producer, writer, director; b.  
Chicago, Ill.; everything for the  
Boys (NBC; Arch Oboler Plays  
M3S-Don Lee); Wrote and di-  
rected "Beewitched" for MGM  
which was based on famous radio  
sketch "Alto Ego"

**O'CONNOR, BART**  
KFJX, Grand Junction, Colo.  
Blossoms of Melody

**CLICK, IRENE**  
WJR, Detroit, Mich.

**OLSEN, JOHNNY**

**ORAM, RICHARD G.**  
WRRN, Warren, Ohio  
American Opportunity

**ORGILL, JAMES**  
WGAB, Cleveland, Ohio

**OSGOOD, DICK**  
WXYZ, Detroit, Mich.  
Round the Town, Show World

**OWEN, DEAN**  
CBS—Hawk Larabee

## — P —

**PALMER, JOSEPH**  
WJIM, Lansing, Mich.  
Western Stars

**PARKER, C. S.**  
WDEV, Waterbury, Vt.

**PERKINS, THELMA**  
WNOC, Norwich, Conn.

**PERRIN, SAM**  
NBC—The Jack Benny Show

**PETRULE, EVELYN**  
WSNY, Schenectady, N. Y.

**PHILLIPS, CARL**  
CBS—Bordon Program

## PHILLIPS, IRNA

Radio writer, plottist & Super-  
visor; b. Chicago, Ill.; ed. B.S.  
with major in Education at Ill.;  
Northwestern School of Journal-  
ism; M.A. at Univ. of Wisc.;  
Guiding Light; Today's Children;  
Woman in White; Mosquerade.

**PICARD, JOHN**  
CBS—Wendy Warren and the  
News

**PIERCE, DON**  
WRRF, Washington, N. C.  
In Remembrance

**POWERS, MARGUERITE**  
KRSC, Seattle, Wash.  
Serenade

**PROVO, FRANK**  
CBS—Wendy Warren and the  
News

## — R —

**RAFAEL, BILL**  
ABC—Buddy Weed Trio, Cav-  
alcade of Bands, The Four  
Vagabonds, Museum of Mod-  
ern Music, Sunday Morning  
Concert Hall, Johnny Thomp-  
son, Vera Massey Sings

**RAGAWAY, MARTIN A.**  
ABC—Milton Berle Show,  
Fitch Bandwagon, Guess Who  
Show, Phil Baker, Dinah  
Shore-Ford Show, Abbott and  
Costello

**REGAN, MARY J.**  
WNLC, New London, Conn.  
Top Hat Revue

**RICE, CRAIG**  
ABC—Murder and Mr. Malone

**RICHARDS, J. K.**  
WKAR, East Lansing, Mich.  
Adventures in Music

**ROBERTS, WESLEY E.**  
KTMA, Yakima, Wash.

**ROBINSON, ELEANOR**  
KFBI, Wichita, Kans.  
This 'N' That

**RODDA, WALT**  
WKAT, Miami Beach, Fla.  
Problem Child

**ROGERS, ROSEWELL**  
ABC—The Opie Cates Show

**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.

## — S —

**ST. CLAIR, LEONARD**  
ABC—Mayor of the Town

**SANGSTER, MARGARET**  
ABC—My True Story

**SCHNEIDER, JANE**  
WJR, Detroit, Mich.

**SELDON, JEFF**  
WNEW, New York, N. Y.

**SHARP, JACK AND GRETCHEN**  
CBS—Adventurer's Club

**SHAW, ROBERT**  
CBS—Christopher Wells

**SHAYON, ROBERT LEWIS**  
CBS.

**SHERRILL, DAVID**  
WQXR, New York, N. Y.

**SMITH, BERNIE**  
ABC—You Bet Your Life

**SPENCER, JANE**  
CBS—Mary Lee Taylor

**STERN, LEN**  
ABC—Abbott and Costello

**STRIKER, FRAN**  
ABC—The Lone Ranger

## — T —

**TACKABERRY, JOHN**  
NBC—The Jack Benny Show

**TALLMAN, BOB**  
CBS—Adventures of Sam  
Spade

**TAYLOR, SAMUEL**  
ABC—The Tales of Willie  
Piper

**TAZEWELL, CHARLES**  
ABC—Mayor of the Town

**THOMAS, GIL**  
KGO, San Francisco, Calif.  
Are These Our Children

**THOMAS, RUTH ANN**  
KMBC, Kansas City, Mo.  
Texas Rangers, Western Ech-  
oes

**TOOMAN, WILLIAM SELDEN**  
**TOOMEY, SARAH**  
WGLN, Glens Falls, N. Y.  
Barn Theater

**TOTTEN, BILL**  
KRDO, Colorado Springs, Colo.

**TOVROV, ORDIN**  
CBS—Ma Perkins

**TUCKER, MADGE**  
ABC—Coast to Coast on a Bus

## — V —

**VAN WICKLE, DICK**  
KREO, Indio, Calif.

**VERNON, BOB**  
WWRD, Woodside, N. Y.  
Pringle, Family

## — W —

**WADE, DOROTHY A.**  
KXYZ, Houston, Tex.

**WALCHLI, JOHN**  
WOLF, Syracuse, N. Y.  
Model "T" Melodies

**WALROD, FAITH**  
KDSJ, Deadwood, S. Dak.

**WHEATON, GLENN**  
CBS—Tony Martin Show

**WHITE, JERRY**  
WJHP, Jacksonville, Fla.  
Continuity Chief

**WHITELEY, BOB**  
KUGN, Eugene, Ore.  
Open House

**WHITFIELD, BETTY**  
WINK, Ft. Myers, Fla.  
Continuity Dir.

**WILLIAMS, ZEB**  
KXOX, Sweetwater, Tex.  
Moonlight & Roses

**WILLSON, JIM**  
KCNA, Tucson, Arizona

**WITTY, DON**  
ABC—Treasury Band Shows,  
Ralph Norman, American  
Sports Page, Child's World

## — Y —

**YAEGER, MURRAY**  
KELP, El Paso, Tex.  
Concert Curtain Time

## — Z —

**ZIMMERMAN, JOSEPHINE**  
KMBC, Kansas City, Mo.  
Rhymaline Time, Tune Chas-  
ers

**ZOMAR, KARL**  
KFJX, Grand Junction, Colo.  
Memory's Garden

# Announcers

## -their work during 1947

### — A —

**AAROE, ALDEN**  
WRVA, Richmond, Va.

**ABBOTT, BUD**  
WHAS, Louisville, Ky.

**ACKERMAN, KEN**  
KQW, San Jose, Calif.

**ADAMS, BILL**  
CBS—Let's Pretend

**ADAMS, ROBERT**  
WTAG, Worcester, Mass.

**AGNEW, JOHN K.**  
WHKC, Columbus, Ohio

**ALDEN, GEORGE**  
KWBW, Hutchinson, Kans.

**ALDEN, NORM**  
KXOL, Fort Worth, Tex.

**ALDERMAN, JIM**  
WRR, Dallas, Tex.

**ALDERSON, JOHN**  
WFBR, Baltimore, Md.

**ALEXANDER, PAUL**  
KSL, Salt Lake City, Utah

**ALLAND, FRED**  
WINK, Ft. Myers, Fla.

**ALLEN, ED**  
WMAQ, Chicago, Ill.

**ALLEN, EMORY**  
WRBL, Columbus, Ga.

**ALLEN, FRANK**  
KOMA, Oklahoma City, Okla.

**ALLEN, GARRETT**  
WFRG, Reidsville, N. C.

**ALLEN, JOHN W.**  
WFAA, Dallas, Tex.

**ALLEN, MEL**  
NBC—Chesterfield Supper Club

**ALLEN, REGINALD**  
WTOP, Washington, D. C.

**ALLEN, TOM**  
KWBC, Fort Worth, Tex.

**ALLEN, WAYNE**  
KSEL, Lubbock, Tex.

**ALLISON, GENE**  
WISH, Indianapolis, Ind.

**ALLYN, KEN**  
WRNL, Richmond, Va.

**AMADON, ARTHUR**  
WBZ-WBZA, Boston, Mass.

**AMECHE, JIM**  
ABC—Welcome Travelers

**AMES, FRANK**  
WHBC, Canton Ohio

**ANDERSON, CHARLES**  
KFI, Los Angeles, Calif.

**ANDERSON, ED**  
WTIC, Hartford, Conn.

**ANDERSON, HERBERT**  
WROK, Rockford, Ill.

**ANDERSON, J. LLOYD**  
KMOX, St. Louis, Mo.

**ANDRE, PIERRE**  
ABC

**ANDREWS, RUSS**  
WFBR, Baltimore, Md.

**ANGEL, BILL**  
KSPF, Artesia, N. Mex.

**ANKENY, EUGENE**  
WCRO, Johnstown, Pa.

**ANTOINE, JON**  
NBC

**ANTOINE, TEX**  
WNBC, New York, N. Y.

**ARCHER GRAHAM**  
KGW, Portland, Ore.

**ARIM, THOMAS**  
WSTV, Steubenville, Ohio

**ARLEN, JAY**  
ABC—Club Time

**ARMSTRONG, TOM**  
WGAR, Cleveland, Ohio

**ARNOLD, CECIL JR.**  
WGUY, Bangor, Maine

**ARNOLD, WALTER**  
KECA, Los Angeles, Calif.

**ARRINGTON, BILL**  
WMRC, Greenville, S. C.

**ARTHUR, HARRY**  
WSMB, New Orleans, La.

**ASHER, JOE**  
WLAP, Lexington, Ky.

**AUSTAD, MARK**  
WWDC, Washington, D. C.

### — B —

**BAILEY, CARL**  
KXLA, Los Angeles, Calif.

**BAIRD, JOHN**  
KMPC, Los Angeles, Calif.

**BAKER, A. C.**  
WTNB, Birmingham, Ala.

**BAKER, RUSS**  
WOW, Omaha, Nebr.

**BAKKE, HAL**  
WBAP, Fort Worth, Tex.

**BALDWIN, BUCK**  
KDAL, Duluth, Minn.

**BALDWIN, WALTER**  
WDVA, Danville, Va.

**BALL, GEORGE**  
WHLI, Hempstead, L. I., N. Y.

**BALLARD, DAVID**  
KGFJ, Hollywood, Calif.

**BAMBRICK, GORDON**  
KGW, Portland, Ore.

**BANGHART, KENNETH**  
WNBC, New York, N. Y.

**BANNER, BILL**  
WSPA, Spartanburg, S. C.

**BANTA, DEANE**  
KLX, Oakland, Calif.

**BANYARD, FRANK**  
KWEW, Hutchinson, Kans.

**BARAGER, ROBERT**  
WSAX, Rochester, N. Y.

**BARBER, DON**  
WAGA, Atlanta, Ga.

**BARCLEY, GEORGE**  
KFI, Los Angeles, Calif.

**BARENTS, G. H.**  
WLEE, Richmond, Va.

**BARILE, LOUIS A.**  
WBX, Utica, N. Y.

**BARNISE, BILL**  
KRIS, Corpus Christi, Tex.

**BARR, FRED**  
WWRL, Woodside, N. Y.

**BARRETT, RAY**  
NBC

**BARRINGTON, CHARLES**  
KDYL, Salt Lake City, Utah

**BARRY, JACK**  
WOR, New York, N. Y.

**BARRY, NORMAN**  
WMAQ, Chicago, Ill.

**BASH, JIM**  
WCHV, Charlottesville, Va.

**BATCHELDER, JOHN**  
WRC, Washington, D. C.

**BATES, EARL**  
WOL, Washington, D. C.

**BATTERS, CHARLES**  
WRC, Washington, D. C.

**BAUGHN TED**  
KIRO, Seattle, Wash.

**BAXTER, ROY**  
WBNX, New York, N. Y.

**BAYLISS, ED**  
WSAY, Rochester, N. Y.

**BEAL, KING**  
KXEL, Waterloo, Iowa

**BEARD, SAM**  
WPTF, Raleigh, N. C.

**BEATTIE, JACK**  
WCAE, Pittsburgh, Pa.

**BEATY, JIM**  
WBRY, Waterbury, Conn.

**BECHTEL, JAY**  
WBFO, Cumberland, Md.

**BECKER, PHIL**  
WTIC, Hartford, Conn.

**BECKER, SANDY**  
(Becker, Sanford George); Announcer - Actor; b. New York, N. Y., Feb. 19, 1922; Jack Smith; Once Upon A Tune; Rooftops of the City; CBS Workshop; Give & Take; Second Mrs. Burton.

**BEGHOLD, KENNETH**  
WGBI, Scranton, Pa.

**BELCHER, TOM**  
KFBI, Wichita, Kans.

**BELFLOWER, DEL**  
KFDA, Amarillo, Tex.

**BELL, DOUGLAS**  
WGNC, Gastonia, N. C.

**BELLAH, MILTON**  
WDAR, Savannah, Ga.

**BELLMAN, BILL**  
WPAG, Ann Arbor, Mich.

**BENGSTON, CHARLES**  
WATR, Waterbury, Conn.

**BENNETT, RAY**  
KGA, Spokane, Wash.

**BENSON, ROBERT**  
KYW, Philadelphia, Pa.

**BENTLEY, RAY**  
WROV, Roanoke, Va.

**BENWARE, REX**  
WQXR, New York, N. Y.

**BERNARD, MILK**  
WHSC, Hartsville, S. C.

**BERRY, BEN**  
WKMO, Kokomo, Indiana

**BERRY, BOB**  
WTHI, Baltimore, Md.

**BEST, VICTOR**  
WCSE, Portland, Me.

**BETTINSON, WINSLOW**  
WHEB, Portsmouth, N. H.

**BETZ, CARL**  
WCAE, Pittsburgh, Pa.

**BICKART, SANFORD H.**  
NBC—Cavalcade of America

# GARNETT MARKS



ANNOUNCER

## STATION KQW

STATION  
**SAN JOSE**  
CAL.

OFFICE  
**SAN FRANCISCO**  
CAL.

## ANNOUNCERS

- BIRRE, PHYL**  
WHB, Kansas City, Mo.
- BISHOP, J. DIGE**  
WCTA, Andalusia, Ala.
- BIVENS, BILL**  
NBC—Fred Waring Show
- BLACK, HOWARD**  
KOY, Phoenix, Arizona
- BLACK, JOSEPH**  
WHK, Cleveland, Ohio
- BLAINE, GENE**  
WGAD, Gadsden, Ala.
- BLAIR, TED**  
WLIH, Lowell, Mass.
- BLAKE, JOEL**  
WPAT, Paterson, N. J.
- BLANTON, WALTON K.**  
KFJZ, Fort Worth, Tex.
- BLASHKIW, PETE**  
KWBW, Hutchinson, Kans.
- BLENHEIM, LARRY**  
WHN, New York, N. Y.
- BLOCK, MARTIN**  
NBC — Chesterfield Supper Club
- BLUM, LAWRENCE**  
WSIX, Nashville, Tenn.
- BOGARTE, H. E.**  
KLIF, Dallas, Tex.
- BOGGS, MURRAY**  
KFAC, Los Angeles, Calif.
- BOGGS, OTIS**  
WFAA, Dallas, Tex.
- BOHACK, BILL**  
WPAT, Paterson, N. J.
- BOLIN, ART**  
WARM, Scranton, Pa.
- BOLTON, GALE**  
WMFF, Plattsburg, N. Y.
- BOLTIN, LES**  
KARK, Little Rock, Ark.
- BOND, FORD**  
CBS—David Harum
- BOND, LYLE**  
KFI, Los Angeles, Calif.
- BOWER, BOB**  
WTIP, Charleston, W. Va.
- BOWER, RICHARD**  
WRAC, Williamsport, Pa.
- BOWMAN, ROGER**  
NBC—Lorenzo Jones  
Young Widder Brown  
American Album Fam. Music  
General Foods Shows  
CGS Television Documentary Shows
- BOYD, LEX**  
KROW, Oakland, Calif.
- BOYER, JOHN F.**  
KDKA, Pittsburgh, Pa.
- BOYMAN, GUY**  
WKBK, Detroit, Mich.
- BRABSON, WILLIAM**  
WSTV, Steubenville, Ohio
- BRACHER, BERNIE**  
KSO, Des Moines, Iowa
- BRADFORD, JOHN**  
WINS, New York, N. Y.
- BRADLEY, DICK**  
WNEW, New York, N. Y.
- BRADLEY, GEORGE**  
KOTA, Rapid City, S. Dak.
- BRADLEY, WILLIAM V.**  
WHEB, Portsmouth, N. H.
- BRADLEY, PETER**  
WSBC, Chicago, Ill.
- BRADLEY, TRUMAN**  
CBS—Suspense
- BRANCH, TAYLOR**  
WRR, Dallas, Tex.
- BRANDT, JOSEPH A.**  
WTPR, Paris, Tenn.
- BRANT, BILL**  
KDKA, Pittsburgh, Pa.
- BRAY, JACK**  
WADC, Akron, Ohio
- BRAZZELL, JIMMY**  
WHSC, Hartsville, S. C.
- BREMSEY, LYELL**  
KFAB, Omaha, Nebr.
- BRENNAN, JOS.**  
KXOK, St. Louis, Mo.
- BRENNER, BOB**  
WCOP, Boston, Mass.
- BRENTSON, PAUL**  
CBS—Hour of Charm
- BREVIK, ERNIE**  
WDAY, Fargo, No. Dak.
- BRICE, JAMES**  
WTPR, Paris, Tenn.
- BRIK, CHARLES**  
WHAM, Rochester, N. Y.
- BRINK, TED**  
WKAR, East Lansing Mich.
- BREISDINE, BOB**  
WATL, Atlanta, Ga.
- BRITTON, JACK**  
WKGK, Knoxville, Tenn.
- BRODE, BUDDY**  
WILK, Wilkes Barre, Pa.
- BROKENSIRE, NORMAN**  
ABC—Theatre Guild on the Air
- BRONSON, RICHARD**  
WPOR, Portland, Maine
- BROOKS, BOB**  
KTRH, Houston, Tex.

# HARRY VON ZELL

10th Year

**EDDIE CANTOR SHOW**

NBC Network—Thursdays

Featured in

**SMITHS OF HOLLYWOOD**

(Transcribed)

**HARRY VON ZELL  
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Exclusive Management  
**MONTER-GRAY, INC.**

Hollywood (46), Calif.

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**ED HERLIHY**

*We're Still Having A BIG Time On*

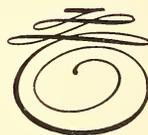
**HONEYMOON**  
in  
**NEW YORK**

NBC 9-9:30 A. M., E.S.T.



*Commercial*  
*Announcements*  
by

**CY HARRICE**



Personal Management  
**MARTIN GOODMAN**

• • •      **A N N O U N C E R S**      • • •

**BROOKS, DEEN**  
WKNA, Charleston, W. Va.

**BROOKS, KIRBY**  
WIOD, Miami, Fla.

**BROOKS, LOU**  
WONS, Hartford, Conn.

**BROOKS, MIKE**  
WBIG, Greensboro, N. C.

**BROOKS, NORMAN**  
WFPG, Steel Pier, Atlantic City, N. J.

**BROOKS, ROBERT**  
KTRH, Houston Texas

**BROOKS, TOM**  
WHAS, Louisville, Ky.

**BROPHY, BILL**  
WKNY, Kingston, N. Y.

**BROPHY, FRED**  
WHIO, Dayton, Ohio

**BROTHERS, BILL**  
WHNC, Henderson, N. C.

**BROWN, BILL**  
WERC, Erie, Pa.

**BROWN, BILL**  
WLW, Cincinnati, Ohio

**BROWN, FRED**  
WNCA, Asheville, N. C.

**BROWN, HOWARD**  
WFIL, Philadelphia, Pa.

**BROWN, KEN**  
WTMC, Ocala, Fla.

**BROWN, LARRY**  
WPEN, Philadelphia, Pa.

**BROWN, PAUL**  
WAZL, Hazleton, Pa.

**BROWN, RUSSELL**  
WMFG, Hibbing, Minn.

**BROWN, TED**  
WOR, New York, N. Y.

**BROWN, W. PENDLETON**  
WTAG, Worcester, Mass.

**BROWNING, DOUG**  
ABC—Paul Whiteman Club  
On Stage America  
Champion Spark Plug

**BROWNING, REED**  
KECA, Los Angeles, Calif.

**BRUCE, AL**  
WLBR, Lebanon, Pa.

**BRUCKNER, SKIP**  
WGAU, Athens, Ga.

**BRYAN, GEORGE**  
CBS—Talent Scouts

**BRUNWICK, HARVEY**  
KTOP, Topeka, Kans.

**BRYAR, BOB**  
WHN, New York, N. Y.

**BRYN, GENE**  
WISR, Butler, Pa.

**BUCHANAN, PAUL**  
WISU, Bloomington, Indiana

**BUNDER, GEORGE**  
WSAU, Wausau, Wis.

**BUNING, JOHN**  
WSPB, Sarasota, Fla.

**BURCH, ED**  
WWDC, Washington, D. C.

**BURGE, RALPH**  
WMPS, Memphis, Tenn.

**BURGESS, HARRY C.**  
WISE, Asheville, N. C.

**BURKE, DON**  
KOCS, Ontario, Calif.

**BURKE, GORDON**  
KDYL, Salt Lake City, Utah

**BURKE, JACK**  
WICY, Malone, N. Y.

**BURNETE JACK**  
WALT, Tampa, Fla.

**BURNS, DICK**  
WTTM, Trenton, N. J.

**BURT, JIM**  
KELO, Sioux Falls, S. Dak.

**BUSSARD, DENNIS**  
WELM, Elmira, N. Y.

**BUTHERUS, ED**  
KGW, Portland, Ore.

**BUTLER, FRANK**  
WCCO, Minneapolis, Minn.

**BUTLER, HARRY**  
WHIO, Dayton, Ohio

**BUTLER, JAY**  
KMBC, Kansas City, Mo.

**BUTTERS, JIM**  
KECA, Los Angeles, Calif.

**BUZZARD, RICHARD**  
WJTN, Jamestown, N. Y.

**BYARS, JOE**  
WDAK, Columbus, O.

**BYRD, HERBERT**  
KXLR, N. Little Rock, Ark.

— C —

**CADDELL, RAYMOND**  
WHSC, Hartsville, S. C.

**CADE, MARVIN**  
WJW, Cleveland, O.

**CADWELL, ROBERT**  
WROK, Rockford, Ill.

**CAHAN, GEORGE**  
WFIL, Philadelphia, Pa.

**CALLAHAN, CHRIS**  
WNOC, Norwich, Conn.

**CALLAN, ROBERT**  
WMCA, New York, N. Y.

**CALLISON, GEORGE**  
WRNY, Rochester, N. Y.

**CALVERT, WILLIAM**  
WIBX, Utica, N. Y.



## DWIGHT WEIST

MC — ANNOUNCER — NARRATOR

We, the People	CBS	Big Town	CBS
Grand Slam	CBS	Inner Sanctum	CBS
Aldrich Family	NBC	Thin Man	CBS

Commentator—Pathe News—"This Is America"

# Gene Hamilton

Music Commentator—

everything from "Lower  
Basin Street" to the Bos-  
ton Symphony.

Announcer—

"Professor Quiz," Ameri-  
can Oil Company

A.B.C.

# ANNOUNCERS

**CAMPBELL, DAVE**  
WBT, Charlotte, N. C.

**CAMPBELL, DICK**  
WDVA, Danville, Va.

**CAMPBELL, REX**  
KSL, Salt Lake City, Utah

**CAMPBELL, SPENCER W.**  
WGAN, Portland, Maine

**CAMPBELL, TED**  
WMCA, New York, N. Y.

**CAMPHERO, BOB**  
WSNY, Schenectady, N. Y.

**CANDLER, PETE**  
WFVA, Fredericksburg, Va.

**CAPMAN, DON**  
WORC, Worcester, Mass.

**CAPPS, BOB**  
KRBC, Abilene, Tex.

**CAPPS, JIMMY**  
WPTF, Raleigh, N. C.

**CARDELL, GEORGE W.**  
WGNH, Gadsden, Ala.

**CAREY, KENNETH R**  
WNYC, New York, N. Y.

**CARLSON, BILL**  
WTMJ, Milwaukee, Wis.

**CARLSON, HARRY**  
WOR, New York, N. Y.

**CARLTON, BOB**  
WMBD, Peoria, Ill.

**CARLTON, HOLLIS**  
WCOV, Montgomery, Ala.

**CARMAN, JOHN M.**  
WHLS, Port Huron, Mich.

**CARMONA, AL**  
KGFJ, Hollywood, Calif.

**CARNEAL, HERB**  
WSYR, Syracuse, N. Y.

**CARPENTER, KEN**  
ABC—Philco Radio Time

**CARR, JERRY**  
WHLL, Hempstead, L. I., N. Y.

**CARR, ROY**  
WLOL, Minneapolis, Minn.

**CARRIGAN, BILL**  
WKRM, Columbia, Tenn.

**CARROLL, VINCE**  
WBAX, Wilkes Barre, Pa.

**CARSWELL, TOM**  
WCOA, Pensacola, Fla.

**CARTER, ALAN**  
WGV, Geneva, N. Y.

**CARTER, FRANK**  
WIP, Philadelphia, Pa.

**CARTER, JACK**  
KSEO, Durant, Okla.

**CARTER, VERNON**  
WCBS, Greenwood, S. C.

**CARTY, WM.**  
WIP, Philadelphia, Pa.

**CARUSO, CARL**  
WOR, New York, N. Y.

**CASE, LEE**  
WCHA, Chambersburg, Pa.

**CASE, NELSON**  
CBS—Lowell Thomas

**CASEY, TOM**  
ABC—The American Farmer

**CASSARA, ERNEST**  
WORC, Worcester, Mass.

**CASSELL, CLARENCE**  
KQW, San Jose, Calif.

**CASSIDY, TOM**  
KFAC, Los Angeles, Calif.

**CAUSEY, DONALD H.**  
KHOZ, Harrison, Ark.

**CAUSIER, JACK**  
WJNO, W. Palm Beach, Fla.

**CHAMBERLAIN, GUS**  
WMBR, Jacksonville, Fla.

**CHAMPION, NED**  
WGBR, Goldsboro, N. C.

**CHANEY, BILL**  
KXO, El Centro, Calif.

**CHAPMAN, JERRY**  
WIRE, Indianapolis, Ind.

**CHAPPELL, ERNEST**  
CBS—E. R. Murrow & News  
Till Now  
ABC—Ted Malone

**CHARLES, BERT**  
WAKR, Akron, Ohio

**CHARLES, HENRY**  
KFWB, Hollywood, Calif.

**CHASE, EDDIE**  
WOOD, Grand Rapids, Mich.

**CHASE, TOM**  
WOW, Omaha, Nebr.

**CHASTAIN, TONY**  
WGBS, Miami, Fla.

**CHATFIELD, LESLEY**  
KVOE, Santa Ana, Calif.

**CHENEY, RAY**  
WSNY, Schenectady, N. Y.

**CHENOWETH, JACK**  
WADC, Akron, Ohio

**CHILDS, LELAND**  
WAPX, Montgomery, Ala.

**CHRISTENSEN, FRED G.**  
WMPS, Memphis, Tenn.

**CHRISTIAN, RALPH**  
WSM, Nashville, Tenn.

**CHRISTOPHER, CARL**  
KSPF, San Francisco, Calif.

**CLARK, HENRY**  
WMFF, Ft. Frances, N. Y.

**CLARK, J. F.**  
WWJ, Detroit, Mich.

**CLARK, JESS**  
WCON, Atlanta, Ga.



## GLENN RIGGS

"The Thin Man" . . . CBS  
 "My True Story" . . . ABC  
 "Hop Harrigan" . . . WOR-MBS  
 "Boston Blackie" . . . ABC

TRANSCRIPTIONS  
Television



## DAVID ROSS

## ANNOUNCERS

**CLARK, RICHARD M.**  
KERN, Bakersfield, Calif.  
**CLARKE, BRUCE**  
WFBL, Syracuse, N. Y.  
**CLARKE, EDDIE**  
KCKN, Kansas City, Kans.  
**CLARKE, JAMES**  
WAZL, Hazleton, Pa.

**CLARKE, JOHN H.**  
Narrator, Disc Jockey; b. King-  
ston, Ohio, May 10, 1913; ed.  
U. of Cinn Conservatory of  
Music, Miami U. (Ohio); Going  
to Town; Three Corners Club;  
Rittenhouse Chimes Show (Tele)  
Staff Announcer WINS.

**CLARKE, PAUL**  
WMT, Cedar Rapids, Iowa  
**CLEAR, WILLIAM**  
WRTA, Altoona, Pa.

**CLEARY, JAMES**  
WSGN, Birmingham, Ala.

**CLEMENS, LOU**  
KLIX, Twin Falls, Idaho

**CLIFTON, JACK**  
WAKR, Akron, Ohio

**CLINTON, PAUL**  
WPDQ, Jacksonville, Fla.

**CLOSE, BILL**  
KOY, Phoenix, Arizona

**CLUTE, JOHN**  
WMFF, Plattsburg, N. Y.

**COCHRAN, PAUL**  
KWHK, Hutchinson, Kans.

**CODDON, HAL**  
KFMB, San Diego, Calif.

**CODY, DEL**  
KGA, Spokane, Wash.

**COHN, MORT**  
WCHS, Charleston, W. Va.

**COLE, DAVID H.**  
KCRS, Midland, Tex.

**COLE, JOHN**  
KFRU, Columbia, Mo.

**COLE, LOU**  
WWRL, Woodside, N. Y.

**COLLEY, STEWART**  
WJNO, W. Palm Beach, Fla.

**COLLIER, RALPH**  
WHAM, Rochester, N. Y.

**COLLINS, BEVERLY**  
WAGE, Syracuse, N. Y.

**COLLINS, PAUL**  
WIBG, Philadelphia, Pa.

**COLLYER, BUD**  
(Collyer Clayton); Quiz of Two  
Cities; Superman; Break The  
Bank (ABC); Life Can Be Beau-  
tiful (NBC); Molley Mystery  
Theater (NBC).

**COLTON, LAVERN**  
WCOU, Lewiston, Maine

**COMBS, MORRISON**  
WSIC, Statesville, N. C.

**COMO, HUNTER**  
WHLB, Virginia, Minn.

**CONCIE, BOB**  
KWSC, Pullman, Wash.

**CONGER, BOB**  
WKBK, Detroit, Mich.

**CONNELLY, JOHN**  
WHN, New York, N. Y.

**CONNER, BILL**  
WEBC, Duluth, Minn.

**CONOVER, HUGH**  
CBS—Big Sister

**CONOVER, WILLIS**  
WWDC, Washington, D. C.

**CONRAD, JOHN**  
WMAQ, Chicago, Ill.

**CONSIDINE, BOB**  
NBC—Fred Waring Show

**CONWAY, JIM**  
CBS—Lee Adams

**COOK, ALLAN W.**  
WKZO, Kalamazoo, Mich.

**COOK, JIM**  
KFDA, Amarillo, Tex.

**COOK, LOU**  
ABC—The Opie Cates Show

**COOK, RICHARD**  
WMRN, Marion, Ohio

**COOK, WALTER**  
KVER, Albuquerque, N. Mex.

**COOKE, HENRY**  
WMAQ, Chicago, Ill.

**COONEY, JIM**  
WBEN, Buffalo, N. Y.

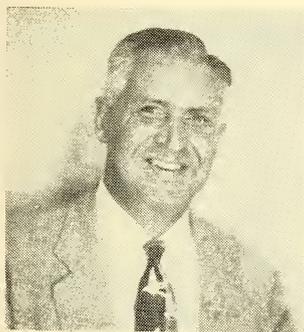
**COOPER, JIM**  
WFNC, Fayetteville, N. C.

**CORBETT, JACK**  
WSYR, Syracuse, N. Y.

**CORBIN, LOUIS**  
WFBR, Baltimore, Md.

**CORDAY, DON**  
WAKR, Akron, Ohio

**CORNELL, BOB**  
KFAC, Los Angeles, Calif.



### ALUN WILLIAMS

ANNOUNCING  
NARRATION  
NEWS

LE. 2-1100

CI. 6-2200



### KEYES PERRIN

"Record Riddles"—WOR  
"Al Schacht Show"—WOR

ANNOUNCERS

**CORUM, BILL**  
ABC — Gillette Cavalcade of Sports

**CORY, JOHN**  
WLBC, Muncie, Ind.

**COSLETT, FRANKLIN D.**  
WBRE, Wilkes Barre, Pa.

**COSTELLO, JOHN PATRICK (JACK)**

Announcer, Narrator, Commentator; b. May 31, 1908, Sauk Centre, Minn.; St. Bonaventure College, U. of Minn., Honorary Degree, Litt. D., Music America Loves Best; RCA Victor Kraft Music Hall; Hildegard Raleigh Room; Story of Music; Vacation With Music; Catholic Hour (NBC).

**COVEY, DICK**  
KRNT, Des Moines, Iowa

**COWLING, TERRY**  
WCOP, Boston, Mass.

**COX, BILL**  
WWDC, Washington, D. C.

**CRAGO, RICHARD L.**  
WRUF, Gainesville, Fla.

**CRAIG, NANCY**  
ABC

**CRANE, GENE**  
WCAU, Philadelphia, Pa.

**CRAWFORD, DICK**  
KFAC, Los Angeles, Calif.

**CRAWFORD, EUGENE**  
WGBF, Evansville, Ind.

**CRIST, JIM**  
WITH, Baltimore, Md.

**CROFFORD, GEORGE**  
KOCs, Ontario, Calif.

**CROFT, MIKE**  
WHUN, Huntington, Pa.

**CRONICAN, LEE**  
WHP, Harrisburg, Pa.

**CROSATTO, DAVE**  
KJBS, San Francisco, Calif.

**CROSSBY, LOU**  
CBS—Gene Autry Show

**CROSS, PHILIP**  
KDKA, Pittsburgh, Pa.

**CROWELL, GEORGE**  
KSFO, San Francisco, Calif.

**CRUMP, GEORGE**  
WCRO, Johnstown, Pa.

**CULLEN, WILLIAM L.**

Radio announcer, MC; b. Pittsburgh, Pa., Feb. 18, 1920; Carnegie Tech; Univ. of Pittsburgh; Continental Celebrity Club; Give & Take (CBS); Missus Goes A Shoppin; Winner Take All (CBS); Hollywood Jackpot; Danny Kaye Show.

**CUNNINGHAM, CHRIS**  
WPAT, Paterson, N. J.

**CUNO, EUGENE**  
WSYR, Syracuse, N. Y.

**CURLIN, DONALD K.**  
KQW, San Jose, Calif.

**CURTIN, DAVID**  
WRNY, Rochester, N. Y.

**CURTIS, E. H.**  
WIBW, Topeka, Kans.

**CURTIS, GEORGE E., JR.**  
WGAN, Portland, aine

**CURTIS, RON**  
WFBL, Syracuse, N. Y.

— D —

**DALE, ALEX**  
WFBL, Syracuse, N. Y.

**DALE, ALLAN**  
KURV, Edinburg, Tex.

**DALE, JOHN**  
WNEW, New York, N. Y.

**DALTON, ROBERT**  
WRNL, Richmond, Va.

**DANIELS, MERRILL**  
WRRF, Washington, D. C.

**DANIS, MEL**  
WSYR, Syracuse, N. Y.

**DARGO, ROBERT**  
WOSH, Portland, Me.

**DARWIN, FRED**  
WINS, New York, N. Y.

**DAVIDSON, BOB**  
WFAS, White Plains, N. Y.

**DAVIS, BOB**  
KAKC, Tulsa, Okla.

**DAVIS, ED.**  
WFPG, Steel Pier, Atlantic City, N. J.

**DAVIS, EDDIE**  
WTOG, Savannah, Ga.

**DAVIS, GEOFF**  
WINS, New York, N. Y.

**DAVIS, GEORGE**  
WRBL, Columbus, Ga.

**DAVITT, WILLIAM**  
KFBI, Wichita, Kans.

**DAWES, BILL**  
WCKY, Cincinnati, Ohio

**DAY, BILL**  
WACOO, Waco, Tex.

**DAYTON, LEE**  
WMAL, Washington, D. C.



**FRANK GALLOP**



**BEN GRAUER**

NBC

ANNOUNCERS

**DEAL, JOHN H.**  
WHCU, Ithaca, N. Y.

**DEAN, JOHN**  
WDNC, Durham, N. C.

**DEAN, PAUL**  
WTAG, Worcester, Mass.

**DEEGAN, JOHN**  
KYW, Philadelphia, Pa.

**DEFREITAS, DICK**  
WHN, New York, N. Y.

**DELANEY, BOB**  
WJNO, West Palm Beach, Fla.

**DELFINO, FRANK**  
WSTC, Stamford, Conn.

**DeLINE, JIM**  
WFBL, Syracuse, N. Y.

**DeMARSE, WILLARD**  
WRNY, Rochester, N. Y.

**DENISON, SPENCER**  
WHLS, Port Huron, Mich.

**DENNY, ROLAND**  
KPLT, Paris, Tex.

**DENNIS, BETSY**  
WJOR, Bangor, Me.

**DENTON, ROBERT**  
NBC

**DERWIN, KEN**  
WAAT, Newark, N. J.

**DeSUZZO, CARL**  
WBZ-WBZA, Boston, Mass.

**DEVINE, OTTIS**  
WSM, Nashville, Tenn.

**DICKSON, DICK**  
WARS, Wilmington, Del.

**DIERDORFF, ELLIE**  
WCOP, Boston, Mass.

**DILSON, BURT**  
JWV, Cleveland, Ohio

**DINSMORE, CHARLES**  
WORL, Boston, Mass.

**DOGGETT, JERRY**  
WRR, Dallas, Tex.

**DONALDSON, ED.**  
WSYR, Syracuse, N. Y.

**DONALDSON, TED**  
Ma Perkins, CBS

**DONNELLY, BOB**  
WMID, Atlantic City, N. J.

**DOHOVAN, GREG**  
WMAQ, Chicago, Ill.

**DORR, RUSSELL A.**  
WGAN, Portland, Me.

**DORSEY, HOWARD**  
KMOX, St. Louis, Mo.

**DORSEY, JOE**  
WEMP, Milwaukee, Wis.

**DOUGLAS, HARRY**  
KMBC, Kansas City, Mo.

**DOWD, DON**  
Breakfast Club, Club Time, ABC

**DOWELL, JOHN C.**  
WTAG, Worcester, Mass.

**DOWNNEY, GEORGE**  
WEAN, Providence, R. I.

**DOWNS, HUGH**  
WMAQ, Chicago, Ill.

**DRAKE, MYRON**  
KTAR, Phoenix, Ariz.

**DRAKE, RONALD**  
WHP, Harrisburg, Pa.

**DROMEY, JACK**  
WBGE, Atlanta, Ga.

**DUDLEY, DICK**  
NBC

**DULANE, CHUCK**  
WGAY, Silver Spring, Md.

**DUNBAR, RUSS**  
WOR, New York, N. Y.

**DUNCAN, JIM**  
WNOC, Norwich, Conn.

**DUNCAN, NORVIN**  
WFBC, Greenville, S. C.

**DUNDAS, BOB**  
KTHT, Houston, Tex.

**DUNHAM, DICK**  
The Adventures of the Falcon, MBS; Policewoman, ABC; CBS World News; One Man's Family, WOR, Strange Romance of Evelyn Winters; Rose of My Dreams.

**DUNHAM, RICHARD H.**  
b. New York, N. Y., Feb. 26, 1916; ed. Rollins College; The Strange Romance of Evelyn Winters (CBS); Katie's Daughter (NBC); Rose of My Dreams (CBS); Molle's Mystery (NBS); Policewoman (ABC).

**DUNHAVEN, JACK**  
KIRO, Seattle, Wash.

**DUNLAP, TED**  
WMAL, Washington, D. C.

**DUNN, EDDIE**  
Jack Berch Show, NBC

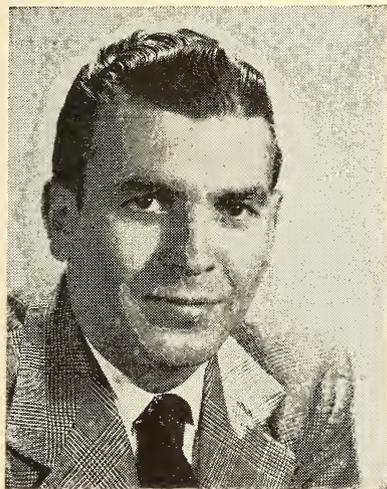
**DUNN, MIKE**  
WIBC, Indianapolis, Ind.

**DUNN, RONALD**  
WFAA, Dallas, Tex.

**DUNPHY, DON**  
Gillette Cavalcade of Sports, ABC

**DUPLY, MONTY**  
WNCA, Asheville, N. C.

**DVORAK, GEORGE**  
KFI, Los Angeles, Calif.



**DENNIS JAMES**

Radio and Television  
M. C.

Announcer ● Sportscaster

LEx. 2-1100



... the one with the moustache is  
**COSTELLO... JACK, that is!**

N B C

ANNOUNCERS

— E —

**EAGON, BRUCE**  
KVOO, Tulsa, Okla.

**EATON, GORDON**  
WCCO, Minneapolis, Minn.

**ECKER, ED**  
WKNY, Kingston, N. Y.

**EDELL, HILLARD**  
WSTC, Stamford, Conn.

**EDMONDS, BILL**  
WHN, New York, N. Y.

**EDWARDS, FRED**  
KRLD, Dallas, Texas

**EDWARDS, ALLYN**  
WQZR, New York, N. Y.

**EDWARDS, CHARLES**  
WMAL, Washington, D. C.

**EDWARDS, CURTIS**  
WTCN, Minneapolis, Minn.

**EDWARDS, FRANK**  
WFBG, Altoona, Pa.

**EDWARDS, IRING**  
WRNY, Rochester, N. Y.

**EDWARDS, JOHN**  
WIP, Philadelphia, Pa.

**EDWARDS, RAY**  
WHAS, Louisville, Ky.

**EDWARDS, ROSS**  
WEEK, Peoria, Ill.

**EDWARDS, TOM**  
KICD, Spencer, Ia.

**EDWARDS, WARREN**  
WTSR, Butler, Pa.

**EGAN, JOHN**  
WCAU, Philadelphia, Pa.

**EGGERT, GEORGE**  
WFBG, Altoona, Pa.

**ELDER, DON**  
WMAQ, Chicago, Ill.

**ELIOT, BRUCE**  
WOR, New York, N. Y.

**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).

**ELLIOTT, BILL**  
WNOE, New Orleans, La.

**ELLIOTT, DON**  
WCOC, Atlanta, Ga.

**ELLIOTT, LARRY**  
Strange Romance of Evelyn Winters, Rose of My Dreams, Mr. Keen, Tracer of Lost Persons, CBS

**ELLIOTT, OWEN**  
WSBT, South Bend, Ind.

**ELLIOTT, RAMSEY**  
KERN, Bakersfield, Calif.

**ELLIS, PHIL**  
WPTF, Raleigh, N. C.

**ELLIS, STEVE**  
Nightly Sports Resume, WMCA, Music Box, WMCA

**ELSTON, GENE**  
WMT, Cedar Rapids, Iowa

**EMERICK, BOB**  
WOR, New York, N. Y.

**EMMANUEL, MICHAEL G.**  
WRUF, Gainesville, Fla.

**EMSLIE, CARL**  
WTOL, Toledo, Ohio

**ENGLISH, RANDY**  
WTRY, Troy, N. Y.

**ERICKSON, C.**  
WWJ, Detroit, Mich.

**ERWIN, GEORGE**  
KFJZ, Fort Worth, Tex.

**EUBANKS, BLAIR**  
WTAR, Norfolk, Va.

**EVERBACH, JACK**  
WMOB, Mobile, Ala.

**EVERSON, BOB**  
WBAP, Fort Worth, Tex.

**EVERY, RICHARD**  
WKOP, Binghamton, N. Y.

**EWING, BILL**  
KMPC, Los Angeles, Calif.

**EYBERG, MEL**  
KFNF, Shenandoah, Iowa

— F —

**FACENDA FRANK**  
WGH, Newport News, Va.

**FACENDA, JOHN**  
WIP, Philadelphia, Pa.

**FALLERT, RALPH**  
WCAE, Pittsburgh, Pa.

**FARLEY, BILL**  
WELI, New Haven, Conn.

**FARRELL, MAURY**  
WAPI, Birmingham, Ala.

**FARRINGTON, FIELDEN**  
Romance of Helen Trent, CBS

**FELIX, JIM**  
WFIL, Philadelphia, Pa.

**FENNEMAN, GEORGE**  
Sound Off, Ross Dolan-Detective, ABC

**FERGUSON, HUGH**  
WCAU, Philadelphia, Pa.

**FERRIBY, ERNEST**  
WHLS, Port Huron, Mich.



**RADCLIFFE HALL**  
NBC NEWS AT NOON



**BUD COLLYER**

## ANNOUNCERS

**FIELD, TOM**  
WTAM, Cleveland, Ohio

**FINCH, BUD**  
WELI, New Haven, Conn.

**FINCH, DEE**  
WNEW, New York, N. Y.

**FINLEY, STUART**  
The Veteran's Advisor, NBC,  
WRC, Washington, D. C.

**FINN, LEO**  
WWCO, Waterbury, Conn.

**MINN, MIHAEL**  
WEOA, Evansville, Ind.

**FINNEGAN, BOB**  
WRBL, Columbus, Ga.

**FISHER, LOU**  
WINS, New York, N. Y.

**FISHER, STEVE**  
WPDQ, Jacksonville, Fla.

**FISK, JIM**  
KGFN, Grass Valley, Calif.

**FISKE, FRED**  
WOL, Washington, D. C.

**FITZGERALD, GORDON**  
WBAP, Fort Worth, Tex.

**FITZGERALD, HAROLD**  
WKZO, Kalamazoo, Mich.

**FLANAGAN, ROBERT**  
WGBI, Scranton, Pa.

**FLEISCHMAN, SOL J.**  
WDAE, Tampa, Fla.

**FLEMING, DOUG**  
KGFJ, Hollywood, Calif.

**FLEMING, ED**  
Our Gal Sunday, CBS

**FLEMING, TOM**  
WSPA, Spartanburg, S. C.

**FLOURNOY, BOB**  
WHAS, Louisville, Ky.

**FLYNN, HOWARD**  
KMPC, Los Angeles, Calif.

**FLYNN, NORMA**  
WELM, Elmira, N. Y.

**FORD, MILTON**  
WWDC, Washington, D. C.

**FORMAN, WIN**  
WARM, Scranton, Pa.

**FOSTER, JOHN**  
WBAX, Wilkes Barre, Pa.

**FRANK, BERT**  
KDYL, Salt Lake City, Utah

**FRANK, BOB**  
WOC, Davenport, Iowa

**FRANK, DON**  
WPEN, Philadelphia, Pa.

**FRANKLIN, BOB**  
KGW, Portland, Ore.

**FRASER, GORDON**  
Woman of Tomorrow, ABC

**FREDERICK, CAL**  
KFWB, Hollywood, Calif.

**FREDERICK, DON**  
WOR, New York, N. Y.

**FREDERICKS, HAL**  
KXOK, St. Louis, Mo.

**FREDERICKS, JACK**  
WKAL, Rome-Utica, N. Y.

**FREDRICKS, FRANK**  
WTAM, Cleveland, Ohio

**FRED, ALAN**  
WAKR, Akron, Ohio

**FREMAULT, LEON**  
WBZ-WBZA, Boston, Mass.

**FRENCH, CHARLES**  
WWNR, Beckley, W. Va.

**FRENH, PETE**  
WHAS, Louisville, Ky.

**FRITZ, DONALD**  
WHKC, Columbus, Ohio

**FROST, BILL**  
KGFN, Grass Valley, Calif.

**FULLERTON, JERRY**  
KRIS, Corpus Christi, Tex.

### — G —

**GAHR, RAL**  
WENT, Gloversville, N. Y.

**GALLAGHER, ROGER**  
WMCA, New York, N. Y.

**GALLOP, FRANK**  
CBS—Family Hour  
NBC—Milton Berle  
NBC—Stella Dallas

**GAMBLE, RON**  
WJR, Detroit, Mich.

**GANS, ALAN**  
KYW, Philadelphia, Pa.

**GARDNER, DON**  
ABC  
Martin Agronsky, Monday  
Morning Headlines Sam Pettingill, Sunday Vespers, Gangbusters.

**GARDNER, JOHN**  
Land of the Lost, ABC

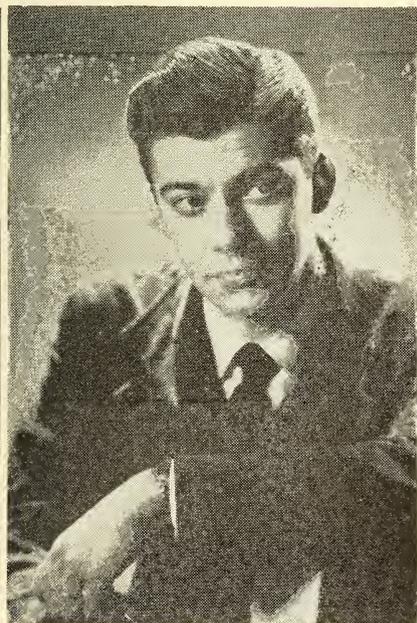
**GARRETT, JIM**  
WJR, Detroit, Mich.

**GARY, ARTHUR**  
NBC

**GASTON, O. T.**  
WKZO, Kalamazoo, Mich.

**GATES, PHELPS**  
The Christian Science Monitor Views The News, ABC

**GAUVIN, AIME**  
WHN, New York, N. Y.



**SANDY BECKER**  
ACTOR - ANNOUNCER

## WIN ELLIOT

Emcee "County Fair"  
Borden Company—CBS

Emcee "Betty Crocker"  
General Mills—ABC

Emcee "Quick As A Flash"  
Helbros Watches—MBS

Narrator-Announcer  
"Willie Piper"  
General Electric—ABC

### Television

Sports and Special Events

Ford Motors—CBS-TV

Maxwell House Coffee

Knox Hats

# ANNOUNCERS

**GAYMAN, L. VAUGHN**  
WKBB, Dubuque, Iowa

**GEE, STAN**  
WGAR, Cleveland, Ohio

**GEORGE, NELSON**  
WBDO, Orlando, Fla.

**GERAGHTY, LARRY**  
WOL, Washington, D. C.

**GERO, NORMAN**  
WWSC, Glens Falls, N. Y.

**GIBBONS, JACK**  
WILM, Wilmington, Del.

**GIBBS, JOHN**  
KQV, Pittsburgh, Pa.

**GIDDINGS, JIM**  
KFEL, Denver, Colo.

**GIFFORD, ROBERT**  
WWSC, Glens Falls, N. Y.

**GILLEN, BOB**  
KGFJ, Hollywood, Calif.

**GILLEPIE, BOB**  
WONS, Hartford, Conn.

**GILLETTE, LOU**  
KALE, Portland, Ore.

**GILLIS, EARLE**  
WHKC, Columbus, Ohio

**GILMORE, ART**  
Stars Over Hollywood, CBS,  
Point Sublime, Murder & Mr.  
Malone, ABC

**GIVEN, JOE**  
WBT, Charlotte, N. C.

**GLADNEY, NORMAN**  
WWDC, Washington, D. C.

**GOBER, JIM**  
KNOW, Austin, Tex.

**GONZALES, NAP**  
WHEC, Rochester, N. Y.

**GOODWIN, BILL**  
NBC, Maxwell House Coffee  
Time, Burns & Allen

**GOODWIN, GLENN**  
KSO, Des Moines, Iowa

**GORDON, BILL**  
WHHM, Memphis, Tenn.

**GORBON, CHARLES**  
WTCM, Traverse City, Mich.

**GORDON, DON**  
Hint Hunt, CBS

**GORDON, ROSS**  
WMOX, St. Louis, Mo.

**GOULDING, PHIL**  
WHN, New York, N. Y.

**GOVE, ELLIOTT**  
WSYR, Syracuse, N. Y.

**GRADY, JOE**  
WPEN, Philadelphia, Pa.

**GRAHAM, WALTER**  
KOAD, Omaha, Nebr.

**GRANT, BRUCE**  
WHB, Kansas City, Mo.

**GRANER, JAMES**  
WMRN, Marion, Ohio

**GRANT, FELIX**  
WWDC, Washington, D. C.

**GRANT, RUSSELL**  
KCDL, Cody, Wyo.

**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; Jergens Journal with  
Walter Winchell (ABC); Ches-  
terfield Supper Club (NBC);  
America United (NBC); News  
(NBC).

**GRAVES, GENE**  
KYW, Philadelphia, Pa.

**GRAYMOUNT, STUART**  
KURV, Edinburg, Tex.

**GREGORY, GREG**  
KVER, Albuquerque, N. Mex.

**GREEN, HAROLD**  
WFVA, Fredericksburg, Va.

**GREY, PETER**  
WSMB, New Orleans, La

**GRIER, HARRY**  
KTRH, Houston, Tex.

**GRIFFIN, DAN**  
WGTM, Wilson, N. C.

**GRIMSTAD, TARJ**  
KRUX, Phoenix & Glendale,  
Ariz.

**GROBE, ALBERT**  
WQRX, New York, N. Y.

**GRINDE, BOB**  
WHB, Kansas City, Mo.

**GROHMAN, JIM**  
WFPG, Steel Pier, Atlantic  
City, N. J.

**GROPPER, HAROLD**  
WJTN, Jamestown, N. Y.

**GROVE, BILL**  
WFNC, Fayetteville, N. C.

**GUBA, JOE**  
WEDO, McKeesport, Pa.

**GUEST, JOHN**  
WGAR, Cleveland, Ohio

**GULLER, JACK**  
WTBO, Cumberland, Md.

**GUNDAKER, ED**  
WHP, Harrisburg, Pa.

**GUNN, BEN**  
WATL, Atlanta, Ga.

**GUNN, GEORGE**  
Dick Tracy, ABC

## Len Sterling

- Announcer
- M.C.
- Narrator

free-lance

LA 4-1200



## ART HANNES

CBS Announcer-Commentator

LA. 4-1200

ANNOUNCERS

**GUSTAFASON, ROGER**  
WEBR, Buffalo, N. Y.

— H —

**HAEFNER, GEORGE**  
WHAM, Rochester, N. Y.  
**HAGAN, STAN**  
WMAN, Mansfield, Ohio  
**HAGER, DON**  
KHUM, Eureka, Calif.  
**HAINES, FHL**  
WTRC, Elkhart, Ind.  
**HALL, BILL**  
WLAJ, Grand Rapids, Mich.  
**HALL, HARRY**  
KFWB, Hollywood, Calif.  
**HALL, LEN**  
WNAR, Norristown, Pa.

**HALL, RADCLIFFE**  
WNBC, New York, N. Y. (NBC)  
**HAMILTON, BILL**  
Cavalcade of America, NBC

**HAMILTON, GENE**  
Concert commentator, announcer, director; b Toledo, O., Feb. 22, 1910; Boston Symphony; Music Conductor — Professor Quiz (ABC); Announcer — Breck Beautiful Music Concerts; Announcer — News & Sports for Bethlehem Steel; News Reporter.  
**HAMILTON, WARD**  
WWNY, Watertown, N. Y.  
**HAMPTON, RAWLS**  
WFAS, White Plains, N. Y.  
**HAMRICK, HOWARD**  
WRNL, Richmond, Va.

**HANCOCK, DON**  
(Hancock, Donald T.); Announcer; b. Linwood, Ind., Oct. 10, 1910; Ind. Central Coll., AB. Harvest of Stars (NBC); Jack Smith Show (CBS); Famous Jury Trials (AB); Vox Pop (ABC); Perry Mason (CBS); Life Can Be Beautiful (NBC).

**HANCOCK, HAL**  
WENY, Elmira, N. Y.  
**HANCOCK, HUNTER**  
KFVD, Los Angeles, Calif.  
**HANDLEY, LORRAINE**  
WROK, Rockford, Ill.  
**HANDRICH, FRED**  
WNYC, New York, N. Y.

**HANES, ARTHUR R.**  
Announcer, Narrator, Special Events, News, Television; b. Newport, Ky., July 28, 1920; ed. St. Bonaventure College; CBS News Correspondent with Byrd Antarctic (1946-47); CBS Staff Announcer.

**HANRAHAN, ED**  
WITH, Baltimore, Md.  
**HANSEN, CLIFFORD H.**  
KOMO, Seattle, Wash.  
**HANSEN, BOB**  
KTRI, Sioux City, Ia.  
**HANSON, VERN**  
WTOP, Washington, D. C.  
**HAHWY, ROBERT**  
KROY, Sacramento, Calif.  
**HARDING, BARBARA**  
WMVA, Martinsville, Va.  
**HARMES, FRANK**  
WITH, Baltimore, Md.

**HARPEL, BILL**  
KGFJ, Hollywood, Calif.  
**HARPER, HUGH**  
WKZO, Kalamazoo, Mich.  
**HARPER, JOHNNY**  
WWRL, Woodside, N. Y.

**HARRICE, CY**  
b. Chicago, Ill., March 1, 1915; ed. Northwestern Univ., BS; School of Commerce; Radio Readers Digest; Big Story; Quick As A Flash; Sherlock Holmes; Portia Faces Life.

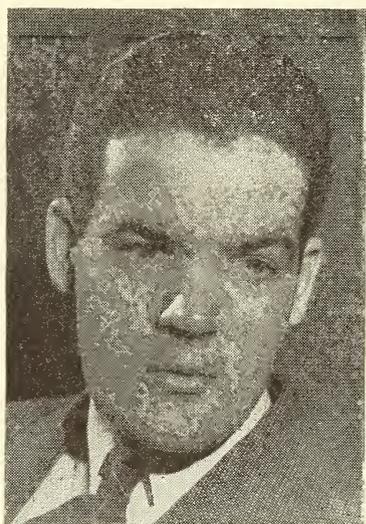
**HARRIS, BOB**  
WMCA, New York, N. Y.  
**HARRIS, DAVID K.**  
WNHC, New Haven, Conn.  
**HARRIS, DEAN**  
WAGE, Syracuse, N. Y.  
**HARRIS, LLOYD**  
WMAZ, Macon, Ga.  
**HARRISON, BRAD**  
KMOX, St. Louis, Mo.  
**HARRISON, CHUCK**  
WHBF, Rock Island, Ill.

**HART, BILL**  
WCAU, Philadelphia, Pa.  
**HART, MAURICE**  
**HARTON, JOHN**  
WSPB, Sarasota, Fla.  
**HARVEY, NEIL**  
WFIL, Philadelphia, Pa.  
**HARVILLE, CHARLIE**  
WGBR, Goldsboro, N. C.  
**HASELTINE, FRED**  
WDNC, Durham, N. C.  
**HASSING, DOUG**  
WTOC, Savannah, Ga.



**JOE O'BRIEN**

Announcer, Emcee, Sports Announcer  
Shows: Rosemary (CBS)  
Quizdom Class (ABC)  
It's in the Family (ABC)  
Brooklyn Dodger Football (WMCA)  
Tommy Dorsey Show (WMCA)  
News of the Day (Newsreel)



**ROD O'CONNOR**

RED SKELTON SHOW  
DUFFY'S TAVERN SHOW  
PEOPLE ARE FUNNY SHOW

# ANNOUNCERS

**HATTON, DICK**  
WJW, Cleveland, Ohio

**HAWTHORNE, JIM**  
KXLA, Los Angeles, Calif.

**HAYES, DON**  
KTBS, Shreveport, La.

**HAYES, EARL**  
WKBK, Detroit, Mich.

**HAYES, GEORGE**  
Coffee Concert, Gems for Thought, ABC

**HAYES, PAT**  
KIRO, Seattle, Wash.

**HEAD, BYRON, L.**  
KOIL, Omaha, Nebr.

**HEISS, BOB**  
WTMJ, Milwaukee, Wisc.

**HEIZER, JIMMY**  
WROV, Roanoke, Va.

**HELLER, ART**  
WMRO, Aurora, Ill.

**HEMENWAY, STANLEY D.**  
KPAB, Laredo, Tex.

**HENDRICKSON, BOB**  
WAGE, Syracuse, N. Y.

**HENRICH, WALT**  
WGAR, Cleveland, Ohio

**HERLIGHY, WALTER**  
Guy Lombardo, ABC

**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; Honeymoon in N. Y.

**HERMAN, CHARLES**  
WLAV, Grand Rapids, Mich.

**HERTSGAARD, ROLF**  
WCCO, Minneapolis, Minn.

**HESS, BILL**  
WMOB, Mobile, Ala.

**HEUER, MYRON E.**  
KODI, Cody, Wyo.

**HICKMAN, HENRY**  
WFER, Baltimore, Md.

**HICKS, BOB**  
KANS, Wichita, Kans.

**HICKS, GEORGE**  
Child's World, ABC

**HILL, FRANCIS**  
WBAP, Fort Worth, Tex.

**HILL, JR., FRED**  
WMAZ, Macon, Ga.

**HILL, Z.**  
WWJ, Detroit, Mich.

**HINDMAN, WILLIAM**  
WCOL, Columbus, Ohio

**HINDS, WILLIAM T.**  
KDKA, Pittsburgh, Pa.

**HINKLEY, HARRY**  
WHP, Harrisburg, Pa.

**HODGE, RUSSELL**  
WMC, Memphis, Tenn.

**HOGAN, GEORGE**  
WOR, New York, N. Y.

**HOGAN, JOE**  
KRLD, Dallas, Texas

**HOGAN, MARTY**  
WJJD, Chicago, Ill.

**HOHENSEE, BUD**  
WLNH, Laconia, N. H.

**HOKANS, ARNE**  
WKLA, Ludington, Mich.

**HOLCOMB, LEWIS**  
KXRO, Aberdeen, Wash.

**HOLDEN, JACK**  
WLS, Chicago, Ill.

**HOLLEY, WAKEFIELD**  
WKY, Oklahoma City, Okla.

**HOLMES, DICK**  
WILM, Wilmington, Delaware

**HOLMES, WALTER**  
WBX, New York, N. Y.

**HOLSTEN, ARCH**  
WRON, Ronceverte, W. Va.

**HOLTMAN JOHN**  
WMAQ, Chicago, Ill.

**HOLTEN, OLLIE**  
WINK, Ft. Myers, Fla.

**HOOKER, KEN**  
KTYL, Mesa, Ariz.

**HOORNBECK, HAL**  
WKNY, Kingston, N. Y.

**HOOPER, CHUCK**  
WHKK, Akron, Ohio

**HOPE, WINSTON**  
WTA, Norfolk, Va.

**HOPKINS, JOHN**  
KFJZ, Fort Worth, Tex.

**HOPPE, HENRY**  
WENC, Whiteville, N. C.

**HORAN, ARTHUR**  
WIBX, Utica, N. Y.

**HOWARD, HANK**  
WATR, Waterbury, Conn.

**HOWARD, LLOYD**  
KGW, Portland, Ore.

**HOWARD, WELDON B.**  
WFAA, Dallas, Tex.

**HOWELL, DON**  
WSMB, New Orleans, La.

**HOWELL, WAYNE**  
NBC

**HUBER, DICK**  
KSO, Des Moines, Iowa

Announcer — M. C. — Narrator



PRODUCER — DIRECTOR

L.A. 4-1200



**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



## ANNOUNCERS

**HUEBNER, PAUL**  
KWG, Stockton, Calif.

**HUESMITH, FREDERIC**  
KDFN, Casper, Wyo.

**HUGGINS, HANK**  
WENK, Union City, Tenn.

**HULL, H. C.**  
KLIF, Dallas, Tex.

**HULL, IRA**  
WRVA, Richmond, Va.

**HULL, MARVIN**  
KFMB, San Diego, Calif.

**HUNSBERGER, J. PAUL**  
WWBZ, Vineland, N. J.

**HURD, JOE**  
WJR, Detroit, Mich.

**HURST, ED**  
WPEN, Phila., Pa.

**HURT, ZACK**  
KFJZ, Fort Worth, Tex.

**HUTCHINSON, BILL**  
WMAN, Mansfield, Ohio

**HUTCHINSON, FRED**  
WHUN, Huntingdon, Pa.

### — J —

**IDE, CARLTON C.**  
KDKA, Pittsburgh, Pa.

**IRISH, JACK**  
WOR, New York, N. Y.

**IRVING, CHARLIE**  
ABC—David Harding—Count-  
erspy  
The Fat Man  
The Henry Morgan Show

**IRVING, PAUL**  
WEDC, Chicago, Ill.

**IRWIN, PHIL**  
KGW, Portland, Ore.

**IVES, ROBERT**  
WFBL, Syracuse, N. Y.

**IVEY, HUGH**  
WAGA, Atlanta, Ga.

### — J —

**JACKSON, JAY**  
ABC—Star Time with Dorothy  
Ki'gal'len

**JACKSON, TOM**  
WKAB, Mobile, Ala.

**JACOBS, TOM**  
KTRH, Houston, Texas

**JAEGER, JOHN**  
WNEW, New York, N. Y.

### **JAMES, DENNIS**

Announcer, Emcee, Sportscaster;  
b. Jersey City, N. J., Aug. 24,  
1917; ed. Theater School of  
Dramatic Arts & Radio; St.  
Peters College, B.S.; Bob Hawk  
Show (CBS); Can You Hop This?  
Song of the Stranger; Lawyer  
Q; Television—Cash & Carry;  
Sportscaster (Boxing, Wrestling).

**JAMES, HERB**

KXEL, Waterloo, Iowa

### **JAMES, HUGH**

(McIlrevey, Hugh J.); Announcer,  
Narrator; b. New York, N. Y.,  
Oct. 13, 1915; NYU, Univ. of  
Pa., George Wash. Univ.; Lowell  
Thomas (NB); Voice of Fire-  
stone (NBC); Second Mrs. Bur-  
ton (CBS); True Detective Mys-  
teries (MBS); A House in the  
Country (NBC); Wendy Warren  
& the News (CBS); Special As-  
signment, Press Assoc.

**JAMES, OWEN**  
ABC—The Adventures of Bill  
Lance

**JAMOND, WALTER**  
KFSM, San Mateo, Calif.

**JARRETT, SCOTT**  
WRVA, Richmond, Va.

**JENKINS, L. B.**  
WFBC, Greenville, S. C.

**JENSEN, ALAN**  
KSL, Salt Lake City, Utah

**JENSEN, LEIF**  
WDRG, Hartford, Conn.

**JENSEN, ROBERT**  
WOLS, Florence, S. C. ?

**JOBES, JAMES N.**  
KHOZ, Harrison, Ark.

**JOHNSON, BILL**  
WTAR, Norfolk, Va.

**JOHNSON, CLIFF**

**JOHNSON, GEORGE**  
WCCO, Minneapolis, Minn.

**JOHNSON, HERB**  
WMAZ, Macon, Ga.

**JOHNSON, JIM**  
KGFN, Grass Valley, Calif.

**JOHNSON, JOE**  
WMVA, Martinsville, Va.

**JOHNSON, MARTIN**  
WTOG, Savannah, Ga.

**JOHNSON, RODNEY**  
KPQD, Portland, Ore.

**JOHNSON, TED**  
WAKR, Akron, Ohio

**JOHNSTON, ALLAN**  
KTNM, El Paso, Tex.

**JOHNSTON, ED**  
WBAX, Wilkes-Barre, Pa.

**JOHNSTON, MELVYN**  
WRNL, Richmond, Va.



**DON HANCOCK**

*Richard Stark*

# ANNOUNCERS

**JONES, AL**  
WRR, Dallas, Texas

**JONES, BILL**  
WJPG, Green Bay, Wisc.

**JONES, CHAUNCY**  
KWBW, Hutchinson, Kans.

**JONES, HOWARD**  
WIP, Philadelphia, Pa.

**JONES, PAUL**  
WLW, Cincinnati, Ohio

**JONES, ROBERT L.**  
WSPR, Springfield, Mass.

**JORDAN, FRANK**  
WRNY, Rochester, N. Y.

**JOY, DICK**  
CBS — Adventures of Sam Spade

## — K —

**KADELL, CARLTON**  
Amos 'n' Andy

**KAHL, LARRY**  
KWPC, Muscatine, Iowa

**KAIMAN, LAMBERT**  
KMOX, St. Louis, Mo.

**KARRENBAR, BILL**  
WHBC, Canton, Ohio

**KASPER, FRED**  
ABC—Breakfast Club

**KATHE, RICHARD**  
WMRN, Marion, Ohio

**KAUFMAN, ARNOLD**  
WMBM, Miami Beach, Fla.

**KAY, BOB**  
WAVE, Louisville, Ky.

**KEARCE, CECIL**  
WRGA, Rome, Ga.

**KEATING, LARRY**  
CBS—First Nighter  
ABC—This Is Your FBI

**KEENAN, EUGENE**  
WSAY, Rochester, N. Y.

**KEITH, LARRY**  
WTNB, Birmingham, Ala.

**KELLER, ART**  
WRON, Ronceverte, W. Va.

**KELLER, ERNIE**  
WSM, Nashville, Tenn.

**KELLER, FRED**  
WBEN, Buffalo, N. Y.

**KEMPER, LOU**  
WHB, Kansas City, Mo.

**KENNEDY, BOB**  
WHB, Kansas City, Mo.

**KENNEDY, JOHN MILTON**  
CBS—Lux Radio Theater

**KENNEDY, RAY**  
WRVA, Richmond, Va.

**KENT, FRANK**  
WPEN, Phila., Pa.

**KENWARD, JACK**  
WMID, Atlantic City, N. J.

**KERN, BRUCE**  
WTIC, Hartford, Conn.

**KERNS, ROY**  
WKY, Oklahoma City, Okla.

**KERR, DON**  
WAAT, Newark, N. J.

**KIDDER, FRED**  
WCOP, Boston, Mass.

**KILLIAN, JIM**  
WSCR, Scranton, Pa.

**KILMER, KEN**  
KFJB, Marshalltown, Iowa

**KINCAID, FRED**  
WRR, Dallas, Texas

**KING, A. C.**  
WEEL, Boston, Mass.

**KING, DAVE**  
WBPZ, Lock Haven, Pa.

**KING, DEL**  
CBS—Mary Lee Taylor

**KING, ED**  
KGFN, Grass Valley, Calif.

**KING, FULTON A.**  
WTON, Staunton, Va.

**KING, H. E.**  
WORZ, Orlando, Fla.

**KING, JACK**  
WROB, West Point, Miss.

**KING, JOE**  
CBS—Strike It Rich

**KING, JOHN REED**  
ABC—The Sheriff

**KING, NORM**  
WTAQ, Green Bay, Wisc.

**KING, W. O.**  
WTOG, Savannah, Ga.

**KING, WALLY**  
WATK, Waterbury, Conn.

**KINNAMON, RAY**  
WBHF, Cartersville, Ga.

**KIRBY, AL**  
WRGA, Rome, Ga.

**KIRBY, DURWARD**  
CBS—Here's To You

**KIRBY, GENE**  
ABC—So You Want to Lead A Band  
America's Town Meeting

**KIRBY, KLEVE**  
WMAQ, Chicago, Ill.

**KIRBY, JIMMY**  
WAGA, Atlanta, Ga.

**KIRBY, LEE**  
WBT, Charlotte, N. C.

**KIRK, ROGER**  
WJNC, Jacksonville, N. C.

**KIRSCHNER, CLAUDE**  
ABC—Ladies Be Seated



## DICK SCHOFIELD

Announcer — Actor —  
Newscaster

**KXLA — Pasadena**

## DICK DUNHAM



Management: Bernard L. Schubert  
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# ANNOUNCERS

**KISTLER, BILL**  
KFNF, Shenandoah, Iowa

**KITTELL, CLYDE**  
NBC  
WNBC, New York, N. Y.

**KJAR, JOSEPH**  
KSL, Salt Lake City, Utah

**KLEY, HERB**  
WBHL, Sheboygan, Wisc.

**KNAPP, BURT**  
WMCA, New York, N. Y.

**KNIGHT, FRED**  
WIBG, Philadelphia, Pa.

**KNOX, JIM**  
WGGA, Gainesville, Ga.

**KOLTHE, DICK**  
WTCN, Minneapolis, Minn.

**KOOLAGE, BOB**  
WSAP, Portsmouth, Va.

**KOVACS, ERNEST**  
WTTM, Trenton, N. J.

**KRAELING, BUD**  
WTCN, Minneapolis, Minn.

**KREEGER, JERRY**  
WARD, Johnstown, Pa.

**KREIGER, JOEL**  
WWRB, Woodside, N. Y.

**KREIGHOFF, BOB**  
WTOL, Toledo, Ohio

**KRENN, OTTO**  
WPGH, Pittsburgh, Pa.

**KRIEGEL, GIL**  
WITH, Baltimore, Md.

**KRONICK, PAYSON**  
WROW, Albany, N. Y.

**KRUPP, ROGER**  
ABC—Counterspy  
Doctors Talk It Over  
Labor USA

**KRUYER, PAUL**  
WSBT, South Bend, Ind.

**KUHLMEY, STERLING**  
KVOX, Moorhead, Minn.

— L —

**La HAYE, LOUIS**  
WICC, Bridgeport, Conn.

**LAKE, BARRY**  
WIBC, Indianapolis, Ind.

**LAMUTIS, ALEX**  
WGVA, Geneva, N. Y.

**LANDFEAR, DEAN**  
WMT, Cedar Rapids, Iowa

**LANDSEADEL, BOB JR.**  
WKPA, New Kensington, Pa.

**LANE, ALAN**  
WHUM, Reading, Pa.

**LANE, ALICE**  
WWDC, Washington, D. C.

**LANE, BILL**  
KFDA, Amarillo, Texas

**LANG, BILL**  
WHN, New York, N. Y.

**LANGE, BELNO**  
KGDM, Stockton, Calif.

**LANSING, LARRY**  
WPLH, Huntington, W. Va.

**LaPLANTE, ROY**  
WPEN, Philadelphia, Pa.

**LARKIN, DON**  
WAAT, Newark, N. J.

**LASKO, ED**  
WKZO, Kalamazoo, Mich.

**LASSITER, CHAD**  
WCMA, Corinth, Miss.

**LATHAM, JACK**  
KFI, Los Angeles, Calif.

**LAUGHNER, ROL**  
KTAR, Phoenix, Arizona

**LAURENCE, JACK**  
WSAP, Portsmouth, Va.

**LAWRENCE, DAN**  
KRNT, Des Moines, Iowa

**LAWRENCE, KEN**  
WTOL, Toledo, Ohio

**LAWRENCE, LARRY**  
WAGE, Syracuse, N. Y.

**LAWRENCE, TEDD**  
Announcer, Disc-Jockey, Sports  
Announcer; b. Miami, Florida,  
April 9, 1914; Swingtime Session;  
Robert Hall of Fame; WHN,  
N. Y.

**LEAHY, TOM**  
KANS, Wichita, Kans.

**LEE, BOB**  
KVER, Albuquerque, N. Mex.

**LEE, JACK**  
WGBR, Goldsboro, N. C.

**LEE, VINCENT**  
WCAU, Philadelphia, Pa.

**LEEDS, DAVID**  
WMCA, New York, N. Y.

**LEEFERS, BOB**  
WMT, Cedar Rapids, Iowa

**LEEPER, TED**  
WPTF, Raleigh, N. C.

**LeFEVRE, WILLIAM**  
WFBR, Baltimore, Md.

**LENAY, WILL**  
WLW, Cincinnati, Ohio

**LEONARD, ARCHIE**  
KFMB, San Diego, Calif.

**LEONARD, HAL**  
WERC, Erie, Pa.

**LEONARD, MAC**  
KHUZ, Borger, Texas

**LEONARD, VINCE**  
WISH, Indianapolis, Ind.

## JAY STEWART

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"SURPRISE PACKAGE!"

A.B.C.

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Master-of-Ceremonies

"IT'S FUN TO BE YOUNG"

C.B.S.

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"TAKE IT OR LEAVE IT"

N.B.C.

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## ANNOUNCERS

**LESCOULIE, JACK**  
**LESLIE, CHUCK**  
 ABC—Terry and the Pirates  
 Junior Junction  
**LESLIE, MORT**  
 KFEL, Denver, Colo.  
**LEWIS, DAVID**  
 WBEN, Buffalo, N. Y.  
**LEWIS, DON**  
 WMOB, Mobile, Ala.  
**LEWIS, MARK**  
 WWOD, Lynchburg, Va.  
**LEWIS, RALPH**  
 WTAD, Quincy, Ill.  
**LEWIS, WILLIAM**  
 WKOX, Framingham, Mass.  
**LEYDEN, BILL**  
 Announcer, Disc-Jockey; b. Chicago, Ill.; ed. Northwestern Univ.; De Paul Univ.; A Song For You; Music Hall; The Bill Leyden Show; KMPC; Television—KTLA.  
**LIBERTIE, JOHN**  
 WHNC, Henderson, N. C.  
**LICK, DON**  
 WKBZ, Muskegon, Mich.  
**LINDSAY, WILSON**  
 WILM, Wilmington, Del.  
**LINE, LANNY**  
 KHUZ, Borger, Texas  
**LINHART, RUSS**  
 WPGH, Pittsburgh, Pa.  
**LIPZ, HARRIS**  
 WBPZ, Lock Haven, Pa.  
**LITTLE, ED**  
 WHAM, Rochester, N. Y.  
**LOEBL, NORMAN**  
 KOMA, Oklahoma City, Okla.

**LOGAN, JIM**  
 WGPA, Bethlehem, Pa.  
**LONDON, REX**  
 KHOZ, Harrison, Ark.  
**LONG, DEANE S.**  
 KSDJ, San Diego, Calif.  
**LONG, KENNETH B.**  
 WGAN, Portland, Maine  
**LOTAS, JOHN**  
 WWRL, Woodside, N. Y.  
**LOUDEN, VERN**  
 KROW, Oakland, Calif.  
**LOUNSBURY, JIM**  
 WHAS, Louisville, Ky.  
**LOWE, DON**  
 ABC—Ethel and Albert  
 Headline Edition  
 The Clock  
**LOWE, JACK**  
 WWDC, Washington, D. C.  
**LOWE, JAMES**  
 KXOL, Fort Worth, Tex.  
**LOY, WILLIAM**  
 WTBO, Cumberland, Md.  
**LUCAS, BEN**  
 WRGA, Rome, Ga.  
**LUCE, DEAN**  
 WMAL, Washington, D. C.  
**LUDWIG, LYELL**  
 WFBR, Indianapolis, Ind.  
**LUTHER, PAUL**  
 ABC—The Listening Post  
**LYON, CHARLES**  
 ABC—The Lassie Show  
**LYONS, BOB**  
 WGBS, Miami, Fla.  
 —**Mc**—  
**MacDONALD, ARCH**  
 WBZ-WBZA, Boston, Mass.

**MacDONALD, BRUCE**  
 WJW, Cleveland, Ohio  
**MacDONALD, P. L.**  
 WEEL, Boston, Mass.  
**MacLEAN, JOHN**  
 WROM, Rome, Ga.  
**MacMULLEN, GEORGE**  
 WTAL, Tallahassee, Fla.  
**MacMURRAY, MAGER**  
 WTAQ, Green Bay, Wis.  
**McANDREW, BILL**  
 WARM, Scranton, Pa.  
**McCAIN, BILL**  
 WAGA, Atlanta, Ga.  
**McCANN, JAMES**  
 KYW, Philadelphia, Pa.  
**McCARTHY, CHAS. F.**  
 WNBC, New York, N. Y.  
 NBC  
**McCARTHY, FRANK**  
 WOR, New York, N. Y.  
**McCARTHY, JACK**  
 ABC—Museum of Modern Music  
**McCARTHY, JIM**  
 WBER, Wilkes Barre, Pa.  
**McCARTY, BURL**  
 WDAE, Tampa, Fla.  
**McCOACH, BLAKE**  
 WENT, Gloversville, N. Y.  
**McCONNOCHIE, JAMES**  
 WCSH, Portland, Me.  
**McCORD, BILL**  
 WLW, Cincinnati, Ohio  
**McCORMACK, MALCOLM**  
 WBZ-WBZA, Boston, Mass.  
**McCORMICK, STEPHEN**  
 WOL, Washington, D. C.  
**McCoy, RONNIE**  
 KFEL, Denver, Colo.

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KOMO, Seattle, Wash.
- McDANIEL, DICK**  
KFEL, Denver, Colo.
- McDONALD, HERBERT**  
KGHF, Pueblo, Colo.
- McELROY, JACK**  
Tom Breneman's Breakfast in  
Hollywood, ABC
- McELROY, MAC**  
WFRG, Erie, Pa.
- McEWAN, DON**  
WINR, Binghamton, N. Y.
- McGOVERN, BILL**  
KROW, Oakland, Calif.
- McGRATH, NED**  
WHDL, Olean, N. Y.
- McGUIRE, RAY**  
WNOE, New Orleans, La.
- McILVAINE, DON**  
WHWL, Nanticoke, Pa.
- McNTIRE, RUSS**  
WSTP, Salisbury, N. C.
- McKAY, RAY**  
WATL, Atlanta, Ga.
- McKEE, BOB**  
Jack Armstrong, ABC
- McKEE, ROY**  
KOMA, Oklahoma City, Okla.
- McKNIGHT, JOHN**  
WMCA, New York, N. Y.
- McLAIN, BILL**  
KANS, Wichita, Kans.
- McLAIN, DEAN**  
KWBC, Ft. Worth, Tex.
- McLAUGHLIN, JAMES**  
WDVA, Danville, Va.
- McLEAN, CLYDE**  
WBT, Charlotte, N. C.
- McMORAN, LYNN**  
WLAY, Muscle Shoals, Ala.
- McNAMARA, LARRY**  
WNHC, New Haven, Conn.
- M —
- MACK, BILL**  
WEDC, Chicago, Ill.
- MADELEY, ART**  
WGTC, Greenville, N. C.
- MADIGAN, JACK**  
WTAL, Tallahassee, Fla.
- MADISON, BOB**  
KWBW, Hutchinson, Kan.
- MAFFEE, AL**  
WFPA, Manchester, N. H.
- MAGUIRE, WALTER**  
WNAR, Norristown, Pa.
- MAHANAY, ROBERT**  
WIBX, Utica, N. Y.
- MALCOLM, BILL, JR.**  
NBC
- MALE, COLIN**  
WEBR, Buffalo, N. Y.
- MALONE, TED**  
ABC
- MANN, JOE**  
KQV, Pittsburgh, Pa.
- MANNING, WILLIAM**  
KDYL, Salt Lake City, Utah
- MANSFIELD, LARRY**  
WIOD, Miami, Fla.
- MANNS, BILL**  
WIP, Philadelphia, Pa.
- MANSON, LEE**  
WELL, New Haven, Conn.
- MARKS, GARNETT**  
KQW
- MARKLE, WILBUR**  
WBZ-WBZA, Boston, Mass.
- MARSHALL, JOE**  
KMBC, Kansas City, Mo.
- MARSHALL, R. H.**  
WORZ, Orlando, Fla.
- MARTIN, BOB**  
WMCA, New York, N. Y.
- MATHEWSON, DON**  
WARS, Wilmington, Del.
- MARBLE, HARRY**  
Eric Sevareid and the News,  
CBS
- MARTIN, BIL**  
WFMJ, Youngstown, Ohio
- MARTIN, DICK**  
WSMB, New Orleans, La.
- MARTIN, FRANK**  
Mayor of the Town, ABC  
Dick Haymes Show, CBS
- MARTIN, JOHNNY**  
WKY, Oklahoma City, Okla.
- MARTIN, RICHARD**  
WKZO, Kalamazoo, Mich.
- MARTIN, ROSS**  
WTOP, Washington, D. C.
- MARVIN, TONY**  
Arthur Godfrey Show  
Rosemary  
Crime Photographer, CBS
- MASON, JOE**  
WGBR, Goldsboro, N. C.
- MAYNARD, JACK**  
KTSM, El Paso, Tex.
- MEAD, FRANK**  
WJPG, Green Bay, Wisc.
- MEATH, ED**  
WHEC, Rochester, N. Y.
- MEFKER, KEN**  
WHAS, Louisville, Ky.
- MEIER, JOHN**  
KFEL, Denver, Colo.
- MELLERT, LARRY**  
WBGE, Atlanta, Ga.
- MELTON, FRANKLIN**  
WMC, Memphis, Tenn.
- MERCIER, JOSEPH W.**  
WBCM, Bay City, Mich.
- MERCIER, RAY**  
WPOR, Portland, Me.
- MERRILL, FRANK**  
KROW, Oakland, Calif.
- MERRIN, DICK**  
WHBC, Canton, Ohio
- MERRYMAN, BOB**  
WLW, Cincinnati, Ohio
- MESNER, PETER**  
WKRZ, Oil City, Pa.
- MESSER, FRANK**  
WWNC, Asheville, N. C.
- METZ, MILTON**  
WHAS, Louisville, Ky.
- METZLER, ARTHUR J.**  
WROL, Knoxville, Tenn.
- MEYER, DON**  
WRVA, Richmond, Va.
- MICHAELS, JOSEPH**  
WGVA, Geneva, N. Y.
- MICHELS, JOHN**  
WERC, Erie, Pa.
- MIFSUD, PAUL**  
KCOR, San Antonio, Tex.
- MILBURN, DEAN**  
KCKN, Kansas City, Kans.
- MILLER, LYNN**  
KHUZ, Berger, Tex.
- MILLER, MARVIN**  
The Louella Parsons Show,  
ABC
- MILLER, RAY**  
WIBC, Indianapolis, Ind.
- MILLER, ROSS**  
WTIC, Hartford, Conn.
- MILLERAND, GABRIEL**  
KYW, Philadelphia, Pa.
- MILLS, FRANK**  
WBAP, Fort Worth, Tex.
- MITCHELL, AL**  
WKBR, Manchester, N. H.
- MITCHEL, BUD**  
WJR, Detroit, Mich.
- MITCHELL, JIM**  
WCVS, Springfield, Ill.
- MITCHELL, PAUL**  
KSYL, Alexandria, La.
- MITCHELL, PAUL**  
WLBR, Lebanon, Pa.
- MOFFETT, RAYMOND W.**  
WCAO, Baltimore, Md.
- MOLLER, MATT**  
KHUM, Eureka, Calif.
- MONDAY, RAY**  
WACO, Waco, Texas
- MONSON, PAUL**  
WMAA, Springfield, Mass.
- MONTGOMERY, JOHN**  
WICC Bridgeport Conn.
- MOORE, BERT F.**  
WCTA, Andalusia, Ala.
- MOORE, BILL**  
WPLH, Huntington, W. Va.
- MOORE, CALE**  
WHIZ, Zanesville, Ohio
- MOORE, DWARD A.**  
KRES, St. Joseph, Mo.
- MOORE, ED**  
WIOD, Miami, Fla.
- MOORE, HEYWARD**  
WGNS, Murfreesboro, Tenn.
- MOORE, VERN**  
KIDO, Boise, Idaho
- MOORE, VIRGIL**  
WGWC, Selma, Ala.
- MOORE, WALKER**  
KFJZ, Fort Worth, Tex.
- MOREY, ART**  
KWJJ, Portland, Ore.
- MORGAN, ED**  
KBON, Omaha, Nebr.
- MORGAN, GENE**  
KCMJ, Palm Springs, Calif.
- MORGAN, HARRY**  
WGAP, Maryville, Tenn.
- MORGAN, JOHN CARL**  
WINC, Winchester, Va.
- MORGAN, RALPH**  
WARS, Wilmington, Dela.
- MORGAN, RAY**  
WVWC, Washington, D. C.
- MORRIS, BENTLEY**  
KFWB, Hollywood, Calif.
- MORRIS, ED**  
WMAF, Monroe, N. C.
- MORRIS, GEORGE**  
WDAN, Danville, Ill.
- MORRIS, JACK**  
KTUL, Tulsa, Okla.
- MORRISON, SAM**  
KFBI, Wichita, Kans.
- MORRISSEY, JACK**  
WHKK, Akron, Ohio
- MOST, JOHN**  
WKRZ, Oil City, Pa.
- MOTHERAL, JAMES**  
WKTM, Mayfield, Ky.
- MOWERS, ROBERT D.**  
WGAN, Portland, Maine
- MOWRY, LEE**  
WLAQ, Rome, Ga.
- MULDERIC, RAY**  
WILM, Wilmington, Del.
- MULLEN, DON**  
WLAV, Grand Rapids, Mich.
- MULLER, CHARLES**  
WSCR, Scranton, Pa.
- MUNN, MELVIN**  
KRDL, Dallas, Tex.
- MUNROE, BILL**  
WWNO, Woonsocket, R. I.
- MURPHY, BOB**  
"Quiz Kids" NBC: Breakfast  
Club, ABC
- MURPHY, DENNIS**  
WLXC, LaCrosse, Wisc.
- MURPHY, WM. B.**  
WOPJ, Bristol, Tenn.

# ANNOUNCERS

**MURRAY, BOB**  
KENT, Shreveport, La.  
**MURRAY, HAROLD**  
WTNC, Thomasville, N. C.  
**MURRAY, TOM FITZGIBBON**  
WSON, Henderson, Ky.

## — N —

**NAKEL, PAUL**  
WJMO, Cleveland, Ohio  
**NASH, R. J.**  
KSO, Des Moines, Iowa  
**NASH, ROGER**  
WKBK, Detroit, Mich.  
**NAUGHTON, RUSS**  
WDRC, Hartford, Conn.  
**NAUGLE, DAVID K.**  
WFAA, Dallas, Texas  
**NAUMAN, DICK**  
WRR, Dallas, Texas  
**NEAL, ROY**  
WIBG, Philadelphia, Pa.  
**NEFF, ERNIE**  
WCAE, Pittsburgh, Pa.  
**NEHRING, WALLY**  
WIRE, Indianapolis, Ind.  
**NELSON, CARL**  
WTMJ, Milwaukee, Wis.  
**NELSON, DAVE**  
WSAP, Portsmouth, Va.  
**NELSON, ROBERT**  
WNAD, Norman, Okla.  
**NELSON, VERNER**  
KTRI, Sioux City, Iowa  
**NENNO, BOB**  
WHDL, Olean, N. Y.  
**NESBITT, PHIL**  
WITH, Baltimore, Md.  
**NEWMAN, JIM**  
WKMO, Kokomo, Ind.  
**NICHOLS, MARCUS R.**  
KDFN, Casper, Wyo.  
**NICHOLS, ROY**  
KIOX, Bay City, Tex.  
**NICHOLSON, NICK**  
KROW, Oakland, Calif.  
**NIELSON, JAY**  
WITH, Baltimore, Md.  
**NIETE, CHARLES**  
KTCK, Visalia, Calif.  
**NIGHTINGALE, EARL**  
KTAR, Phoenix, Ariz.  
**NILES, KEN**  
Jimmie Fidler Show, ABC  
**NILES, WENDELL**  
The Man Called X, CBS  
**NOAH, BOB**  
WBRY, Waterbury, Conn.  
**NOBEL, AL**  
KQV, Pittsburgh, Pa.  
**NOBLE, DICK**  
WMAQ, Chicago, Ill.  
**NORTON, PAUL**  
WHDF, Houghton, Mich.  
**NORDINE, KEN**  
Adventurer's Club, CBS  
**NORMAN, BOB**  
WESB, Bradford, Pa.  
**NORMAN, JOHN**  
KTRH, Houston, Texas  
**NORMAN, PHIL**  
KGFJ, Hollywood, Calif.  
**NORTON, IVERS**  
WHDL, Olean, N. Y.  
**NORTON, JAY**  
WORL, Boston, Mass.  
**NORTON, PAUL**  
WHDL, Olean, N. Y.  
**NOVELL, WALTER**  
KFRE, Fresno, Calif.  
**NOVELLO, MIKE**  
WRNL, Richmond, Va.  
**NOVENSON, JOE**  
WFIL, Philadelphia, Pa.  
**NUZUM, CHARLES**  
WCAE, Pittsburgh, Pa.

— O —

**BERG, A. L.**  
WRNL, Richmond, Va.  
**O'BRIEN, AL**  
WHBL, Sheboygan, Wis.  
**O'BRIEN, ELLIS**  
WCSH, Portland, Me.  
**O'BRIEN, JOE**  
(O'Brien, Joseph A.); Emcee, Announcer, Sports Announcer; b. Yonkers, N. Y., July 17, 1915; ed. Fordham College; Rosemary Joyce Jordan (CBS); Quizdom Chance (NBC); Brooklyn Dodger Football (ABC); Tommy Dorsey Show (WMCA); Amateur Hour, Du Mont Tele.  
**O'BRIEN, TOM**  
NBC  
**O'CONNOR, ROD**  
Announcer; b. Houston, Tex.; New Mexico Mil. Inst.; The Red Skelton Show (NBC); People Are Funny (NBC); Duffy's Tavern (NBC).  
**ODOM, HOMER**  
KFDM, Beaumont, Texas  
**O'DONNELL, BOB**  
WJTN, Jamestown, N. Y.  
**OGLIVIE, JACK**  
WJTN, Jamestown, N. Y.  
**O'HALORAN, HAL**  
WHBL, Sheboygan, Wis.  
**O'HARA, W. W.**  
WEEL, Boston, Mass.  
**OLIVER, CLIFF**  
WHBC, Canton, Ohio  
**OLIVER, JIM**  
**OLMSTEAD, GEORGE**  
WSOY, Decatur, Ill.  
**O'NEIL, CHARLES**  
WFEA, Manchester, N. H.  
**OLSON, CHUCK**  
WNAX, Yankton, S. Dak.  
**OLSON, PHIL**  
WHLB, Virginia, Minn.  
**O'REILLY, JACK**  
WOR, New York, N. Y.  
**ORR, BILL**  
WICY, Malone, N. Y.  
**OSBORNE, TIMOTHY C.**  
WTVL, Waterville, Me.  
**OSTBERG, WILLIAM**  
WTAG, Worcester, Mass.  
**OTIS, DAN**  
Arthur's Place, CBS  
**OTT, WOODROW W.**  
WENY, Elmira, N. Y.  
**OTTOWAY, FLOYD**  
WSYR, Syracuse, N. Y.  
**OVENDEN, K. R.**  
NEEL, Boston, Mass.  
**OVERTON, DAVE**  
WBRC, Birmingham, Ala.  
**OWEN, ALAN**  
WMID, Atlantic City, N. J.  
**OWEN, CLIFFORD**  
WKOW, Madison, Wis.  
**OWEN, EDWARD**  
WLBZ, Bangor, Me.  
**OZMENT, HOWARD**  
WTMA, Charleston, S. C.

— P —

**PAGE, NORM**  
WMIN, St. Paul, Minn.  
**PAGE, SAM**  
WNBZ, Binghamton, N. Y.  
**PALMER, TOM**  
WMOC, Covington, Ga.  
**PAIGE, ERIK**  
WVNR, Beckley, W. Va.  
**PALMER, ED**  
WABI, Bangor, Me.  
**PARDO, DON**  
NBC

**PAREDES, FRANCISCO**  
KCOR, San Antonio, Texas  
**PARRIS, FRANK JR.**  
WTBC, Tuscaloosa, Ala.  
**PARK, CHARLEY**  
WJR, Detroit, Mich.  
**PARKER, CARL**  
WLLH, Lowell, Mass.  
**PARKER, EUGENE**  
WCOU, Lewiston, Me.  
**PARKER, LEE**  
WGTM, Wilson, N. C.  
**PARKER, PAUL**  
WMBL, Morehead City, N. C.  
**PARKS, BERT**  
Vaughn Monroe Show, CBS  
**PARKS, DEL**  
WILM, Wilmington, Del.  
**PARKS, DARYL E.**  
WRJN, Racine, Wis.  
**PASSE, LOEL**  
WTNB, Birmingham, Ala.  
**PATRICK, LARRY**  
WAIR, Winston-Salem, N. C.  
**PATTERSON, CREAN**  
WONS, Hartford, Conn.  
**PAUL, FRED**  
WTAR, Norfolk, Va.  
**PAUL, NICK**  
WHFB, Benton Harbor, Mich.  
**PAUL, RALPH**  
WOR, New York, N. Y.  
**PAUL, SIDNEY**  
**PAULSON, NORMAN**  
KXEL, Waterloo, Iowa  
**PAXTON, TOM**  
KGO, San Francisco, Calif.  
**PATON, JAMES**  
WDSM, Superior, Wis.  
**PEACH, FREDERICK**  
WNDR, Syracuse, N. Y.  
**PEALE, HUBERT**  
WHAN, Charleston, S. C.  
**PEARSON, FORT**  
**PEARSON, WALTER L.**  
KRG, Cedar Rapids, Iowa  
**PEK, VIC**  
KTSW, Emporia, Kans.  
**PEDEN, TOM**  
WIRE, Indianapolis, Ind.  
**PENBERTHY, JOE**  
WJR, Detroit, Mich.  
**PENFIELD, ADD**  
WRNY, Rochester, N. Y.  
**PENNY, ED**  
WFAS, White Plains, N. Y.  
**PERRIN, KEYES W.**  
Announcer, Director; b. Albany, N. Y., Feb. 13, 1916; Vincentian Academy; Let's Have a Party—WRCB Television, Record Riddles, Fulton Lewis, Jr., American FB Conference Out of the Dark, Mutual Music Show.  
**PERRIN, LLOYD**  
KOMA, Oklahoma City, Okla.  
**PERRON, CHUCK**  
WERC, Reidsville, N. C.  
**PERRY, DAVE**  
WPPAT, Paterson, N. J.  
**PERRY, GEORGE**  
WARM, Scranton, Pa.  
**PERRY, KEN**  
KFKA, Greeley, Colo.  
**PERRY, ROBERT**  
WORL, Boston, Mass.  
**PERRY, RUSS**  
WTOL, Toledo, Ohio  
**PETERS, BOB**  
WFAS, White Plains, N. Y.  
**PETERSON, JAMES**  
KSL, Salt Lake City, Utah  
**PETERSON, DON**  
KBUN, Bemidji, Minn.  
**PETERSON, PETE**  
WNAX, Yankton, S. Dak.

# ANNOUNCERS

**PETRIE, HOWARD**  
Blondie, CBS

**PETTAY, FRAN**  
WHK, Cleveland, Ohio

**PEYTON, STANLEY**  
WJW, Cleveland, Ohio

**PHELAN, JOHN**  
KTSM, El Paso, Texas

**PHILLIPS, BOB**  
KFI, Los Angeles, Calif.

**PHILLIPS, BYRON**  
WLAN, Lancaster, Pa.

**PHILLIPS, LEE**  
WTAX, Springfield, Ill.

**PIATT, GENE**  
KELO, Sioux Falls, S. Dak.

**PIERCE, JOHN**  
WTCB, Flint, Mich.

**PIERNIE, DUNCAN**  
WQXR, New York, N. Y.

**PIERSON, JOE**  
WFBM, Indianapolis, Ind.

**PIERSON, TED**  
The Greatest Story Ever Told, ABC

**PLATNICK, MILTON**  
WHLI, Hempstead, L. I. N. Y.

**PLEASANT, BILL**  
KAKC, Tulsa, Okla.

**POLLARD, J. W.**  
WEEL, Boston, Mass.

**POPE, MARSHALL**  
KMOX, St. Louis, Mo.

**POWELL, BOB**  
WTAD, Quincy, Ill.

**POWELL, CHARLES**  
WHBU, Anderson, Ind.

**POWELL, KEN**  
WELM, Elmira, N. Y.

**POWELL, THOMAS**  
WGBL, Scranton, Pa.

**POWERS, RALPH**  
WFBR, Baltimore, Md.

**PREMONT, BOB**  
KIOX, Bay City, Texas

**PRENTISS, ED**  
Ladies Be Seated, ABC

**PRESSON, JAKE**  
WABZ, Albemarle, N. C.

**PREUSCH, MAC**  
KSEL, Lubbock, Texas

**PRICE, PAUL**  
WGL, Fort Wayne, Ind.

**PRINCI, CARL V.**  
WCHA, Chambersburg, PPa.

**PROCTOR, BOB**  
WKAY, Glasgow, Ky.

**PROCTOR, FRANK**  
WBML, Macon, Ga.

**PROCTOR, HARLAN**  
WCAO, Baltimore, Md.

**PROVAN, BOB**  
WDRG, Hartford, Conn.

**PROVENSEN, DICK**  
KXOA, Sacramento, Calif.

**PROVENSON, HERLUF**  
WFIL, Philadelphia, Pa.

**PRUETT, BOB**  
WIRE, Indianapolis, Ind.

**PURCELL, CHARLES W.**  
WCAO, Baltimore, Md.

## — Q —

**QUAVE, MACKIE**  
WIS, Columbia, S. C.

**QUEEN, HAL**  
WMNC, Morganton, N. C.

## — R —

**RALICKI, HANK**  
WHDL, Olean, N. Y.

**RANDALL, FRANK G., JR.**  
KOMO, Seattle, Wash.

**RANDALL, PORTER**  
KFJZ, Fort Worth, Texas

**RANDOLPH, IVAN FITZ**  
WCLO, Janesville, Wis.

**RANDOLPH, JOHN**  
WRAI, Raleigh, N. C.

**RANGER, JIM**  
KVSM, San Mateo, Calif.

**RAPEIFF, KENNETH**  
WICC, Bridgeport, Conn.

**RAST, MIKE**  
WCOS, Columbia, S. C.

**RAWSON, RON**  
Young Dr. Malone, CBS

**RAY, CURT**  
KMOX, St. Louis, Mo.

**RAYBURN, GENE**  
WNEW, New York, N. Y.

**RAYLE, JACK**  
NBC

**READY, TOM**  
County Fair, CBS

**REAU, DAVE**  
WCBI, Columbus, Miss.

**REAVES, JOE**  
WPTF, Raleigh, N. C.

**RECTOR, BRUCE**  
WAGE, Syracuse, N. Y.

**REDDING, GRODON**  
WBEN, Buffalo, N. Y.

**REDFURN, JACK**  
WGNV, Newburgh, N. Y.

**REED, GLENN**  
KYSM, Mankato, Minn.

**KEEVES, JIM**  
WCAU, Philadelphia, Pa.

**KEED, LYLE**  
WAAT, Newark, N. J.

**KEESE, VON**  
KHTT, Houston, Texas

**REID, JIM**  
WPTF, Raleigh, N. C.

**REILLY, R. EDWARD**  
WGAA, Cedartown, Ga.

**REUBEN, PHIL**  
WNOC, Norwich, Conn.

**REYNOLDS, AL**  
WRNL, Richmond, Va.

**REYNOLDS, GENE**  
WBAP, Fort Worth, Texas

**REYNOLDS, LEO**  
KRBC, Abilene, Texas

**RHODES, HOWARD**  
KUJ, Walla Walla, Wash.

**RHODES, JOHN**  
WKZO, Kalamazoo, Mich.

**RICE, ALFRED J.**  
WBIG, Greensboro, N. C.

**RICE, JARVIS**  
WIBX, Utica, N. Y.

**RICH, MIKE**  
WTRY, Troy, N. Y.

**RICHARDS, FLOYD**  
WUTC, Hartford, Conn.

**RICHARDS, JIM**  
WLAK, Lakeland, Fla.

**RICHARDS, MACK**  
WSBA, York, Pa.

**RICHARDS, THOMAS**  
WSOY, Decatur, Ill.

**RICHARDS, WILLIAM**  
WGVK, Charleston, W. Va.

**RICHBOURG, JOHN**  
WAC, Nashville, Tenn.

**RICKLES, DON**  
KGW, Portland, Ore.

**RIDDER, JACK**  
WENT, Gloversville, N. Y.

**RIDER, MAURY**  
KIRO, Seattle, Wash.

**RIDGEWAY, JACK**  
KTHS, Hot Springs, Ark.

**RIDGWAY, CHARLES B.**  
WDZ, Tuscola, Ill.

**RIGGS, GLENN**  
Announcer MC; b. McKeesport, Pa., Jul. 12, 1907; Juniata Coll., My True Story (ABC); Hop Horgan (MBS); Boston Blackie (ABC); Thin Man (CBS); Philco Hall of Fame (ABC).

**RILEY, BOB**  
KCKN, Kansas City, Kans.

**RIND, JULES**  
WPEN, Philadelphia, Pa.

**RISSLING, ROBERT**  
WBZ-WBZA, Boston, Mass.

**RITCHIE, JIM**  
WJR, Detroit, Mich.

**ROARK, C. A.**  
KGY, Olympia, Wash.

**ROBBINS, BILL**  
WOL, Washington, D. C.

**ROBBINS, FRED**  
Announcer; b. Baltimore, Md., Sept. 28, 1918; Baltimore City Coll.; Univ. of Baltimore; LL Degree; Teentimers Club; 1280 Club.

**ROBERTS, BILL**  
WOC, Davenport, Iowa

**ROBERTS, CHARLES**  
WGAR, Cleveland, Ohio

**ROBERTS, HOWDY**  
WMT, Cedar Rapids, Iowa

**ROBERTS, JERRY**  
WAAT, Newark, N. J.

**ROBERTS, KEN**  
It Pays To Be Ignorant, Grand Central Station, CBS

**ROBERTS, JIM**  
WBBC, Canton, Ohio

**ROBERTS, JIM**  
WRGA, Rome, Ga.

**ROBERTS, JOE**  
KOMA, Oklahoma City, Okla.

**ROBERTS, PETER**  
WNBC, New York, N. Y.

**ROBERTS, STAN**  
WQXR, New York, N. Y.

**ROBERTS, WAYNE**  
KGW, Portland, Ore.

**ROBERTSON, BOB**  
WBHF, Cartersville, Ga.

**ROBERTSON, JOHN**  
WEOA, Evansville, Ind.

**ROBERTSON, WILLIAM**  
WWNC, Asheville, N. C.

**ROBINETTE, MAX**  
WLAR, Athens, Tenn.

**ROBINSON, LARRY**  
WCOL, Columbus, Ohio

**ROBINSON, PAUL**  
WRNY, Rochester, N. Y.

**ROCHE, WILLIAM**  
WFBR, Baltimore, Md.

**ROCHESTER, MELVIN**  
KDSJ, Deadwood, S. Dak.

**ROCHESTER, MELVIN**  
KRLD, Dallas, Texas

**RODGERS, TOM**  
KYW, Philadelphia, Pa.

**ROEN, LOUIS**  
WMAQ, Chicago, Ill.

**RODRIGUEZ, RAUL**  
KCOR, San Antonio, Texas

**ROEBUCK, JOHN**  
WTMA, Charleston, S. C.

**ROGERS, BOB**  
WROM, Rome, Ga.

**ROHAN, WILLIAM**  
WRUF, Gainesville, Fla.

**ROUHLIN, LARRY**  
WLAY, Muscle Shoals, Ala.

**ROHWER, JOHN**  
KROS, Clinton, Iowa

**ROLLISON, FRED A.**  
WGFB, Evansville, Ind.

**ROMANO, TOM**  
WNHC, New Haven, Conn.

**RONEY, WILLIAM J.**  
WRC, Washington, D. C.

**ROPER, PPRIS**  
WMAN, Mansfield, Ohio

**ROPP, JOHN**  
WCOS, Columbia, S. C.

# ANNOUNCERS

**ROPPOLO, MIKE**  
KTBS, Shreveport, La.

**ROSAMOND, ROBERT**  
WTBO, Cumberland, Md.

**ROSE, HERM**  
WFHG, Bristol, Va.

**ROSE, JOHN**  
WHK, Cleveland, Ohio

**ROSS, DAN**  
WWPF, Palatka, Fla.

**ROSS, DAVID**  
Morton Downey Show (MBS);  
The Big Break (NBC-CBS-ABC).

**ROSS, KAL**  
WNDR, Syracuse, N. Y.

**ROTHMAN, LEE**  
WSIV, Pekin, Ill.

**ROY, CECIL H.**

**ROY, MICHAEL**  
Abbott and Costello Show,  
ABC  
Screen Guild Players, CBS

**ROY, MICHAEL**  
Allen Young  
Abbott and Costello  
Vaughn Monroe Show  
Spotlight Bands  
Take It From There  
Secret of a Gourmet

**ROYALL, PAUL**  
KSL, Salt Lake City, Utah

**RUBENDAL, EVERETT**  
WRAC, Williamsport, Pa.

**RUBIN, BERNIE**  
WMID, Atlantic City, N. J.

**RUDOLPH, HOWARD**  
WTH, Baltimore, Md.

**RUPPEL, LARRY**  
WBK, Detroit, Mich.

**RUSSELL, BARCLAY**  
KABC, San Antonio, Texas

**RUSSELL, T. E.**  
WEEL, Boston, Mass.

**RUSTICI, DON**  
WSTC, Stamford, Conn.

**RYAN, JOHNNY**  
KVOO, Tulsa, Okla.

**RYDER, HENRY**  
WBAA, West Lafayette, Ind.

**RYEL, FLOYD**  
WDSC, Dillon, S. C.

**RYKEN, JOHN**  
KITO, San Bernardino, Calif.

## — S —

**ST. JOHN, CHARLES**  
KOY, Phoenix, Ariz.

**SAGE, MICHAEL**  
WMCA, New York, N. Y.

**SALTER, RUSS**  
WJJD, Chicago, Ill.

**SAND, LES**  
WWDC, Washington, D. C.

**SANFORD, CHARLES**  
WGUY, Bangor, Me.

**SANTON, CHESTER**  
WQXR, New York, N. Y.

**SAUIRES, DAVID**  
WSAY, Rochester, N. Y.

**SAUNDERS, ALLEN**  
WBHA, Chambersburg, Pa.

**SAUNDERS, CARL**  
KXLA, Los Angeles, Calif.

**SAUNDERS, ERNIE**  
KRUX, Phoenix and Glendale, Ariz.

**SAUNDERS, ERNIE**  
WBHS, Charleston, W. Va.

**SAUNDERS, JOHN**  
WTOD, Toledo, Ohio

**SAVINSKI, WALT**  
WJMS, Ironwood, Mich.

**SAWYER, TOM**  
WDBO, Orlando, Fla.

**SAYLES, FRED**  
WAAT, Newark, N. J.

**SCALA, ED**  
WBNF, Binghamton, N. Y.

**SCHOFIELD, DICK**  
Announcer, Actor, Newscaster;  
Theater and Radio Actor, N. Y.,  
Chicago, Kama City, Southern  
Calif.

**SCHREINER, RAY**  
WBTM, Danville, Va.

**SCHREINER, DAVID**  
WGAY, Silver Spring, Md.

**SCHULZ, JOHN**  
WSAU, Wausau, Wisc.

**SCHWAB, BOB**  
WGGA, Gainesville, Ga.

**SCOFIELD, CARTER**  
WBDO, Orlando, Fla.

**SCOFIELD, DICK**  
KXLA, Los Angeles, Calif.

**SCOTT, DAVE**  
KQV, Pittsburgh, Pa.

**SCOTT, FRED**  
WKNA, Charleston, W. Va.

**SCOTT, HERB**  
WWGS, Tifton, Ga.

**SCOTT, JAMES**  
KNEW, Spokane, Wash.

**SCOTT, JEFF**  
WPEN, Philadelphia, Pa.

**SCOTT, JERRY**  
WNOX, Knoxville, Tenn.

**SCOTT, JOHN**  
WHEB, Portsmouth, N. H.

**SCOTT, JOHN**  
WOR, New York, N. Y.

**SEARS, ZENAS**  
WATL, Atlanta, Ga.

**SEAY, CARROLL**  
WLVA, Lynchburg, Va.

**SEDLEY, BRUCE**  
KROW, Oakland, Calif.

**SELLERS, JACK**  
WNOX, Knoxville, Tenn.

**SELLEY, ART**  
Program Director  
WBAC, Cleveland, Tenn.

**SELTZER, EV**  
WONS, Hartford, Conn.

**SENET, HENRY**  
WHLI, Hempstead, L. I., N. Y.

**SEWALL, GRANT**  
KFMB, San Diego, Calif.

**SEYMOUR, DAN**  
Aunt Jemmy, CBS

**SHADDOX, LEON**  
KHOZ, Harrison, Ariz.

**SHAFFER, FRED**  
WSBA, York, Pa.

**SHAFFER, MAX**  
WDAN, Danville, Ill.

**SHANAHAN, DON**  
KDYL, Salt Lake City, Utah

**SHANNON, JIM**  
KQV, Pittsburgh, Pa.

**SHANNON, PAUL V.**  
KDKA, Pittsburgh, Pa.

**SHARBUTT, DEL**  
Meet Corliss Archer, Club 15,  
CBS

**SHARP, JAMES J.**  
WRUF, Gainesville, Fla.

**SHAW, GORDON**  
WMAL, Washington, D. C.

**SHAW, JOE**  
WAPO, Chattanooga, Tenn.

**SHEEHAN, BILL**  
WDRC, Hartford, Conn.

**SHELDON, HERB**  
NBC, Honeymoon in N. Y.,  
Maggi's Private Wire, Eileen  
Barton Show, Fred Waring  
Show

**SHELLEY, WILSON**  
KRLD, Dallas, Texas

**SHEPARD, DICK**  
WQXR, New York, N. Y.

**SHEPHERD, ED**  
WTAR, Norfolk, Va.

**SHEPPE, BOB**  
WTMC, Ocala, Fla.

**SHERMAN, PAUL**  
WINS, New York, N. Y.

**SHERMAN, RAY**  
KFDM, Beaumont, Tex.

**SHERRY, BOB**  
WNBC, New York, N. Y.

**SHERRY, ROBERT**  
NBC

**SHERRY, BOB**  
Announcer, Narrator, Emcee,  
Newscaster; b. Chattanooga,  
Tenn., Oct. 15, 1918; ed. U. of  
Chattanooga, B.A.; Adventures  
of Archie Andrews (NBC); Decision  
Now (NBC); Author Meets the  
Critics (NBC); The Eternal Light  
(NBC); American Legion  
Junior Baseball Shows (NBC).

**SHIPLEY, ROBERT**  
KWKH, Shreveport, La.

**SHIRLEY, TOM**  
CBS—Reader's Digest, Arm-  
strong Theater of Today

**SHORE, HAL**  
WNOC, Norwich, Conn.

**SHREVE, THERON**  
WTCB, Flint, Mich.

**SHUMWAY, JAMES**  
WTSP, St. Petersburg, Fla.

**SIMMONS, MARSHALL**  
WIOD, Miami, Fla.

**SIMPKINS, PAUL**  
WJXN, Jackson, Miss.

**SIMMS, HAL**  
WIP, Philadelphia, Pa.

**SIMPSON, JACK**  
WSIX, Nashville, Tenn.

**SIMPSON, JOHN**  
NBO

**SIMPSON, JOHN**  
WCOM, Parkersburg, W. Va.

**SIMS, FRANK**  
KVFD, Fort Dodge, Ia.

**SIMS, JAY**  
NBC—Your Hit Parade, Call  
the Police

**SINK, GENE**  
WTOB, Winston-Salem, N. C.

**SISSON, FRANKLIN**  
WOOD, Grand Rapids, Mich.

**SJOBERG, RAY**  
WFEA, Manchester, N. H.

**SKILTON, DAN**  
WAPO, Chattanooga, Tenn.

**SKINNER, GEORGE**  
WLW, Cincinnati, Ohio

**SKINNER, GEORGE**  
NBC—Circle Arrow Show

**SKINNER, PAUL**  
WTMJ, Milwaukee, Wis.

**SLATE, CHARLES**  
WLOE, Leaksville, N. C.

**SLATER, NORVELL E.**  
WFAA, Dallas, Tex.

**SLATTERY, JACK**  
ABC—You Bet Your Life

**SMALLWOOD, JAMES**  
WEEK, Peoria, Ill.

**SMILEY, BOB**  
WHBC, Canton, Ohio

**SMITH, BOB**  
WABI, Bangor, Me.

**SMITH, BOB**  
KOCO, Salem, Ore.

**SMITH, BURLEIGH**  
KWIK, Burbank, Calif.

**SMITH, DAVID, L.**  
KTBC, Austin, Tex.

# ANNOUNCERS

- SMITH, DICK**  
WHB, Kansas City, Mo.
- SMITH, FLETCHER**  
WTNC, Thomasville, N. C.
- SMITH, FRANK**  
WMFR, High Point, N. C.
- SMITH, FRED**  
WKJG, Fort Wayne, Ind.
- SMITH, HAROLD**  
WPIC, Sharon, Pa.
- SMITH, HUGH**  
KFAA, Helena, Ark.
- SMITH, IAN**  
ABC—Sunday Evening Hour
- SMITH, JAMES PAUL**  
WSIX, Nashville, Tenn.
- SMITH, JANE**  
WBBO, Forest City, N. C.
- SMITH, LEE**  
WACE, Chocopee, Mass.
- SMITH, PHIL**  
WKPA, New Kensington, Pa.
- SMITH, ROBERT, JR.**  
WTNC, Thomasville, N. C.
- SMITH, ROY**  
WJZM, Clarksville, Tenn.
- SMITH, VERNE**  
CBS — Adventures of Ozzie and Harriet
- SMITH, WALLY**  
WKIX, Columbia, S. C.
- SMOLKA, JOHNNY**  
WDEC, Americus, Ga.
- SMOOT, WALTER**  
WMMN, Fairmont, W. Va.
- SMYTH, BLEWETT**  
K TSA, San Antonio, Tex.
- SNEED, BILL**  
WROB, West Point, Miss.
- SNELLGROVE, TOMMY**  
WBML, Macon, Ga.
- SNIPES, EUNICE**  
WEED, Rocky Mount, N. C.
- SNYDER, ED**  
WDAK, Columbus, Ga.
- SNIDER, JERRY**  
WKMh, Dearborn, Mich.
- SNIDER, PAUL**  
KFVD, Los Angeles, Calif.
- SNYDER, FRED**  
KCN A, Tucson, Arizona
- SORRELL, BILL**  
WLS, Lansing, Mich.
- SPENCE, ARTHUR**  
WEOA, Evansville, Ind.
- SPENCER, MILT**  
WFLA, Tampa, Fla.
- SPENGLER, KEN**  
WCVS, Springfield, Ill.
- SPERR, CHARLES**  
KOAC, Corvallis, Ore.
- SPIESS, FRED**  
WJMR, New Orleans, La.
- SPONGBERG, ROLAND**  
WROK, Rockford, Ill.
- SQUIRES, ALONZO G.**  
WAYS, Charlotte, N. C.
- STACK, IMOGENE**  
WLAY, Muscle Shoals, Ala.
- STAHL, PHILIP**  
WQXR, New York, N. Y.
- STAMBAUGH, HENRY**  
WGST, Ga. Tech Station, Atlanta, Ga.
- STANGLAND, RED**  
KUSD, Vermillion, S. Dak.
- STANTON, PETE**  
WJPA, Washington, Pa.
- STANTON, WELCOME**  
WCPS, Tarboro, N. C.
- STAPLES, LLOYD**  
WKOX, Framingham, Mass.
- STARBUCK, BERYL**  
WMT, Cedar Rapids, Iowa
- STARK, CHARLES**  
CBS—The Guiding Light
- STARK, RICHARD S.**  
Announcer, Writer, Producer; b. Grand Rapids, Mich., Nov. 11, 1911; ed. Cornell Univ., B. A. Degree; Jean Sablon; Pepper Young's Family; Joyce Jordan, MD; Portia Faces Life; Hour of Charm; Frank Sinatra; Mystery of the Week (CBS); Christopher Wells (CBS).
- STARLING, DAVE**  
KFI, Los Angeles, Calif.
- STEADMAN, W. L.**  
WCOV, Montgomery, Ala.
- STEELE, BOB**  
WTIC, Hartford, Conn.
- STEELE, EARL**  
WRNL, Richmond, Va.
- STEISS, BILL**  
WCLE, Clearwater, Fla.
- STEPHENS, C. G.**  
KVOE, Santa Ana, Calif.
- STERLING, LEN**  
FBI in Peace and War (CBS); Sammy Kaye's Sunday Serenade (ABC).
- STERLING, LUD**  
WLEE, Richmond, Va.
- STERRETT, ROBERT**  
WTON, Staunton, Va.
- STEVANS, BERT**  
WWGS, Tifton, Ga.
- STEVENS, AL**  
WGAA, Cedartown, Ga.
- STEVENS, CHARLES**  
WTAG, Worcester, Mass.
- STEVENS, GEORGE A.**  
WFAA, Dallas, Tex.
- STEVENS, LEN**  
WNLC, New London, Conn.
- STEWART, JAY**  
NBC—Truth or Consequences. What's Doin' Ladies?
- STEWART, PAUL**  
KFWB, Hollywood, Calif.
- STEWART, RUSS**  
KFI, Los Angeles, Calif.
- STILLE, ELBERT**  
WHKC, Columbus, Ohio
- STITT, WAYNE**  
KCKN, Kansas City, Kans.
- STOCKDALE, BOB**  
WAGE, Syracuse, N. Y.
- STODDARD, ENSOR**  
WKAP, Allentown, Pa.
- STOKES, ED**  
WHN, New York, N. Y.
- STONE, ALLAN**  
WFIL, Philadelphia, Pa.
- STONE, ERNIE**  
WMCA, New York, N. Y.
- STONE, GEORGE**  
WMAQ, Chicago, Ill.
- STONER, PETE**  
WTIC, Hartford, Conn.
- STRAND, NORMAN**  
WSAV, Savannah, Ga.
- STRAUSS, WILLIAM**  
WQXR, New York, N. Y.
- STRICKLAND, EDWARD**  
WGH, Newport News, Va.
- STRONG, JACK C.**  
WCOH, Newnan, Ga.
- STROSSHINE, ROBERT A.**  
WSPR, Springfield, Mass.
- STUART, ALLEN**  
WMCA, New York, N. Y.
- STUART, BOB**  
KNOW, Austin, Tex.
- STUART, STREETER**  
WBZ-WBZA, Boston, Mass.
- STUDNY, ED**  
WOL, Washington, D. C.
- STULLA, BILL**  
KFI, Los Angeles, Calif.
- STUTZ, CARL**  
WLEE, Richmond, Va.
- STUTZ, ELWOOD**  
WIBG, Philadelphia, Pa.
- SUGAR, DICK**  
WEVD, New York, N. Y.
- SUTTER, DICK**  
WCRA, Eflingham, Ill.
- SWANSON, DICK**  
WROL, Knoxville, Tenn.
- SWARTZ, MAURICE**  
KCKN, Kansas City, Kans.
- SWASEY, WILSON**  
WBTA, Batavia, N. Y.
- SWEENEY, FRANK**  
WJJD, Chicago, Ill.
- SWEENEY, WAREN**  
CBS — Saturday Night Serenade
- SWIFT, ROD**  
WSYR, Syracuse, N. Y.
- SWIHART, WALT**  
WING, Dayton, Ohio
- SWISS, DAN J.**  
WRRN, Warren, Ohio



- TARR, NORMAN**  
WCCO, Waterbury, Conn.
- TAULBEE, ALAN**  
WQXR, New York, N. Y.
- TAYLOR, CLAUDE**  
WJHP, Jacksonville, Fla.
- TAYLOR, GLEN**  
WTOP, Washington, D. C.
- TAYLOR, MARK**  
WFRC, Reidsville, N. C.
- TAYLOR, PHIL**  
WHHM, Memphis, Tenn.
- TAYLOR, ROSS**  
KTRC, Santa Fe, N. Mex.
- TAYLOR, WILL**  
WSID, Baltimore, Md.
- TAZELAAR, ROBERT**  
WKZO, Kalamazoo, Mich.
- TEMPLETON, JOE**  
WNAE, Warren, Pa.
- TENNANT, BILL**  
WMMN, Fairmont, W. Va.
- TERRELL, JIM**  
KARK, Little Rock, Ark.
- TERRY, BILL**  
WAGA, Atlanta, Ga.
- TERRY, CHEM**  
WBAP, Fort Worth, Tex.
- TESCH, JOHN**  
WBEN, Buffalo, N. Y.
- TESKA, NORMAN**  
KFEL, Denver, Colo.
- THEERINGER, GEORGE**  
WRBL, Columbus, Ga.
- THIBEAULT, JOSEPH**  
WEAN, Providence, R. I.
- THIBERT, FRANK**  
WMIQ, Iron Mountain, Mich.
- THOMAS, D. GLENN**  
WJEL, Hagerstown, Md.
- THOMAS, GEORGE**  
WCAU, Philadelphia, Pa.
- THOMAS, GORDON**  
WTMJ, Milwaukee, Wis.
- THOMAS, J. K.**  
WLOE, Leaksville, N. C.

# ANNOUNCERS

## THOMAS, ROLLIE

KFI, Los Angeles, Calif.  
**THOMPSON, BOB**  
 KPLC, Lake Charles, La.  
**THOMPSON, CAMPBELL**  
 WGNV, Newburgh, N. Y.  
**TILLMAN, JOHN**  
 CBS

**TOBY, MARK**  
 WEVD, New York, N. Y.  
**TONKEN, PHIL**  
 WOR, New York, N. Y.  
**TREMAINE, LES**  
**TRIMBLE, JOHN**  
 WBT, Charlotte, N. C.  
**TUCHOLKA, EDWARD**  
 WEBR, Buffalo, N. Y.  
**TURNER, HOWARD**  
 WGST, Tech Station, Atlanta, Ga.

**TURNER, JIM**  
 WSTP, Salisbury, N. C.  
**TUTTLE, ROGER, JR.**  
 NBC  
**TYROL, BOB**  
 WTIC, Hartford, Conn.

## — V —

**VAN HORN, ARTHUR**  
 WOR, New York, N. Y.  
**VICKERS, LEE**  
 WTOP, Washington, D. C.  
**VIHMAN, ED**  
 WCCO, Minneapolis, Minn.

**VON ZELL, HARRY**  
 Radio Master of Ceremonies,  
 Comedian, Motion Picture Actor;  
 b. Indianapolis, Ind., July 11,  
 1906; Eddie Cantor Show (NBC);  
 Duffy's Tavern (Guest) (NBC);  
 Frank Morgan; Hope Chest  
 (CBS) Smiths of Hollywood.

## — W —

**WAGNER, MURRAY**  
 CBS—Double or Nothing  
**WAKEMAN, TONY**  
 WWDC, Washington, D. C.  
**WALLACE, JIM**  
 WGNV, Newburgh, N. Y.  
**WALLACE, MYRON**  
 ABC—Sky King  
**WALLINGTON, JIMMY**  
 ABC-CBS—The Tony Martin  
 Show

**WALSTROM, HARRY**  
 ABC—Zeke Manners  
**WALTERS, LEE**  
 ABC—Fine Arts Quartet  
**WALTON, HUGH**  
 WCAU, Philadelphia, Pa.  
**WALTON, RAY**  
 WIBG, Philadelphia, Pa.  
**WANKE, HUGH**  
 WITH, Baltimore, Md.

**WANN, PAUL**  
 WCCO, Minneapolis, Minn.  
**WARD, BAXTER**  
 WMAL, Washington, D. C.  
**WARREN, CARLTON**  
 WOR, New York, N. Y.

**WARREN, BILL**  
 WITH, Baltimore, Md.  
**WARREN, GIL**  
 KFNB, Hollywood, Calif.  
**WARNER, CARL**  
 WJJD, Chicago, Ill.

**WAYNE, BERT**  
 WNEW, New York, N. Y.  
**WEAVER, JACKSON**  
 WMAL, Washington, D. C.  
**WEBB, HARRY**  
 WBEN, Buffalo, N. Y.  
**WEBBER, FRED**  
 WFIL, Philadelphia, Pa.  
**WEBER, JOHN PAUL**  
 WIP, Philadelphia, Pa.

**WEIST, DWIGHT**  
 CBS—Grand Slam, Inner Sanc-  
 tum, Adventures of the Thin  
 Man.

**WELCH, EDGAR**  
 WMCA, New York, N. Y.  
**WELD, MARK**  
 WCCO, Waterbury, Conn.  
**WELLER, ROSS**  
 WBEN, Buffalo, N. Y.  
**WELLES, JACQUES**  
 WITH, Baltimore, Md.  
**WELLS, GERRY**  
 WMAS, Springfield, Mass.

**WELLS, ROBERT**  
 WEBR, Buffalo, N. Y.  
**WELSH, CHARLIE**  
 WLAY, Muscle Shoals, Ala.  
**WELSH, PHIL**  
 WORL, Boston, Mass.  
**WENDEL, BILL**  
 WHAM, Rochester, N. Y.  
**WENZINGER, MAURICE**  
 KDKA, Pittsburgh, Pa.  
**WENNER, LEE**  
 WIBU, Poynette, Wisc.

**WEST, HARLEY**  
 WSPD, Toledo, Ohio  
**WEST, MICHAEL**  
 WKBC, North Wilkesboro,  
 N. C.  
**WEST, PAUL**  
 KOMA, Oklahoma City, Okla-  
 homa

**WESTBURY, TOM**  
 WBGE, Atlanta, Ga.  
**WESTERKAMP, DICK**  
 WTIC, Hartford, Conn.  
**WEXNER, HENRY**  
 WROW, Albany, N. Y.

**WHALEN, JACK**  
 WTRC, Elkhart, Ind.  
**WHEELER, DWIGHT**  
 WFAU, Augusta, Maine  
**WILLIAMS, JERRY**  
 WKAP, Allentown, Pa.

**WHITE, BILL**  
 KFJB, Marshalltown, Iowa  
**WHITE, MAURY**  
 KMO, Tacoma, Wash.

**WHITFIELD, ARTHUR**  
 WTMJ, Milwaukee, Wis.  
**WHITNEY, DENNY**  
 KSJO, San Jose, Calif.

**WIETING, FRED**  
 WIBG, Philadelphia, Pa.  
**WIGGINS, JAMES O.**  
 KABC, San Antonio, Tex.  
**WIGGINTON, BILL**  
 WCCO, Minneapolis, Minn.

**WILCOX, HARLOW**  
 CBS—Baby Snooks  
**WILCOX, RICHARD F.**  
 WSAR, Fall River, Mass.

**WILLARD, DICK**  
 WOR, New York, N. Y.  
**WILLARD, GEORGE**  
 WMCA, New York, N. Y.

## 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 Sci-  
 ence (WABD).

**WILLIAMS, BILL**  
 WILK, Wilkes Barre, Pa.  
**WILLIAMS, DICK**  
 KANS, Wichita, Kans.  
**WILLIAMS, RUSS**  
 WHK, Cleveland, Ohio  
**WILLIAMS, TOMMY**  
 WPTF, Raleigh, N. C.  
**WILLIAMS, WINN**  
 WMT, Cedar Rapids, Iowa  
**WILLIAMS, ZEB**  
 KXOX, Sweetwater, Tex.

**WILLSON, JIMMIE**  
 WAPI, Birmingham, Ala.  
**WILSON, DON**  
 NBC—The Jack Benny Show  
**WILSON, GLEN**  
 WIRE, Indianapolis, Ind.  
**WILSON, LARRY**  
 WNOE, New Orleans, La.  
**WILSON, STU**  
 Quiz of Two Cities, Surprise  
 Party, Examiner Comics

**WILSON, TONY**  
 WHLI, Hemstead, L. I., N. Y.  
**WIRES, LEROY**  
 WTAG, Worcester, Mass.  
**WOLF, PHILLIP**  
 KTRH, Houston, Texas  
**WOLFE, PHILLIP**  
 KTRH, Houston, Tex.

**WOOD, HARRY**  
 WDRC, Hartford, Conn.  
**WOOD, JACK**  
 WKAB, Mobile, Ala.

**WOODS, CHARLES**  
 ABC—Piano Playhouse  
**WOODWARD, HAL**  
 WLW, Cincinnati, Ohio  
**WOOLEY, HARRISON**  
 KFRC, San Francisco, Calif.  
**WORKHOVEN, MERRILL**  
 WOW, Omaha, Nebr.  
**WRIGHT, SHERMAN**  
 WEBR, Buffalo, N. Y.  
**WRIGHT, WILL**  
 KDYL, Salt Lake City, Utah  
**WYLIE, ROBERT**  
 WOL, Washington, D. C.

## — Y —

**YANTISS, ALVIN**  
 KSDJ, San Diego, Calif.  
**YOCAM, JOE**  
 KFNB, Hollywood, Calif.  
**YOUNG, BERNARD**  
 WTOL, Toledo, Ohio  
**YOUNG, DUANE**  
 WHEB, Portsmouth, N. H.  
**YOUNG, ROBERT B.**  
 KOA, Denver, Colo.

## — Z —

**ZUBON, JOHN**  
 KTUC, Tucson, Arizona  
**ZUNDEL, DONOVAN**  
 KPQQ, Portland, Ore.  
**ZURICH, SAM**  
 WTNT, Augusta, Ga.

# ★ Backstage ★

people in network radio production—1947

## — A —

**AAROE, ALDEN**  
WRVA, Richmond, Va.

**ACHOR, DAVE**  
WBLJ, Dalton, Ga.

**ACREE, CHUCK**  
ABC—Ladies Be Seated

**ADAMS, W.**  
WHEC, Rochester, N. Y.

**ADAMS, WYLIE**  
ABC—Ted Malone

**ADELMAN, MORREY**  
WCMW, Canton, Ohio

**ALDRIDGE, WILLIAM**  
WHAS, Louisville, Ky.

**ALEXANDER, MARTIN**  
WHBC, Canton, Ohio

**ALKIRE, JOHN**  
KXOA, Sacramento, Calif.

**ALLEN, CLIFF**  
WNOX, Knoxville, Tenn.

**ALLEN, GEORGE W.**  
The Whistler, Free For All,  
Meet the Missus

**ALLISON, ROBERT**  
CBS—People's Platform

**ALT, DON**  
WMT, Cedar Rapids, Iowa

**ALTER, BENNE**  
WHBF, Rock Island, Ill.

**ALUN, WILLIAMS**  
**ANDERSEN, J. RICHARD**  
KALL, Salt Lake City, Utah

**ANDERSON, DON D.**  
KSFO, San Francisco, Calif.

**ANDREWS, CLARK**  
ABC—The Clock

**ANDREWS, DON**  
WKNX, Saginaw, Mich.

**ANDREWS, MARTIN**  
ABC—My True Story

**ARMBRUSTER, RUSS**  
WINS, New York, N. Y.  
(Exec. Producer)

**ARRINGTON, BILL**  
WMRC, Greenville, S. C.

**ARTHUR, HARRY**  
WSMB, New Orleans, La.

**ASPINWALL, HUGH**  
KMA, Shenandoah, Iowa

**AULTMAN, CARL**  
KWIK, Burbank, Calif.

**AZINE, HAROLD**  
WTOP, Washington, D. C.

## — B —

**BABBITT, GIL**  
WPEN, Phila., Pa.

**BAKER, GEORGE A.**  
WRC, Washington, D. C.

**BAKER, RUSS**  
WOW, Omaha, Nebr.

**BARRY, LES**  
WBEN, Buffalo, N. Y.

**BARTON, CRAIG**  
WFAA, Dallas, Tex.

**BAUTZER, ALAN**  
WLBK, Lebanon, Pa.

**BEANSLEY, IRENE**  
**BEAUPRE, WALTER**  
WCOU, Lewiston, Maine

**BECKERMAN, LARRY**  
WTOP, Washington, D. C.

**BELDING, LEE**  
KXLO, Lewiston, Mont.

**BELL, ORTH**  
KFH, Wichita, Kans.

**BELL, TED**  
KRSC, Seattle, Wash.

**BENDER, EDWARD**  
WINS, New York, N. Y.

**BENUM, ARNOLD**  
KMO, Tacoma, Wash.

**BERING, CONRAD**  
KFDM, Beaumont, Tex.

**BERMAN, LEONARD**  
WANN, Annapolis, Md.

**BERNARD, DON**  
CBS—Screen Guild Players

**BETTINSON, WINSLOW**  
WHEB, Portsmouth, N. H.

**BINKIN, SYL**  
WEW, St. Louis, Mo.

**BLACK, EDWARD G.**  
KNAK, Salt Lake City, Utah

**BLACK, JACK**  
WGH, Newport News, Va.

**BLACK, LOU**  
KWTO, Springfield, Mo.

**BLAIR, LEONARD**  
AB—America's Town Meeting

**BLAKE, BILL**  
WRON, Ronceverte, W. Va.

**BLAKESLY, EARL**  
KFNF, Shenandoah, Iowa

**BORGE, PAUL**  
KWLC, Decorah, Iowa

**BOTTORFF, GERRY**  
WHAS, Louisville, Ky.

**BOURBON, DIANA**  
CBS—Club 15

**BOWE, GEORGE**  
WTIC, Hartford, Conn.

**BOWER, ROGER**  
WOR, New York, N. Y.

**BOWERS, CHARLES**  
WKDK, Newberry, S. C.

**BOWMAN, GUY**  
WKBK, Detroit, Mich.

**BOZARTH, RENE**  
KWJJ, Portland, Ore.

**BRACE, CLAYTON**  
KLZ, Denver, Colo.

**BRADLEY, WILLIAM V.**  
WHEB, Portsmouth, N. H.

**BRADSHAW, J. B.**  
KFBI, Wichita, Kans.

**BRANSON, TODD**  
KENT, Shreveport, La.

**BREN, SHELDON**  
KCMJ, Palm Springs, Calif.

**BRIDGE, J. GORDON**  
WETA, Batavia, N. Y.

**BRILL, DICK**  
KQW, San Jose, Calif.

**BRITT, WESTON**  
WCOU, Montgomery, Ala.

**BROCK, ART**  
KAFY, Bakersfield, Calif.  
Lunch With the Ladies, Voice  
of Bakersfield

**BROOKS, DEEN**  
WKNA, Charleston, W. Va.

**BROOKS, GEORGE L.**  
KDIX, Dickinson, N. Dak.

**BROWN, HIMAN**  
CBS—Inner Sanctum

**BROWN, RALPH**  
WLW, Cincinnati, Ohio

**BRUGGEMAN, VERN**  
KALL, Salt Lake City, Utah

**BRYANT, NATHAN H., JR.**  
WJEF, Grand Rapids, Mich.

**BUCKLEY, SCOTT**  
WNBC, New York, N. Y.

**BUENNING, PAUL**  
KOCY, Oklahoma City, Okla.

**BULECHEK, ANNELLE H.**  
KLOU, Lake Charles, La.

**BULLIS, LEE S.**  
KYJC, Medford, Ore.

**BURGIN, RALPH**  
WRC, Washington, D. C.

**BURKE, STEPHEN**  
WBZ-WBZA, Boston, Mass.

**BURT, LYLE**  
KRSC, Seattle, Wash.

**BYRON, EDWARD ARMOUR**  
Producer, Director, Writer; b.  
Newport, Ky., Oct. 22, 1905;  
Ohio State Univ.; Univ. of Cincinnati;  
Mr. District Attorney;  
Christopher Wells (CBS).

## — C —

**CALHOUN, T. H.**  
WEEL, Boston, Mass.

**CANON, CRYSTAL**  
KEBE, Jacksonville, Tex.

**CARLESCO, GEORGE**  
WWRL, Woodside, N. Y.

**CARLSON, J. RALPH**  
WJTN, Jamestown, N. Y.

**CARNEY, JOHN**  
CBS—Look Your Best

**CARR, HAROLD**  
**CARTER, MARY LUCILLE**  
WMBM, Miami Beach, Fla.

**CARTER, VAL**  
WJOY, Burlington, Vt.

**CASHMAN, EDMUND**  
CBS—Tony Martin Show

**CAVANAUGH, JOSEPH**  
WENE, Endicott, N. Y.

**CECIL, CHUCK**  
KFLW, Klamath Falls, Ore.

**CENTOLA, GREGORY**  
WMCA, New York, N. Y.

**CHADD, DON**  
KSOK, Arkansas City, Kans.

**CHADBURN, BILL**  
WMOG, Convington, Ga.

**CHAMBERS, BILL**  
KECK, Odessa, Tex.

**CHANCE, AL**  
CBS—Mary Lee Taylor

**CHARLES, DICK**  
ABC—Paul Whiteman Club

**CLARE, GEORGE**  
WMOX, St. Louis, Mo.

**CLEARY, JOH N.**  
ABC—Sammy Kaye's Sunday  
Serenade, So You Want  
To Lead A Band

**CODY, DEL**  
KGA, Spokane, Wash.

• • • PRODUCTION • • •

**COFFIN, TED**  
WAGM, Presque Isle, Me.

**COHN, MORT**  
WCHS, Charleston, W. Va.

**COLLINS, ALBERT R.**  
KNAK, Salt Lake City, Utah

**CONLEE, LADE**  
WBHQ, Memphis, Tenn.

**COOK, FRANKLIN**  
WHA, Madison, Wis.

**COONEY, MARJORIE**  
WSM, Nashville, Tenn.

**CORBETT, EARL**  
WCPO, Cincinnati, Ohio

**COTT, TED**

Writer, Director, Producer; b. Poughkeepsie, N. Y., Jan. 1, 1917; CCNY; So You Think You Know Music (MBS); Program Manager, (WNEW); Producer; Rumpelstiltskin, Aesop's Fables, Children's Opry House, Tom Thumb; Mother Goose Party for Merrie-Go-Sound Record.

**COTTON, BOB**  
ABC—Ethel and Albert

**CRAIG, ROBERT L.**  
WDBO, Orlando, Fla.

**CRAWFORD, PAUL**  
KAMD, Camden, Ark.

**CRONICAN, LEE**  
WHP, Harrisburg, Pa.

**CROTHERS, GEORGE**  
CBS—In My Opinion

**CUNY, GENE**  
KLOU, Lake Charles, La.

— D —

**DANIEL, CLAY**  
WNBC, New York, N. Y.

**DANIELS, ED**  
WGRV, Greeneville, Tenn.

**DANIELS, WILLIAM S.**  
KVMV, Twin Falls, Idaho

**DAVIS, ANN**  
WGKV, Charleston, W. Va.

**DAVIS, HERB**  
WJOY, Burlington, Vt.

**DAWSON, NORTHRUP**  
KUOM, Minneapolis, Minn.

**DAWSON, PAUL**  
KYUM, Yuma, Ariz.

**DeANGELO, CARLO**  
Perry Mason, Scotland Yard

**DEAN, BILL**  
WIRE, Indianapolis, Ind.

**DEAN, GEORGE**  
KOMO, Seattle, Wash.

**DeBERRY, HERBERT**  
WPIK, Alexandria, Va.

**DeBIE, DICK**  
KSIG, Crowley, La.

**DEEM, WARREN**  
KOWL, Santa Monica, Calif.

**DENKEMA, EDDIE**  
KNAK, Salt Lake City, Utah

**DENNIS, LLOYD**  
WTOP, Washington, D. C.

**DERBAUM, LILLIAN**  
KTUC, Tucson, Arizona

**DEVINE, JERRY**  
Writer, Producer, Director; b. Boston, Mass., Nov. 11, 1908, ed. Professional Children's School. This is Your FBI (ABC).

**DeVRIES, VAN BEUREN**  
WMAL, Washington, D. C.

**DIERKES, SHIELDS**  
WWJ, Detroit, Mich.

**DIETZ, JOHN**  
CBS—Crime Photographer

**DILLON, KENNETH W.**  
WKOW, Madison, Wisc.

**DOAN, BOB**  
WTMA, Charleston, S. C.

**DOLAN, CHARLES**  
WJMO, Cleveland, Ohio

**DRAIN, ROBERT J.**  
WSBT, South Bend, Ind.

**DREIER, ROBERT E.**  
WLIZ, Bridgeport, Conn.

**DRILLING, JOE C., JR.**  
KCOK, Tulare, Calif.

**DRISCOLL, RICHARD V.**  
WLIP, Kenosha, Wisc.

**DUFOUR, BOB**  
WTIC, Hartford, Conn.

**DUNCAN, CARL**  
KYUM, Yuma, Ariz.

**DUNLAP, WALLACE**  
WLIZ, Bridgeport, Conn.

— E —

**EASTMAN, BOB**  
KOMA, Oklahoma City, Okla.

**EDGAR, BILL**  
WBEJ, Elizabethtown-Johnson City, Tenn.

**EDWARDS, EDDIE**  
KMBC, Kansas City, Mo.

**EDWARDS, JOHN**  
Youth Asks the Government, ABC

**ELLIOTT, BILL**  
WLIZ, Bridgeport, Conn.

**ELLIOTT, FRANK**  
WCNC, Elizabeth City, N. C.

**ELLIOTT, PERRY**  
WRLD, West Point, Ga.

— F —

**FASSETT, JAMES**  
Invitation to Music, CBS

**FEZZOR, PARKMAN R.**  
WTPR, Paris, Tenn.

**FELIX, HENRY**  
WTAG, Worcester, Mass.

**FELTON, NORMAN**  
WMAQ, Chicago, Ill.

**FERGUSON, EARLE C.**  
KOA, Denver, Colo.

**FERRIS, RAY**  
WLS, Chicago, Ill.

**FIELDER, JOHN**  
WBHT, Harriman, Tenn.

**FIMGERB, HAL**  
Spotlight Review, CBS

**FINCH, HOWARD K.**  
WJIM, Lansing, Mich.

**FINLEY, KEN**  
KEX, Portland, Ore.

**FINNING, FRANK**  
WFEA, Manchester, N. H.

**FISHER, MAGGY**  
NBC—Finder's Keepers  
ABC—Piano Playhouse

**FITZGERALD, EDWARD**  
Professor Quiz, ABC

**FITZGERALD, HAROLD**  
WKZO, Kalamazoo, Mich.

**FLEMING, JOEL**  
WPAM, Pottsville, Pa.

**FLENIKEN, ANN**  
WKDK, Newberry, S. C.

**FLENNIKEN, JAMES M.**  
WCAW, Charleston, W. Va.

**FOLKERS, NORMAN**  
KFUO, St. Louis, Mo.

**FORBES, BOB**  
WJMX, Florence, S. C.

**FORSYTHE, LAWRENCE**  
KOIL, Omaha, Nebr.

**FOSTER, JACK**  
KSIX, Corpus Christie, Tex.

**FOWLER, CLINTON**  
KUOA, Siloam Springs, Ark.

**FRAILEY, PAUL**  
WFIL, Philadelphia, Pa.

**FRAMER, WALT**  
FRANKLIN, ALLEN  
KAKC, Tulsa, Okla.

**FRECH, ED J.**  
KFRE, Fresno, Calif.

**FREELAND, FRED**  
WOWO, Fort Wayne, Ind.

**FREIMAN, PAUL**  
KCOK, Tulare, Calif.

**FRENCH, KENNETH**  
WRC, Washington, D. C.

**FROMMER, LARRY**  
WOL, Washington, D. C.

**FULTON, DAVID K.**  
WALB, Albany, Ga.

— G —

**GAINES, JACK**  
WJMX, Florence, S. C.

**GANTER, RAYMOND**  
WFBL, Syracuse, N. Y.

**GARDNER, PAUL**  
Writer for radio and magazines; b. New York, N. Y., Jul. 13, 1907; Lou Little (Tele).

**GARDNER, ED (ARCHIE)**

**GATES, JERRY**  
WFAA, Dallas, Tex.

**GEARHART, LYNN**  
WALT, Tampa, Fla.

**GEIGER, GEORGE**  
WBBC, Flint, Mich.

**GERING, WALTER**  
KMPC, Los Angeles, Calif.

**GIBBS, PARKER**  
WMAQ, Chicago, Ill.

**GIEFFORD, JACK**  
WKDK, Newberry, S. C.

**GIVEN, HELEN**  
WLBJ, Bowling Green, Ky.

**GODFREY, VIRGIL**  
KWPC, Muscatine, Iowa.

**GODT, PAUL**  
KFEL, Denver, Colo.

**GOODSON, MARK**  
Radio Director, Producer; b. Sacramento, Calif.; Jan. 24, 1915; Univ. of Calif.; A. B. Portia Faces Life, Treasury Salute, Winner Take All.

**GORDON, KEITH**  
KXO, El Centro, Calif.

**GORDON, LARRY**  
KAVR, Havre, Mont.

**GOTTLIEB, JOSEPH**  
WMAA, New York, N. Y.

**GRANDEY, ROY**  
KOW, San Jose, Calif.

**GRANT, DOUG**  
WMT, Cedar Rapids, Iowa

**GRAULICH, BERT**  
WBAY, Coral Gables, Fla.

**GRAY, FRED**  
WGWR, Asheboro, N. C.

**GRAY, GEORGE**  
WHOB, Gardner, Mass.

**GREEN, GEORGE**  
WAAT, Newark, N. J.

**GREEK, BOB**  
KPRK, Livingston, Mont.

**GREGORY, FRANK**  
WKMO, Kokomo, Ind.

**GREY, EDEN**  
WBAA, West Lafayette, Ind.

**GREY, PETER**  
WSMB, New Orleans, La.

**GREY, ALLEN**  
WPEN, Philadelphia, Pa.

**GRIFFIN, BETTY CUSHING**  
WIBX, Utica, N. Y.

**GRIFFITHS, MARY**  
WLCR, Torrington, Conn.

**GROBE, ALBERT**  
WQXR, New York, N. Y.

**GROGAN, JACK**  
WNEW, New York, N. Y.

**GROVER, ROSCOE A.**  
KSUB, Cedar City, Utah

. . . PRODUCTION . . .

**GROVES, JOHN**  
KGW, Portland, Ore.  
**GUEDEL, JOHN**  
People Are Funny, NBC

— H —

**HAGEMAN, DICK**  
WHAS, Louisville, Ky.  
**HALBERT, EDDIE**  
WTOP Washington D. C.  
**HALE CECIL**  
WSAI Cincinnati Ohio  
**HALE ZENDELL M.**  
KEYY Pocatello Idaho  
**HALLOCK, TED**  
KUGN, Eugene, Ore.  
**HARPER, FRED**  
WSAI, Cincinnati, Ohio  
**HARRIS, GLENN E.**  
KMA, Shenandoah, Iowa  
**HARTMAN, LOU**  
KGO, San Francisco, Calif.  
**HARWOOD, CARL**  
Baby Snooks, CBS  
**HASWELL, ARA**  
WTAW, College Station, Tex.  
**HAUSER, DWIGHT**  
The Adventure of Bill Lance,  
ABC  
**HEADY, KENNETH**  
KCMO, Kansas City, Mo.  
**HECK, HOMER**  
WMAQ, Chicago, Ill.  
**HELM, FRANCES**  
WBAP, Fort Worth, Tex.  
**HENDERSON, SCOTT**  
KTUC, Tucson, Ariz.

**HENLEY, ART S.**  
Writer, Producer: b. New York,  
N. Y., Sept. 9, 1921; ed. Yale  
Univ., B.A.; CCNY; Pratt Univ.,  
M.E.; Lecturer; NYU, Radio  
Writers Guild Seminar, Gagwrit-  
ers Institute; Honeymoon in  
N. Y. (NBC); 13 by Henley;  
Kate Smith Show; Lady Dick;  
The Welcome Wagon.  
**HENRY, HULL, JR.**  
Here's To You, CBS  
**HENRY, SYDNEY**  
WMON, Montgomery, W. Va.  
**HERBERT, CHARLES**  
Sound Off, CBS  
**HERMAN, CHESTER**  
WLW, Cincinnati, Ohio  
**HESS, HERBERT**  
KHQ, Spokane, Wash.  
**HEWSON, ISABEL MANNING**  
Land of the Lost, ABC  
**HEYSER, FRAN**  
(Production Manager)  
KMBC, Kansas City, Mo.  
**HIBDON, MILTON L.**  
KTRB, Modesto, Calif.  
**HICKS, JOHN**  
KRLD, Dallas, Tex.  
**HINKLEY, HARRY**  
WHP, Harrisburg, Pa.  
**HIGGINS, KEN**  
KFL, Los Angeles, Calif.  
**HIGGINS, JAMES W.**  
WWNY, Watertown, N. Y.  
**HOFER, DAVE L., JR.**  
KRDU, Dinuba, Calif.  
**HOLIDAY, STANLEY**  
WDSO, New Orleans, La.  
**HOLMES, JAMES**  
WMON, Montgomery, W. Va.  
**HOLMES, THURSTON**  
WBRE, Pittsfield, Mass.  
**HOLMES, WILLIAM A.**  
KECA, Los Angeles, Calif.  
**HOLT, ROBERT**  
KKOK, St. Louis, Mo.

**HOPKINS, FRANK**  
WBDL, Olean, N. Y.  
**HOPPERS, JIM**  
WCMA, Corinth, Miss.  
**HOSKINSON, JOHN H.**  
WMAI, Washington, D. C.  
**HORSFALL, DOT**  
WPDQ, Jacksonville, Fla.  
**HOTCHKISS, THOMAS**  
KGER, Long Beach, Calif.  
**HOULIHAN, ANN**  
WHAM, Rochester, N. Y.  
**HOWE, LOUISE HILL**  
KSL, Salt Lake City, Utah  
**HOWLETT, ERIC**  
WJR, Detroit, Mich.  
**HUFF, ECCLES**  
WDUK, Durham, N. C.  
**HUGHES, PAUL**  
KTAR, Phoenix, Ariz.  
**HULL, ALEXANDER**  
KRSC, Seattle, Wash.  
**HULL, IRA**  
WRVA, Richmond, Va.  
**HUMMERT, ANN**  
Mr. Keen, Tracer of Lost  
Persons, CBS  
**HUMMERT, FRANK**  
Mr. Keen, Tracer of Lost  
Persons, CBS  
**HUNT, TED**  
KRDD, El Paso, Tex.  
**HUNTINGER, CECE**  
WHO, Des Moines, Ia.  
**HURD, ROBERT**  
KOMO, Seattle, Wash.  
**HUSTON, LOU**  
KMPC, Los Angeles, Calif.

— I —

**IRWIN, CAROL**  
Theatre Guild on the Air,  
ABC

— J —

**JASINSKY, STANLEY**  
WWOL, Lackawanna, N. Y.  
**JAY, YERNE**  
WLW, Cincinnati, Ohio  
**JENNINGS, ROBERT G.**  
Mr. President, ABC  
**JEWELL, JAMES**  
Jack Armstrong, ABC  
**JOHNSON, GEORGIANNE**  
KWLC, Decorah, Iowa.  
**JOHNSON, SYEA**  
Famous Jury Trials, ABC  
**JOLLEY, LEROY**  
KWIL, Albany, Ore.  
**JONES, LEE**  
WNBC, New York, N. Y.  
**JONTRY, "SPEC"**  
WJBC, Bloomington, Ill.  
**JORGENSEN, ROY L.**  
KYUM, Yuma, Ariz.  
**JOY, DICK**  
KCMJ, Palm Springs, Calif.

— K —

**KAMINS, ROBERT**  
WKAR, East Lansing, Mich.  
**KARL, MAX**  
WTCN, Minneapolis, Minn.  
**KARLTON, GERRY**  
KWLC, Decorah, Iowa  
**KARP, RICHARD**  
KDKA, Pittsburgh, Pa.  
**KAUFMAN, "HAP"**  
KGO, San Francisco, Calif.  
**KAUFMAN, ROBERT**  
WISR, Butler, Pa.  
**KAY, MARY**  
WMAM, Marinette, Wisc.  
**KAYE, MILTON B.**  
WHN, New York, N. Y.

**KEHOE, PATRICK**  
WMAM, Marinette, Wisc.  
**KEIGHLEY, WILLIAM**  
Lux Radio, CBS  
**KEITH, MAXINE**  
**KELLAR, ART**  
WRON, Roncerverte, W. Va.  
**KELER, FRED**  
WBEN, Buffalo, N. Y.  
**KELLY, PAT**  
KFL, Los Angeles, Calif.  
**KEMP, WILLIAM T.**  
KVOP, Plainview, Tex.  
**KENNEDY, RAY**  
WRVA, Richmond, Va.  
**KENT, DAVID**  
KTBS, Shreveport, La.  
**KENT, RUTH**  
WGAA, Cedartown, Ga.  
**KERNS, CHARLES M.**  
WJAS, Pittsburgh, Pa.  
**KETCHUM, BILL**  
WBLJ, Dalton, Ga.  
**KEYWORTH, ROBERT**  
KCNA, Tucson, Ariz.  
**KIDD, HARRY**  
WTAW, College Station, Tex.  
**KILHAM, GENE**  
WBZ-WBZA, Boston, Mass.  
**KLEIN, HENRY**  
The Listening Post, ABC  
**KNIGHTLINGER, TED**  
KMO, Tacoma, ash.  
**KOERNSCILD, ELMER J. C.,  
REV.**  
KFUO, St. Louis, Mo.  
**KOEBLITZ, BERT**  
WHK, Cleveland, Ohio  
**KOHE, LAMBERT**  
KMOX, St. Louis, Mo.  
**KOOPS, ED**  
KDKA, Pittsburgh, Pa.  
**KOSTE, WALTER**  
WWJ, Detroit, Mich.  
**KRAMER, HOWARD**  
KFUO, St. Louis, Mo.  
**KRAMER, MILTON J.**  
**KRUM, FAYETTE**  
Young Dr. Malone, CBS  
**KUZNITSOV, WILLIAM**  
WLBJ, Bowling Green, Ky.

— L —

**LAKE, BARRY**  
WIBC, Indianapolis, Ind.  
**LAKEHOMER, HERBERT**  
KRDD, El Paso, Tex.  
**LAMMERS, CHARLES**  
WLW, Cincinnati, Ohio  
**LANDER, ROSALEE**  
WLEB, Carrollton, Ga.  
**LASHBROOK, BOB**  
WHOT, South Bend, Ind.  
**LATEAU, HERBERT**  
WMAQ, Chicago, Ill.  
**LAURIE, BILL**  
KEBE, Jacksonville, Tex.  
**LAVALLE, GENE**  
WJR, Detroit, Mich.  
**LAWRENCE, RICHARD**  
KDAL, Duluth, Minn.  
**LEBAN, JOHN**  
WCAE, Pittsburgh, Pa.  
**LELY, J. THEODORE**  
KVOA, Tucson, Ariz.  
**LASHER, ROBERT**  
WJEJ, Hagerstown, Md.  
**LEWIS, ED**  
KRDO, Colorado Springs, Colo.  
**LEWIS, RAY**  
KSIX, Corpus Christie, Tex.  
**LIBUTTI, GEORGE**  
(Program Director)  
WSAY, Rochester, N. Y.

**LIGGITT, PAUL**  
WJBC, Bloomington, Ill.  
**LINDER, VAL**  
KEX, Portland, Ore.  
**LIVINGSTONE, CHARLES**  
The Lone Ranger, ABC  
**LOCHNER, DON**  
WEW, St. Louis, Mo.  
**LOGAN, JAMES**  
WMAL, Washington, D. C.  
**LONG, CHET**  
WBNS, Columbus, Ohio  
**LONG, RICH**  
KPPC, Pasadena, Calif.  
**LONG, RUSSELL D.**  
WCSC, Charleston, S. C.  
**LOREN, WM. H.**  
WLVA, Lynchburg, Va.

**—L—**

**LOUGHRANE, BASIL**  
NBC—Light of the World  
MBS—Sherlock Holmes.  
**LOUGHRIN, J. RICHARD**  
WMAQ, Chicago, Ill.  
**LOVE, LEWIS**  
KWBC, Fort Worth, Tex.  
**LOVETON, JOHN**  
Mr. & Mrs. North, CBS  
**LOWDER, COLLIN W.**  
KLO, Ogden, Utah  
**LOWERY, BILL**  
WGRV, Greeneville, Tenn.  
**LUND, ERIC**  
WLVA, Lynchburg, Va.  
**LUNDQUIST, HENRY**  
WCOP, Boston, Mass.

**—Mc—**

**MacGREGOR, JOCK**  
WOR, New York, N. Y.  
**MacKERCHER, JOHN**  
WMAL, Washington, D. C.  
**MacLEAN, JOHN**  
WROM, Rome, Ga.  
**MacMILLIAN, L.**  
WHEC, Rochester, N. Y.  
**McANULTY, H.**  
KLOK, San Jose, Calif.  
**McCAIN, BILL**  
WAGA, Atlanta, Ga.  
**McCANN, DOROTHY**  
The Sheriff, ABC  
**McGILL, JERRY**  
**McGREVEY, JOHN**  
KTAR, Phoenix, Ariz.  
**McINTIRE, RUSSELL**  
**McKEHNE, JAMES**  
WENE, Endicott, N. Y.  
**McKEE, BURTT F., JR.**  
WAPI, Birmingham, Ala.  
**McKINLAY, LYNN**  
KSL, Salt Lake City, Utah  
**McKINNEY, W. N.**  
KELD, El Dorado, Ark.  
**McKINNEY, WM. A., JR.**  
KGKB, Tyler, Tex.  
**McLAUGHLIN, PEGGY**  
**McLEAN, JOHN**  
WBZ-WBZA, Boston, Mass.  
**McMAHON, F. A.**  
WHYU, Newport News, Va.  
**McMULLEN, CLAIRE D.**  
WFIL, Philadelphia, Pa.  
**McVICAR, BETH**  
KTIM, San Rafael, Calif.

**—M—**

**MAAS, JESSE**  
The Christian Science Monitor  
Views the News, ABC  
**MACK, BERNIE**  
WMUR, Manchester, N. H.  
**MACK, DICK**  
Joan Davis Show, CBS  
**MACK WAYNE**  
WGAR, Cleveland, Ohio

**MADIGAN, JOHN**  
Headline Edition, ABC  
**MADISON, BOB**  
KWBW, Hutchinson, Kans.  
**MARCON, MAX**  
FBI in Peace and War, CBS  
**MARICH, ROBERT**  
WFIG, Sumter, S. C.  
**MARKS, HILLIARD**  
NBC, The Jack Benny Show  
**MARSHALL, R. H.**  
WORZ, Orlando, Fla.  
**MARSHALL, WILLIAM L.**  
Boston Symphony, ABC  
**MARTINI, ROLAND**  
Saturday Night Serenade, CBS  
On Stage America, ABC  
**MASSEY, TOM**  
KIXL, Dallas, Tex.  
**MASTERSON, JOHN**  
Breakfast in Hollywood, ABC  
**MATHENY, PAUL**  
WMON, Montgomery, W. Va.  
**MATTHEWS, JAMES**  
WLBB, Carrollton, Ga.  
**MATTISON, CARL**  
WGLN, Glen Falls, N. Y.  
**MAXWELL, BOB**  
WKNX, Saginaw, Mich.  
**MEACHAM, JUSTIN**  
WBAA, West Lafayette, Ind.  
**MENTZER, EARL**  
WJEJ, Hagerstown, Md.  
**METCALFE, CHARLES T.**  
WWWB, Jasper, Ala.  
**MEYER, DON**  
WRVA, Richmond, Va.  
**MICHAEL, ED**  
WXYZ, Detroit, Mich.  
**MILLER, GLENN CLARK**  
WCPO, Cincinnati, Ohio  
**MILLER, WM.**  
KMOX, St. Louis, Mo.  
**MILLER, WILLIAM**  
WMIX, Mt. Vernon, Ill.  
**MILLS, DEXTER**  
WDBJ, Roanoke, Va.  
**MILY, NORLENE**  
KLOU, Lake Charles, La.  
**MITZMAN, NEWT**  
WOSU, Columbus, Ohio  
**MOORE, ARTHUR**  
Arthur's Place, CBS  
**MORRISON, TOM**  
WCMW, Canton, Ohio  
**MORROW, BILL**  
Philco Radio Time, ABC  
**MORSE, OTIS**  
WCBA, York, Pa.  
**MORTON, BON**  
WEAN, Providence, R. I.  
**MOSER, CLYDE**  
WTAR, Norfolk, Va.  
**MOSES, JOHN B.**  
WHKC, Columbus, Ohio  
**MUNSON, GORDON**  
WOI, Ames, Iowa  
**MURPHY, WM.**  
KBLF, Red Bluff, Calif.  
**MURRAY, DON**  
WAZL, Hazleton, Pa.  
**MUSCHANY, ELMER G.**  
KNOK, St. Louis, Mo.  
**MYERS, CLARENCE**  
WJEJ, Hagerstown, Md.

**—N—**

**NADEAU, JACK**  
WCCO, Minneapolis, Minn.  
**NAYLOR, DON**  
WGST, Ga. Tech Station, Atlanta, Ga.  
**NEEL, WILLIAM**  
Drew Pearson, ABC  
**NEILL, EVERETT**  
KDKA, Pittsburgh, Pa.  
**NELSON, DOLPH**  
WMAQ, Chicago, Ill.  
**NELSON, GENE**  
KFAM, St. Cloud, Minn.  
**NELSON, JAMES S.**  
KOAC, Corvallis, Ore.  
**NELSON, JERRG**  
WCCO, Minneapolis, Minn.  
**NEWMAN, ROY I.**  
WRR, Dallas, Tex.  
**NORMAN, JOHN**  
KIT, Yakima, Wash.  
**NOLAN, JAMES W.**  
KTHR, Houston, Tex.  
**NOVELLI, SYL**  
WHAM, Rochester, N. Y.

**—O—**

**OCHS, ACE**  
Tom Scott, American Troubador,  
Treasury Bandstand, CBS  
**O'CONNOR, GEORGE L.**  
WWRJ, Woodside, N. Y.  
**O'DELL, GEORGE**  
WOPJ, Bristol, Tenn.  
**OLMSTEAD, CLARE**  
The Borden Program, CBS  
**OLSEN, JOHNNY**  
**OLSON, DAVE**  
WJR, Detroit, Mich.  
**OLSON, RAY**  
WOW, Omaha, Nebr.  
**ONSTOTT, FRANK**  
KCOK, Tulare, Calif.  
**OWEN, ALAN**  
WMID, Atlantic City, N. J.

**—P—**

**PALMER, TOM**  
WMOC, Covington, Ga.  
**PARADY, WILLIAM F.**  
KGLU, Safford, Ariz.  
**PARCHER, OLIVER**  
WSBT, South Bend, Ind.  
**PARKER, PAUL**  
**PARKINSON, HARRY**  
KCOL, Fort Collins, Colo.  
WMBL, Morehead City, N. C.  
KRLD, Dallas, Tex.  
**PARRINO, TED**  
Child's Work, ABC  
**PARHURST, HELEN**  
KOMO, Seattle, Wash.  
**PATTERSON, FREDERICK J.**  
**PATTERSON, BILL**  
WNBC, New York, N. Y.  
**PATRICK, ED**  
WEDO, McKeesport, Pa.  
**PEDEN, TOM**  
KYW, Philadelphia, Pa.  
**PAYNE, LARRY**  
WJR, Detroit, Mich.  
**PEARCE, JOHN, JR.**  
WIRE, Indianapolis, Ind.  
**PELT, RUTH VAN**  
WCMW, Canton, Ohio  
**PENNELL, W. W.**  
WORZ, Orlando, Fla.  
**PEPPER, HELEN**  
WCLB, Ogdensburg, N. Y.  
**PERKINS, LOU**  
Welcome Travelers, ABC  
**PERRIN, KEYES W.**  
**PETERSEN, CLIFF**  
Breakfast Club, ABC  
**PETERSON, WARREN M.**  
KDIX, Dickinson, N. Dak.  
**PHILLIPS, GORDON**  
WROV, Roanoke, Va.  
**PHILLIPS, HAROLD**  
WRNL, Richmond, Va.  
**PHILLIPS, HOWARD**  
WMCA, New York, N. Y.

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# P R O D U C T I O N

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**PIERCE, SAM**  
Dick Haymes Show, CBS

**PINTO, JOHN**  
WHDH, Boston, Mass.

**PIVEL, JOHN**  
WXYZ, Detroit, Mich.

**PLAYER, JIM**  
WJMX, Florence, S. C.

**PLUMSTEAD, EUGENE M.**  
WSGN, Birmingham, Ala.

**POFF, WILLARD**  
WBPZ, Lock Haven, Pa.

**POHAN, JOHN M.**  
KRDU, Dinuba, Calif.

**POINTEL, CHARLES**  
WFIG, Sumter, S. C.

**POLLARD, BOB**  
KTAR, Phoenix, Ariz.

**POSKA, AL**  
KFI, Los Angeles, Calif.

**POULTON, LIONEL**  
KDKA, Pittsburgh, Pa.

**PRICE, JOHN**  
WHP, Harrisburg, Pa.

**PUCK, LARRY**  
Strike It Rich, CBS

— R —

**RAINEY, BRUCE**  
KSYL, Alexandria, La.

**RAINER, DAN**  
KDYL, Salt Lake City, Utah

**RANDOLPH, F. M.**  
KVOO, Tulsa, Okla.

**REDMOND, DICK**  
WHP, Harrisburg, Pa.

**REYNOLDS, HUNTER**  
Tom Bartlett Time, ABC

**ROBSON, WILLIAM**  
Escape, Doorway to Life,  
Hawk Larabee, CBS

**ROLFE, MARY BETH**  
WOL, Washington, D. C.

**ROMINE, DOUGLAS J.**  
KARK, Little Rock, Ark.

**ROSA, FRANK, JR.**  
WNYC, New York, N. Y.

**RUFEL, ALBERT J.**  
(Continuity Chief)  
WSPD, Toledo, Ohio

**ROBERTSON, ELLIOTT**  
WFAA, Dallas, Tex.

**ROSENBERG, E. J.**  
The Fat Man, ABC

**ROSSELL, ERNEST W.**  
WROW, Albany, N. Y.

**RUBIN, JACK**  
Radio Writer, Director; b. War-  
saw, Poland; NYU; Junior Miss;  
The O'Neils; Break The Bank;  
Try and and Find Me; By Popular  
Demand; Pick & Pat Show.

**RUNNERSTROM, R. O.**  
WCOL, Columbus, Ohio

**RUPPEL, LARRY**  
WKBK, Detroit, Mich.

**RUSHWORTH, J. E.**  
WEEL, Boston, Mass.

**RUSSELL, MARK**  
WJJD, Chicago, Ill.

— S —

**SADLER, JOHN**  
WIRA, Ft. Pierce, Fla.

**SAGES, SULLIVAN**  
WMBS, Uniontown, Pa.

**SATER, HARTLEY**  
KGA, Spokane, Wash.

**SCHEFFELS, PAUL**  
Jergens Journal with Walter  
Winchell

**SCHLESINGER, DR. ROBERT**  
WPIT, Pittsburgh, Pa.

**SCHWEIKHER, FREDERICK**  
WRC, Washington, D. C.

**SCOFIELD, DAVID**  
KFRC, San Francisco, Calif.

**SCOTT, JARRETT**  
WRVA, Richmond, Va.

**SEAVEY, HOLLIS**  
WOL, Washington, D. C.

**SELINGER, HENRY**  
Club Time, ABC

**SOHOW PRODUCTIONS INC.**  
Betty Crocker Magazine of  
the Air ABC

**SIMPSON JACK**  
Adventurer's Club, CBS

**SKOTCH, ED**  
Junior Junctions, ABC

**SMITH, KENNETH**  
Sunday Evening Hour, ABC

**SMITH, BOB**  
WLW, Cincinnati, Ohio

**SNOOK, HARRY**  
WBT, Charlotte, N. C.

**SNYDER, ROSS**  
KJBS, San Francisco, Calif.

**SOMERVILLE, WARREN**  
Nancy Craig, ABC

**SONIS, BERTON**  
WCHS, Charleston, W. Va.

**SOUVAINE, HENRY**  
Metropolitan Opera, ABC

**SPATZ, H. DONALD**  
WFBG, Baltimore, Md.

**SPRIGGS, C. O.**  
Suspense, CBS

**STAMMER, NEWT**  
WHN, New York, N. Y.

**STEPHENSON, ANN**  
WBBC, Flint, Mich.

**STEWART, TOM**  
WSM, Nashville, Tenn.

**STILLI, JOHN G. JR.**  
KYW, Philadelphia, Pa.

**SUSAN, VIOLET**  
KSFO, San Francisco, Calif.

**SUTTON, ROBERT**  
WCCO, Minneapolis, Minn.

**SWAFFORD, TOM**  
KGW, Portland, Ore.

**SWITZER, MACK**  
KLZ, Denver, Colo.

— T —

**TAYLOR, GLENHALL**  
The Opie Gates Show, ABC

**TENANT, DON**  
WMAQ, Chicago, Ill.

**THALL, BILL**  
WLW, Cincinnati, Ohio

**THOMAS, GIL**  
KGO, San Francisco, Calif.

**TODD, HELEN F.**  
WTAL, Tallahassee, Fla.

**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.

**TOLL, TED**  
Bride & Groom, ABC

**ULMER, JAMES G., JR.**  
KGKB, Tyler, Tex.

**URRY, FRANCIS**  
KSL, Salt Lake City, Utah

— U —

— V —

**VAN DUZER, ROGER**  
WMBR, Jacksonville, Fla.

**VANDERHOOF, BRUCE**  
KGEM, Boise, Idaho

**VASCOCU, E. A.**  
KGKB, Tyler, Tex.

**VELZ, DICK**  
WRNL, Richmond, Va.

**VENELL, BILL**  
WHO, Des Moines, Ia.

**VINSON, ROBERT C.**  
Last Affair, Meet the Morans,  
The First DP's, The Hard  
Way, Smile Time, MBS, One  
World or None, NBC

**VIRTS, SAM**  
WMIX, Mt. Vernon, Ill.

— W —

**WADE, FRED**  
WTC, Hartford, Conn.

**WALKER, WILLIAM G.**  
KOA, Denver, Colo.

**WALL, BOB**  
WMOX, Meridian, Miss.

**WALLER, MAURIE**  
WDAY, Fargo, No. Dak.

**WALLACH, GEORGE**  
WNEW, New York, N. Y.

**WALLIS, EDWARD**  
WIP, Philadelphia, Pa.

**WALTZ, GORDON N.**  
WKAT, Miami Beach, Fla.

**WARBURTON, CHARLES**  
My True Story, ABC

**WARD, PERRY**  
KOMA, Oklahoma City, Okla.

**WEEDIN HARFIELD**  
Mayor of the Town, Jimmie  
Fidler, You Bet Your Life,  
ABC

**WEGENER, EDWARD**  
WOL, Ames, Iowa

**WERLING, RUPE**  
WIBG, Philadelphia, Pa.

**WHALEY, BERT**  
WMAQ, Chicago, Ill.

**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 Sci-  
ence (WABD).

**WILLIS, BUZZ**  
On Stage America, Vox Pop,  
ABC

**WILLS, JOHN B.**  
WILK, Wilkes Barre, Pa.

**WINSOR, ROY**  
Sky King, ABC

**WCOLEN, DICK**  
Murder and Mr. Malone, AB

— Y —

**YOUNG, DOUGLAS**  
WFIG, Sumter, S. C.

**YOUNG, EDWARD P.**  
KDKA, Pittsburgh, Pa.

— Z —

**ZAPEL, ARTHUR I.**  
WOWO, Fort Wayne, Ind.

**ZIMMERMAN, JOSEPH**  
KIOX, Bay City, Tex.

# Radio Directors

## —and their work during 1947

### — A —

**ADAMS, TED**  
CBS—We the People

**ADAMS, WYLIE**  
ABC—Ted Malone.

**ALLEN, GEORGE**  
CBS—Whistler.

**ALLEN, HOYT**  
NBC—Portia Faces Life.

**AMBRISTER, CYRIL**  
ABC—Land of the Lost.

**ANDREWS, ANDY**  
ABC—Galen Drake.

**ANDREWS, CLARK**  
ABC—Clock, Fat Man.

**ASHLEY, IRA**  
CBS—Grand Central Station.

**ATWELL, MARTHA**  
NBC—Young Widder Brown,  
CBS—David Harum.

**AUCHINCLOSS, GORDON**  
ABC—Tales of Willie Piper.

**AVERY, IRA**  
CBS—Armstrong's Theater of Today.

### — B —

**BALLIN, ROBERT**  
NBC—Jack Benny.

**BARNES, HOWARD**  
CBS—Joe Powers of Oakville

**BARBOUR, OLIVER**  
NBC—Life Can Be Beautiful.

**BATES, JOHN**  
ABC—Vox Pop.

**BENNETT, TOM**  
NBC—Fred Waring Show.

**BENSON, MITCH**  
MBS—Stop Me If You've Heard This One.

**BERNARD, DON**  
ABC—Abbott & Costello

**BERNS, LARRY**  
CBS—Jack Carson Show

**BLAIR, LEONARD**  
ABC—U. N. Headlights, American Sport Page, America's Town Meeting of the Air.

**BLISS, TED**  
CBS—Adventures of Ozzie and Harriet.

**BODROW, BILL**  
ABC—Philco Radio Time.

**BOWER, ROGER**  
MBS—Broadway Talks Back

**BRATTAIN, JOE**  
NBC—Carnation Contented Hr.

**BRENNAN, WILLIAM**  
MBS—Jan August Show.  
CBS—Jack Smith Show.

**BROWN, HIMAN**  
CBS—Adventures of the Thin man, Inner Sanctum.

**BRYAN, EDWARD A.**  
CBS—Christopher Wells.

**BUBECK, HARRY**  
NBC—Words and Music.

**BULOTTI, JR., CHAS.**  
MBS—California Melodies.

**BUNKER, WALTER**  
CBS—Baby Snooks Show.

**BURCH, BILL**  
CBS—Gene Autry Show.

**BURNETT, MURRAY**  
MBS—True Detective.

**BURROWS, ABE**  
CBS—Abe Burrows Show.

**BURTON, JAMES**  
MBS—Scarlet Queen.

**BURTON, KENNETH**  
CBS—Prudential Family Hr.

**BUTCHER, JESSIE**  
ABC—Breakfast in H'wd.

**BYRNE, JACK**  
MBS—Better Half.

**BYRON, EDWARD**  
NBC—Mr. District Attorney.  
CBS—Christopher Wells.

**BYRON, WARD**  
NBC—Chesterfield Supper Club.

### — C —

**CALLAHAN, JACK**  
MBS—Quiz Kids.

**CARLTON, LEONARD**  
CBS—County Fair.

**CARNEY, JACK**  
CBS—Arthur Godfrey's Talent Scouts, Give and Take.

**CARSON, MILTON**  
MBS—Voice of Prophecy.

**CASHMAN, EDMUND L.**  
CBS—Tony Martin Show.

**CHARLES, DICK**  
ABC—Southernaires, Museum of Modern Music, Lee Sweetland Show.

**CLEARY, JOHN**  
ABC—Sammy Kaye's Sunday Serenade, So You Want to Lead a Band.

**COHAN, PHIL**  
NBC—Jimmy Durante.

**COLE, JOHN**  
MBS—Shadow, Charlie Chan.

**COLLINS, TED**  
MBS—Kate Smith Speaks.

**CONDON, MAURICE**  
MBS—Victor H. Lindlahr.

**COOPER, WYLLIS**  
MBS—Quiet Please.

**CORDAY, TED**  
MBS—A Brighter Tomorrow,  
ABC—Betty Crocker.

**COTTON, BOB**  
ABC—Ethel and Albert.

**COUGHLIN, BUNNY**  
NBC—Your Hit Parade.

**CREWS, ALBERT**  
NBC—Echoes from Tropics.

### — D —

**DALY, JOSEPH**  
NBC—Waltz Time, D. & H. Miners.

**DANIEL, OLIVER**  
CBS—American School of Air.

**DANIEL, OLIVER**  
CBS—Eileen Farrell.

**DAVIS, LUCIAN**  
CBS—Abe Burrows Show.

**DE ANGELO, CARLO**  
MBS—Scotland Yard.

**DE HUFF, TOM**  
ABC—Walter Kiernan, Coast

to Coast on a Bus, Sam Pettinelli.

**DIETZ, JOHN**  
CBS—American School of the Air, Crime Photographer.

**DEVINE, JERRY**  
ABC—This Is Your FBI.

**DINGWALL, ALAN**  
NBC—Can You Top This?

**DODGE, FRANK**  
CBS—Arthur Godfrey, Winner Take All.

**DONOVAN, HOBE**  
NBC—Smilin' Ed McConnell.

**DORN, LARRY**  
MBS—Emily Post, Quiz.

**DRUCE, OLGA**  
MBS—Hour of Mystery

**DYER, SHERMAN**  
ABC—Exploring the Unknown

**DUCOVNY, ALLEN**  
MBS—Melody Theater.

**DURER, ED.**  
NBC—Aldrich Family

**DUMONT, PAUL**  
NBC—Dr. I. Q., Manhattan Merry-Go-Round.

**DUNHAM, EDWIN**  
NBC—Voice of Firestone.

**DWAN, BOB**  
ABC—You Bet Your Life.

### — E —

**EASTMAN, CARL**  
CBS—Mystery of the Week.

**EBL, EARL**  
NBC—Charlie McCarthy Show

**EHRENREICH, DAN**  
MBS—Juvenile Jury.

**ELLIS, JAMES**  
MBS—Date Night.

**ELTON, DAVE**  
CBS—Arthur's Place.

**EMERY, BOB**  
Rainbow House (MBS); DuMont Television.

### — F —

**FASSETT, JAMES**  
CBS—Philharmonic Symphony and News.

**FELDMAN, EDWARD**  
NBC—Milton Berle.  
ABC—Bride and Groom.

**FELTON, NORMAN**  
NBC—Nelson Olmstead, Grand Marquee.

**FICKETT, HOMER**  
ABC—Theater Guild of the Air.

**FIMBERG, HAL**  
CBS—Spotlight Review.

**FINK, JACK**  
CBS—FBI in Peace and War.

**FISHER, MAGGI**  
ABC—Piano Playhouse.

**FITZGERALD, ED**  
ABC—Professor Quiz.

**FRAMER, WALT**  
CBS—Strike It Rich

**G**

**GAINES, CHARLES**  
ABC—Guy Lombardo Show.

**GANNON, THEO.**  
ABC—Drew Pearson.

**GIBBS, PARKER**  
NBC—Manor House Party.  
Design for Living.

**GILLIS, DON**  
NBC—Cameos of Music, NBC  
Symphony.

**GOLENPAUL, DAN**  
MBS—Information Please.

**GOODMAN, WES**  
ABC—National Vespers.

**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.

**GORMAN, WALTER**  
CBS—Young Dr. Malone.

**GRAHAM, JOSEPH**  
ABC—Candid Microphone, On  
Stage America.

**GRANT, DAVE**  
MBS—Heart's Desire.

**GRYSON, MITCHELL**  
MBS—Superman.

**GROSS, STEVE**  
NBC—Lorenzo Jones.  
CBS—Our Gal Sunday.

**GRUENBERG, AXEL**  
NBC—Today's Children.

**GUDEL, JOHN**  
CBS—House Party.  
NBC—Truth & Consequences.

**H**

**HAMILTON, BILL**  
ABC—Tennessee Jed.

**HANCOCK, ORRIE**  
CBS—CBS World News  
Roundup.

**HANNA, ARTHUR**  
NBC—Front Page Farrell,  
Joyce Jordan.  
CBS—Perry Mason.

**HARDING, ARRY**  
CBS—Bob Reid and Orches-  
tra, Strike It Rich.

**HARPER, LENIE**  
CBS—County Fair

**HARRELL, CHARLES**  
ABC—World Security Work-  
shop, Headline Edition.

**HARRIS, LESLIE**  
CBS—Rosemary.

**HARRISON, JEANNE**  
ABC—Boston Blackie

**HARVEY, JAMES**  
NBC—Your United Nations.

**HAUPT, JAMES**  
NBC—American Album of  
Familiar Music, Cities Ser-  
vice.

**HAUSER, DWIGHT**  
ABC—Mr. President, Retribu-  
tion, Adventures of Bill  
Lance.

**HAWKES, KIRBY**  
MBS—Captain Midnight.

**HAYS, LOYAL**  
MBS—What's the Name of  
That Song?

**HECK, HOMER**  
NBC—American Novels, Bax-  
ters, Betty Crocker.

**HEISEL, GLAM**  
NBC—Harvest of Stars.

**HERBERT, CHAS.**  
CBS—Sound Off With Mark  
Warnow.

**HIGHT, JEAN**  
CBS—Frontiers of Science.

**HOAGLAND, JOHN G.**  
ABC—Walter Winchell.

**HOLINER, MANN**  
CBS—Old Gold Show.

**HOLCOMBE, HARRY**  
NBC—Curtain Time.

**HOLZER, LOU**  
ABC—California Caravan.

**HOWARD, CY**  
CBS—My Friend Irma.

**HUDSON, ROBERT B.**  
CBS—American School of the  
Air.

**HUGHES, GORDON**  
CBS—Guiding Light.

**HUGHES, GORDON T.**  
CBS—Guiding Light.

**HULL, JR., HENRY**  
CBS—Here's to You.

**HUMMERT, FRANK**  
CBS—American Melody Hour.

**HUSTON, TED**  
CBS—Big Sister.

**I**

**IRVING, CHARLES**  
NBC—This Is Nora Drake.

**J**

**JOHNSON, WILLIAM**  
ABC—Dark Venture.

**JOHNSTONE, JACK**  
CBS—Man Called X.

**K**

**KAYE, AL**  
NBC—Burns & Allen, Life  
with Riley.

**KING, ED**  
NBC—Believe It or Not.

**KLEIN, HENRY**  
ABC—Listening Post.

**KLOSE, WOODY**  
MBS—Red Hook 31.

**KNIGHT, VICK**  
NBC—Eddie Cantor.

**KOGAN, DAVID**  
MBS—Mysterious Traveler.

**KOPLIN, MERT**  
MBS—Your Ballad Man.

**KOVACH, JAMES E.**  
NBC—First Piano Quartet,  
Betty Harris Show.

**KUHL, CARL**  
CBS—Club 15.

**KUNEY, JACK**  
NBC—Home Is What You  
Make It.

**L**

**LAFFERTY, PERRY**  
MBS—Block Party.

**LA FRANDRE, JACK**  
MBS—Chicago Theater of the  
Air.

**LANDRY, ROBERT J.**  
CBS—Studio One.

**LATEAU, HERBERT**  
NBC—National Farm and  
Home Hour, Words and  
Music.

**LAWRENCE, BILL**  
CBS—Screen Guild Players.

**LEDER, HERB**  
NBC—Jack Berch Show.

**LEONARD, RICHARD**  
NBC—Stella Dallas.  
CBS—Rose of My Dreams,  
Mr. Keene, Tracer of Lost  
Persons.

**LEVINE, LEON**  
CBS—American School of the  
Air.

**LEWIS, J. C.**  
MBS—Johnson Family.

**LEWIS, PAUL**  
CBS—Pause That Refreshes  
on the Air.

**LEWIS, RICHARD**  
MBS—Quick As A Flash.

**LOEB, MARY**  
CBS—Readers' Digest.  
ABC—Greatest Story Ever  
Told.

**LOUGHRANE, BASIL**  
MBS—Sherlock Holmes.  
NBC—Light of the World.

**LOUGHRIN, DICK**  
NBC—Musical Notes, Words  
and Music, Whitey Berquist  
and Orchestra.

**LOVETON, JOHN**  
ABC—Treasury Agent.  
CBS—Mr. and Mrs. North.

**Mc**

**MacGREGOR, JOCK**  
MBS—Nick Carter, Did Justice  
Triumph? For Your Approval.

**MacGREGOR, KEN**  
NBC—Solitaire Time, Adven-  
tures of Archie Andrews.

**MacHARIE, LINDSAY**  
CBS—We, the People.

**MacINTOSH, EZRA**  
NBC—Kraft Music Hall.

**MacKAYE, FRED**  
CBS—Lux Radio Theater.

**MacKENZIE, MURDO**  
ABC—Phileo Radio Time.

**McDERMOTT, TOM**  
NBC—When a Girl Marries.  
CBS—Wendy Warren & News.

**McGILL, EARLE**  
ABC, MBS

**McGILL, JERRY**  
CBS—Big Town.

**McGILL, WALTER**  
NBC—Telephone Hour.

**McGRAW, WALTER**  
NBC—Story to Order.

**McLEOD, KEITH**  
NBC—Red Skelton.

**McKNIGHT, TOM**  
ABC—New Adventures of  
Sherlock Holmes

**M**

**MACK, DICK**  
CBS—Joan Davis Show.

**MACK, HELEN**  
NBC—Date With July.  
CBS—Let's Pretend.

**MACK, HELEN**  
CBS—Bill Goodwin Show.

**MACK, NILA**  
CBS—Let's Pretend.

**MACK, NILA**  
CBS—Bill Goodwin Show.

**MANSFIELD, IRVING**  
CBS—Talent Scouts.

**MANSFIELD, JOSEPH**  
NBC—Katie's Daughter,  
Frank Merriwell.

**MANSON, KEN**  
ABC—Zeke Manners.

**MARCIN, MAX**  
CBS—FBI in Peace and War.

**MARKLE, FLETCHER**  
CBS—Studio "1"

**MARSHALL, WILLIAM**  
ABC—Boston Symphony, Met-  
ropolitan Opera.

**MARTIN, DON C.**

**MARTINI, ROLAND**  
CBS—Sat. Night Serenade.

**MASTERTSON, JOHN**  
**MAXWELL, JESSICA**  
 MBS—Hop Harrigan, Adventure Parade.

**MIDDLETON, GLEN**  
 NBC—Amos and Andy.  
**MILLER, HAL**  
 CBS—Music For You.

**MITCHELL, BERT**  
 ABC—Darts for Dough.  
**MONROE, BOB**  
 MBS—High Adventure.

**MORGAN, JAMES**  
 MBS—Queen for a Day.  
**MORSE, CARLTON E.**  
 NBC—One Man's Family.

**MORTON, MAURICE**  
 MBS—Meet Me at Parky's.  
**MOSS, BOB**  
 NBC—Mel Torme Time.

**MOSS, HERB**  
 Hildegard, Vox Pop  
**TAYLOR, GLENHALL**  
 Fabulous Dr. Tweedy  
 Sherlock Holmes

— N —

**NELSON, DOLPH**  
 NBC—Art Van Damm Quartette.  
**NELSON, JOHN**  
 NBC—Bride and Groom.

**NYE, BOB**  
 ABC—Jack Paar Show.

— O —

**O'CONNOR, FRANK**  
 NBC—Day in the life of Denning Day.

**O'KEEFE, LESTER**  
 NBC—Big Break.  
**OCHS, ACE**  
 CBS—Robert Q. Lewis Show.

**O'DONNELL, GEORGENE**  
 CBS—Hint Hunt.  
**OWEN, FORREST**  
 CBS—Lum 'n Abner.

— P —

**PAPP, FRANK**  
 NBC—Eternal Light.  
**PEMBERTON, MURDOCK**  
 ABC—Texas Jim Robertson.

**PHILLIPS, CARL**  
 CBS—Borden Program.  
**PHILLIPS, PAUL**  
 NBC—Fitch Bandwagon.  
 CBS—Borden Family.

**PIERCE, PAUL**  
 CBS—Stars Over Hollywood.  
**PIERCE, SAM**  
 CBS—Dick Haymes Show.

**PITT, CY**  
 ABC—Dorothy Kilgallen.  
**PITTMAN, FRANK**  
 NBC—Fibber McGee & Molly.

**POLESIE, HERB**  
 CBS—It Pays To Be Ignorant.  
**POWERS, CHARLES**  
 ABC—Henry Morgan Show.  
 Dick Tracy, Famous Jury Trials.

**PRAGER, BERT**  
 CBS—Meet Corliss Archer.

— R —

**REAGAN, NEIL**  
 CBS—Dr. Christian.  
**REEG, LEONARD**  
 ABC—I Deal in Crime.

**REDD, ROBERT L.**  
 NBC—Village Store.  
**REDDY, JOHN**  
 ABC—Bride and Groom.

**REDFORD, BILL**  
 MBS—Hospitality Club.  
**REILLY, HOWARD**  
 NBC—Fred Allen.

**RICCA, ERNEST**  
 CBS—Romance of Helen Trent, Strange Romance of Evelyn Winters.

MBS—Real Stories.  
**RICHARDS, ARTHUR**  
 NBC—Story Shop.

**RIMES, JOE**  
 NBC—Judy Canova.  
**RIPLEY, JOSEPH**  
 CBS—Hour of Charm.

**ROBERTSON, LARRY**  
 ABC—Sunset Roundup, Collins Calling.  
**ROBERTSON, MAURICE**  
 NBC—Sports Newsreel.

**ROBSON, WILLIAM N.**  
 CBS—Doorway to Life, Hawk Larabee, Escape.

**ROGERS, BEN**  
 MBS—What the Veteran Wants to Know.  
**ROUNTREE, MARTHA**  
 MBS—Meet the Press.

**ROUSSEAU, BILL**  
 ABC—Murder & Mr. Malone.  
**RUBIN, JACK**  
 ABC—Break the Bank.

— S —

**SACK, VICTOR**  
 CBS—Grand Slam.  
**SANVILLE, RICHARD**  
 CBS—Escape.

**SAZ, HARRY**  
 NBC—Kay Kyser.  
**SCANLON, WALTER**  
 ABC—Hour of Faith, Johnny Thompson, Coffee Concerts.

**SEACREST, CECIL**  
 MBS—Tell Your Neighbor.  
**SEYDEL, VIC**  
 MBS—Fishing and Hunting, Club of the Air.

**SHAXON, LEWIS ROBERT**  
 CBS—CBS is There.  
**SINCLAIRE, JOAN**  
 MBS—Leave It to The Girls.

**SMITH, BEVERLY**  
 CBS—Second Mrs. Burton.  
**SOMERVILLE, WARREN**  
 ABC—Woman of Tomorrow, George Hicks.

**SOUVAINE, HENRY**  
 MBS—A. L. Alexander's Meditation Board.  
**SPEARS, HARRY**  
 CBS—Double or Nothing.

**SPIER, WILLIAM**  
 CBS—Adventures of Sam Spade, Suspense.  
**STAHL, MYRTLE**  
 MBS—Northwestern Reviewing Stand.

**STANFORD, ANTONY**  
 NBC—Duffy's Tavern.  
**STEELE, BILL**  
 CBS—Aunt Jenny.

**STEELE, ROBERT**  
 CBS—Aunt Jenny's Real Life Stories.  
**STEEN, BOB**  
 ABC—Joe Hasel.

**STEPHENSON, BOB**  
 NBC—Bob Hope.  
**STEVENS, GARY**  
 MBS—Twenty Questions, Luncheon at Sardi's.

**STEWART, HARRY**  
 ABC—Lassie Show.

**SULDS, IRVIN P.**  
 MBS—American Forum of the Air.

**SWEETS, BILL**  
 ABC—Gang Busters, Counter-spy.

**SWEETSER, NORMAN**  
 NBC—Just Plain Bill.

— T —

**TELFORD, FRANK**  
 NBC—Molle Mystery Theater.  
**TEMPLETON, BILL**  
 MBS—Your Land and Mine.

**THOMPSON, JOE**  
 ABC—Jimmie Fidler.  
**TODMAN, BILL**  
 Winner Take All (CBS).

**VAIL, LESTER**  
 NBC—Aldrich Family  
**TOLL, TED**  
 ABC—Ernie Felice Quartet, Betty Russell Sings.

**TRACY, STERLING**  
 CBS—Sweeney & March.  
**TYLER, JACK**  
 CBS—Ed Murrow and News.

— U —

**URQUHART, CHARLES**  
 NBC—Right to Happiness, Road to Life.

— V —

**VAN HARTSEFELDT, FRAN**  
 NBC—Great Gildersleeve.  
**VAN NOSTRAND, JACK**  
 ABC—Mayor of the Town.

**VELOTTA, THOMAS**  
 ABC—Gillette Fights.  
**VICTOR, TOM**  
 MBS—Gabriel Heatter.

**VINCENT, CHICK**  
 NBC—Pepper Young's Family.  
**VOUTSAS, GEORGE**  
 NBC—RCA Victor Show.

**VOUTSAS, GEORGE**  
 NBC—Honeymoon in N. Y.

— W —

**WARBURTON, CHARLES**  
 ABC—My True Story.  
**WARD, AL**  
 CBS—American School of the Air, Theater of Romance.

**WEIHE, FRED**  
 NBC—Backstage Wife.  
**WEIST, GEORGE**  
 ABC—Paul Whiteman Club.

**WELLINGTON, JOHN**  
 MBS—Song of the Stranger.  
**WHALEY, BERT**  
 NBC—Whitey Berquist & Ork.

**WHITE, CHARLES**  
 NBC—Bob Hawk Show.  
**WILKINSON, JOHN**  
 ABC—Sheriff.

**WOLFE, EDWIN**  
 CBS—NBC—Ma Perkins.  
**WRIGHT, WYNN**  
 MBS—Official Detective, Stephen Graham Family Doctor.

— Y —

**YOUNG, DAVE**  
 MBS—Family Theater.  
**YOUNG, RUSS**  
 CBS—Advertiser's Clubs.

— Z —

**ZACHARY, GEORGE**  
 NBC—Ford Theater.  
**ZOLLEK, JACK**  
 NBC—Cavalcade of America.

# Home Economics Directors

## of Stations in the United States

### Alabama

Herzfeld, Helene.....WRFS, Alexander City  
 Copeland, Mrs. Leo.....WAPI, Birmingham  
 Brown, Tee.....WBRC, Birmingham  
 Allen, Mrs. Evelyn.....WTNB, Birmingham  
 Barney, Charolett.....WKLF, Clanton  
 Blank, Jene.....WDIG, Dothan  
 Bigley, Wilma.....WJOI, Florence  
 Lindsey, Pauline.....WKAB, Mobile  
 Doyle, Elaine (Mrs.).....WKRQ, Mobile  
 Adams, Carol.....WCOV, Montgomery  
 Hall, Martha.....WMGY, Montgomery  
 Mahoney, Esther.....WSFA, Montgomery  
 Stack, Imogene.....WLAY, Muscle Shoals  
 Davis, Anne.....WJHO, Opelika  
 Martin, Sarah.....WHTB, Talladega  
 Stout, Janette.....WTBF, Troy

### Arizona

Brezie, Edna M.....KAWT, Douglas  
 Rowley, Joyce.....KTYL, Mesa  
 Kent, Marie.....KOY, Phoenix  
 Bentley, Elaine.....KTAR, Phoenix  
 Bowen, Marjorie.....KGLU, Safford  
 Jorgensen, Mary Elizabeth.....KYUM, Yuma

### Arkansas

Godwin, Mary Jean.....KAMD, Camden  
 Craig, Martha.....KELD, El Dorado  
 Forster, Bobbie H.....KXLR, North Little Rock  
 Shaw, Mary.....KUOA, Siloam Springs

### California

Watkins, Ellen.....KAFY, Bakersfield  
 Coffland, Lillian.....KWTC, Barstow  
 Arble, Mimi.....KROP, Brawley  
 Seifert, Evelyn.....KHUM, Eureka  
 Wilson, Betts.....KIEM, Eureka  
 Jones, Pauline Edwards.....KMJ, Fresno  
 Brown, Leona.....KGFN, Grass Valley  
 Langman, Sara.....KFWB, Hollywood  
 Gibson, Bonnie.....KREO, Indio  
 Cook, Irene.....KGER, Long Beach  
 Schram, Violet.....KFVD, Los Angeles  
 Sherman, Jack.....KFVD, Los Angeles  
 Young, Norma.....KHJ, Los Angeles  
 Lee, Marion.....KXLA, Los Angeles  
 Higbee, Hilda.....KTRB, Modesto  
 Dewsnap, Evelyn.....KWBR, Oakland  
 Hayes, Frances.....KPRL, Paso Robles  
 Scott, Betty.....KTIP, Porterville  
 Murphy, Carol.....KBLF, Red Bluff  
 Levoy, Lee.....KSBW, Salinas  
 Harder, Kathryn Stearn.....KFXM, San Bernardino  
 Alvey, Betty.....KITO, San Bernardino  
 Bradley, Shirley.....KFMB, San Diego  
 Canedy, Elinor.....KSDJ, San Diego  
 Johnson, Dorothy.....KSON, San Diego  
 Martin, Josephine.....KFRC, San Francisco  
 Holden, Ann.....KGO, San Francisco  
 Rankin, Dorothy.....KNBC, San Francisco  
 Stewart, Faye.....KSFO, San Francisco  
 Thompson, Ruth.....KYA, San Francisco  
 Hart, Tulsa.....KEEN, San Jose  
 Stuart, Mary Lou.....KSJO, San Jose  
 Freeman, Betti Cile.....KVSM, San Mateo  
 Gregory, Barbara.....KTIM, San Rafael  
 McGee, Barbara.....KIST, Santa Barbara  
 Barnes, Harriet.....KSRO, Santa Rosa  
 Wagner, Kay.....KWG, Stockton  
 Woods, Wanda.....KCOK, Tulare  
 Nunn, Marguerite.....KGYW, Vallejo

### Colorado

Roulston, Ros.....KBOL, Boulder  
 Forcum, Beth.....KRDO, Colorado Springs  
 Studer, Marjorie.....KVOR, Colorado Springs  
 Carson, Sue.....KLZ, Denver  
 Hammersley, Evadna.....KOA, Denver  
 Allen, Carla.....KIUP, Durango  
 Greene, Shirley.....KCOL, Fort Collins  
 Rose, Helen.....KFXJ, Grand Junction  
 Sylvester, Eida Mae.....KFKA, Greeley  
 Mason, Lee.....KCSJ, Pueblo  
 Cimino, Leona.....KSFT, Trinidad

### Connecticut

"Liz".....WLIZ, Bridgeport  
 O'Brien, Jean.....WNAB, Bridgeport  
 Gibson, Claire.....WONS, Hartford  
 Colbert, Jean.....WTIC, Hartford  
 Julianelle, Pat.....WAVZ, New Haven  
 Porter, Jeanne.....WELI, New Haven  
 DiFant, Mary.....WNHC, New Haven  
 Dolittle, Ruth.....WNHC, New Haven  
 Bruce, Kay.....WNOC, Norwich  
 Sturdy, Bess.....WLCR, Torrington  
 Hurlburt, Miriam.....WATR, Waterbury  
 Clark, Fay.....WBRV, Waterbury  
 Doyle, Betty.....WWCO, Waterbury

### Delaware

Day, Doreen.....WARS, Wilmington  
 Price, Marjorie.....WILM, Wilmington

### District of Columbia

Crane, Ruth.....WMAL, Washington  
 Sexton, Marian.....WOLF, Washington  
 Lane, Alice.....WOOK, Washington  
 Foreman, Mairi.....WQQW, Washington  
 Csgood, Nancy.....WRC, Washington  
 Holly, Clover.....WTOP, Washington  
 Lee, Elinor.....WTOP, Washington

### Florida

Ladine, Mary.....WCLE, Clearwater  
 Silver, Marjorie B.....WIRA, Ft. Pierce  
 Edwards, Helen.....WRUF, Gainesville  
 Moss, Joyce.....WJHP, Jacksonville  
 Daly, Anne.....WPDQ, Jacksonville  
 Dalbo, Biggo.....WDSR, Lake City  
 Flynn, Jean.....WLAK, Lakeland  
 Scarborough, Marjorie.....WLBK, Leesburg  
 Butler, Jane.....WGBS, Miami  
 Waltherman, Jean.....WKAT, Miami Beach  
 Carter, Mary Lucille.....WMBM, Miami Beach  
 Aiken, Helen.....WTMC, Ocala  
 Ward, Jane.....WDBO, Orlando  
 Smith, Ruth.....WOOO, Orlando  
 Bryant, Patricia.....WORZ, Orlando  
 Fleming, Rosemary.....WBSR, Pensacola  
 Morris, Callie.....WCOA, Pensacola  
 McCall, Betty Jo.....WWPF, Palatka  
 Talley, Margaret Rushton.....WSPB, Sarasota  
 Duncan, Peggie.....WTRR, Sanford  
 Todd, Helen F.....WTAL, Tallahassee  
 Drumm, Wilma.....WALT, Tampa  
 Dowst, Kay.....WDAE, Tampa  
 Haas, Connie.....WSIR, Winter Haven

### Georgia

Fiengold, Blanche.....WALB, Albany  
 Davis, Maggie.....WBGE, Atlanta  
 Wells, Virginia.....WCON, Atlanta  
 Watkins, Mickey.....WBBQ, Augusta

# HOME ECONOMICS DIRECTORS

Pitnay, Peggy.....WTNT, Augusta  
 Johnson, Barbara Ann.....WMGR, Bainbridge  
 Lander, Rosalee J.....WLBW, Carrollton  
 Lanham, Martha.....WBHF, Cartersville  
 Whitfield, Rowena.....WGAA, Cedartown  
 Baker, Marie.....WBLJ, Dalton  
 Ware, Bob (Mrs.).....WBHB, Fitzgerald  
 Heineman, Annemie.....WGGA, Gainesville  
 Bailey, Virginia.....WKLY, Hartwell  
 Ward, Del.....WNEX, Macon  
 Ragsdale, Josephine.....WMVG, Milledgeville  
 Alford, Kitty.....WRGA, Rome  
 MacLean, Donna Mae.....WR0M, Rome  
 Grey, Ethel.....WFRP, Savannah  
 Beckwith, Alberta.....WSAV, Savannah  
 Kahr, Mildred.....WT0C, Savannah  
 Carpenter, Patty.....WWGS, Tifton  
 Holloway, Louise.....WGOV, Valdosta  
 Fields, Beraldine.....WAYX, Waycross

## Idaho

Silvers, Shirley.....KDSH, Boise  
 Wyle, Laura.....KIDO, Boise  
 Flint, Helen.....KVNI, Coeur d'Alene  
 Dunlap, Jane, B.....KID, Idaho Falls  
 Taylor, Virginia.....KRCL, Lewiston  
 McAllister, Ruth.....KRPL, Moscow  
 Whitaker, Tina.....KEYY, Pocatello  
 Kollmeyer, Florence.....KLIX, Twin Falls  
 Arnold, Kay.....KTFI, Twin Falls  
 Christensen, A. S. (Mary Ellen).....KVMV, Twin Falls  
 Spencer, Betty.....KWAL, Wallace

## Illinois

Doran, Jeanne, M.....WMRO, Aurora  
 Dee, Yolanda.....WIBV, Belleville  
 Rigney, Bette.....WBYS, Canton  
 Stall, Pat.....WCIL, Carbondale  
 Logan, Judy.....WAAF, Chicago  
 Roche, Katherine.....WGN, Chicago  
 Waller, Judith.....WMAQ, Chicago  
 Logan, Jane.....WSOY, Decatur  
 Thompson, Mabel.....WCRA, Effingham  
 Colwell, Virginia.....WLDS, Jacksonville  
 Zarley, Lois.....WJOL, Joliet  
 Huff, Lynn.....WKAN, Kankakaa  
 Francis, Marion.....WKAI, Macomb  
 Robertson, Marijane.....WLBH, Mattoon  
 Day, Helen.....WQUA, Moline  
 Nutt, Charlotte.....WQUA, Moline  
 Maxwell, Phyllis.....WMIX, Mt. Vernon  
 Breneman, Margs (Mrs.).....WSIV, Pekin  
 Moore, Bara.....WMBD, Peoria  
 Detrick, Jean.....WMMJ, Peoria  
 Thompson, Marlowe.....WHBF, Rock Island  
 Johannes, Olga.....WR0K, Rockford  
 Dilley, Mary.....WCVS, Springfield

## Indiana

Olinger, Opal.....WFTW, Ft. Wayne  
 Roemer, Madge.....WGL, Fort Wayne  
 Borden, Peggy.....WKJG, Fort Wayne  
 Weston, Jane.....WOWO, Fort Wayne  
 Brentson, Cheer.....WIBC, Indianapolis  
 Daniels, Catherine.....WISH, Indianapolis  
 Pierce, Jeanne.....WKMO, Kokomo  
 Tucker, Sue.....WKBV, Richmond  
 Riley, Sue (Mrs.).....WHOT, South Bend  
 Cates, Henrietta.....WSBT, South Bend  
 Barry, Madeline K.....WBOW, Terre Haute  
 Bellamy, Marguerite.....WAOV, Vincennes  
 Hastetler, Rosemary.....WBAA, West Lafayette

## Iowa

Duncan, Martha.....WOI, Ames  
 Prusia, Connie.....KBUR, Burlington  
 Herbst, Edna A.....KCRG, Cedar Rapids  
 Smith, Raymond.....KSWI, Council Bluffs  
 Lindley, Dorothy.....KSTB, Creston  
 Marshall, Mary Louise.....WOC, Davenport  
 Croker, Mary Esther.....KDEC, Decorah  
 Trytten, Marilyn.....KWLC, Decorah

Beese, Gene Gragg.....KSO, Des Moines  
 Anderson, Louise.....WHO, Des Moines  
 Kaep, Mary Ann.....WKKB, Dubuque  
 Rankin, Mary.....KVFD, Fort Dodge  
 Muntz, Wanda.....KFJB, Marshalltown  
 Volger, Thelma.....KWPC, Muscatine  
 Miller, Claire.....KBIZ, Ottumwa  
 Driftmier, Leanna.....KMA, Shenandoah  
 Hansen, Edith.....KMA, Shenandoah  
 Murphy, Doris.....KMA, Shenandoah  
 Shoemaker, Adella.....KFNF, Shenandoah  
 DuMond, Irene.....KXEL, Waterloo

## Kansas

Roehl, Ann.....KSOK, Arkansas City  
 Blair, Virginia.....KVAK, Atchison  
 Davis, Hellen.....KGN0, Dodge City  
 Grimm, Mober (Mrs.).....KTSW, Emporia  
 Couser, Tommy.....KWBW, Hutchinson  
 Gray, Gloria.....KT0P, Topeka  
 Ewing, Dorothy.....KFBI, Wichita  
 Zerkle, Ethel Jane.....KPH, Wichita

## Kentucky

Seay, Blanche Mrs.....WCMI, Ashland  
 Hamilton, Joe.....WLBJ, Bowling Green  
 Maaney, Ruth.....WGTT, Corbin  
 Robertson, Dorothy.....WSON, Henderson  
 Lackey, Bonnie.....WHOP, Hopkinsville  
 Hubert, Ann.....WAVE, Louisville  
 Weiller, Louise.....WNN, Louisville  
 Miller, Peggy Sue.....WCIF, Madisonville  
 Spahr, Dorothy.....WTKM, Mayfield  
 Richardson, Marcia.....WKYB, Paducah

## Louisiana

Close, Vivian.....KPDH, Alexandria  
 Hower, Virginia.....KSYL, Alexandria  
 Stagg, Louise B.....KSGI, Crowley  
 Porche, Mary Etna.....KCIL, Houma  
 Carmouche, Lois.....KLOU, Lake Charles  
 Fisher, Phyllis.....KPLC, Lake Charles  
 Perkins, Edwina.....KWSL, Lake Charles  
 Peters, Ann.....KWJC, Natchitoches  
 Kennedy, Evelyn.....WDSO, New Orleans  
 Morton, Amelia.....WJMR, New Orleans  
 Batson, A.....WSMB, New Orleans  
 Meechlin, Ruth E.....KRMD, Shreveport  
 Selassi, Elizabeth.....KWKH, Shreveport

## Maine

Rice, Catherine.....WFAU, Augusta  
 Carter, Charlotte.....WBAI, Bangor  
 Kihlmire, Elizabeth.....WGUY, Bangor  
 Dennis, Betsey.....WJ0Y, Bangor  
 Hinds, Rowena.....WLBZ, Bangor  
 Fortier, Reselle.....WCOU, Lewiston  
 Teahan, Florence.....WAGM, Presque Isle  
 Gibbs, Agnes, F.....WCSH, Portland  
 Wadman, Dorothy Smith.....WGAN, Portland  
 Jordan, Rosemary.....WPOR, Portland  
 Staples, Marguerite L.....WTVL, Waterville

## Maryland

Day, Jane.....WANN, Annapolis  
 Mullinix, Elsie Wingate (Mrs.).....WASL, Annapolis  
 McCall, Bettie.....WCAO, Baltimore  
 Temple, Martha, Ross.....WFER, Baltimore  
 DeVinney, Adelaide.....WSID, Baltimore  
 Campbell, Grace.....WBCC, Bethesda-Chevy Chase  
 Paige, Carolyn.....WTBO, Cumberland  
 Robertson, May.....WFMD, Frederick  
 Crilleye, Pat.....WJEP, Hagerstown  
 Hanley, Grace.....WGAY, Silver Spring

## Massachusetts

Carlson, Mildred.....WBZ-WBZA, Boston  
 Bailey, Mildred.....WCOP, Boston  
 Cabot, Caroline.....WEEL, Boston  
 Parker, Heloise.....WEEL, Boston  
 Evans, Christine.....WHDH, Boston

# HOME ECONOMICS DIRECTORS

Higginson, Rebekah . . . . . WMEX, Boston  
 Morgan, Louise . . . . . WNAO, Boston  
 Seymour, Winifred . . . . . WBET, Brockton  
 Drapeau, Barbara . . . . . WACE, Chicopee  
 Gray, Charlotte . . . . . WHOB, Gardner  
 Cavanaugh, Audrey F. . . . . WHAI, Greenfield  
 Hanan, Ruth . . . . . WHYN, Holyoke  
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**North, Meyer B.**  
1564 Broadway .....BRyant 9-6847

**O'Connor, Johnny**  
1697 Broadway.....Circle 6-3500

**Okun, Lillian, Inc.**  
2 West 67th St.....TRafalgar 7-8916

**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 Broadway.....Circle 7-4074-5

**Romm, Harry A., Inc.**  
1270 Sixth Ave.....Circle 7-7543

**Roth, Allen**  
48 W. 48th St.....LONgacre 3-3836

**Rublnoff Enterprises**  
1501 Broadway .....LACKawanna 4-7147

**Salko 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 4-8240

**Small, Franklin H.**  
Hotel Abbey .....Circle 6-9400

**Souvalne, Henry, Inc.**  
30 Rockefeller Plaza.....Circle 7-5666

**Special Attractions, Inc.**  
48 W. 48th St.....BRyant 9-2030

**Stanley, Alleen**  
1619 Broadway.....Columbus 5-9025

**Stark, Wilbur**  
551 Fifth Ave.....MURray Hill 7-6320

**Storer, Douglas F.**  
1270 Sixth Ave.....Circle 7-6325

**Tyro Productions**  
1697 Broadway .....Columbus 5-3735

**Vallee, Rudy, Orchestra Units Corp.**  
9 Rockefeller Plaza .....Circle 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



**Allen, Larry, Inc.**  
6381 Hollywood Blvd.....HEmpstead 0421

**American Federation of Radio Artists**  
6331 Hollywood Blvd.....Hillside 5125

**Barry, Vy**  
1707 Hudson Avenue.....Hollywood 3636

**Bascou, Gene**  
6404 Hollywood Blvd.....HOLLYWOOD 5827

**Berg, Phil,—Allenberg, Bert, Inc.**  
121 S. Beverly Dr., B. H....CRestview 6-3131

**Bergerman & Co., Stanley**  
9629 Brighton Way (B. H.)..CRestview 6-3196

**Bernie, Herman**  
208 S. Beverly Dr., (B. H.)..CRestview 5-0117

**Bloom Agency, Phil**  
8506 Sunset Blvd., (L. A.)..CRestview 1-3353

**Blum Corp., Ralph**  
9441 Wilshire Blvd., (B. H.)..CRestview 1-9833

**Blum Business Administration, Myrt T.**  
360 N. Camden Dr., (B. H.)..CRestview 6-7071

**Browne, Flo-Grippe, Jan**  
1540 Hillhurst .....NORMandie 2-8111

**Crosby, Everett N.**  
9028 Sunset Blvd.....CRestview 1-1171

**Columbia Concerts, Inc.**  
6636 Hollywood Blvd.....HEmpstead 5316

**Dolan & Co., Ken**  
1556 North Wilcox Ave.....HOLLYWOOD 3558

**Deane, James**  
6331 Hollywood Blvd.....Hillside 5159

**Famous Artists Corp.**  
9441 Wilshire Blvd., (B.H.)..CRestview 1-5222

**Frank, Inc., George**  
1626 N. Vine Street.....Hillside 3188

**Frederick Bros. Artists Corp.**  
8584 Sunset Blvd.....CRestview 1-6244

**Frings Agency, Kurt**  
468 N. Camden Dr., (B. H.)..CRestview 1-8252

**General Artists Corp.**  
9028 Sunset Blvd.....CRestview 1-8101

**Garland, Charles**  
204 S. Beverly Dr., (B.H.)...CRestview 1-7357

# MANAGERS and AGENTS

**Gear, Bruce**  
247 S. Beverly Dr., (B. H.)..Crestview 5-3035

**Goldstone, Jules C.**  
9118 Sunset Blvd.....Crestview 5-1191

**Goldstone, Nat**  
9121 Sunset Blvd.....Crestview 6-1071

**Hamilburg, Mitchell J.**  
8780 Sunset Blvd.....Crestview 5-5108

**Herdan-Sherrill**  
9157 Sunset Blvd.....Crestview 1-5236

**Herzbrun, Walter**  
9000 Sunset Blvd.....Crestview 6-4157

**Hic Enterprises, Don**  
6404 Hollywood Blvd.....HOLlywood 4869

**Jaffe, Sam**  
8553 Sunset Blvd.....Crestview 6-6121

**Irwin, Lou**  
9134 Sunset Blvd.....Crestview 1-7131

**Kane, Walter**  
8584 Sunset Blvd.....Crestview 6-2396

**Kempner, Inc., Alex**  
8611 Sunset Blvd.....Crestview 5-0104

**Kohner, Inc., Paul**  
9169 Sunset Blvd.....Crestview 1-5165

**Kramer Agency, Earl**  
204 S. Beverly Dr., (B. H.)..Crestview 6-2338

**Levee, M. C.**  
119 S. Beverly Dr., (B. H.)..Crestview 1-5781

**Levee-Short**  
9441 Wilshire Blvd., (B. H.)..Crestview 5-8340

**Lyons, Inc., A. & S.**  
356 N. Camden Dr., (B. H.)..Crestview 1-6131

**MacQuarrie Agency**  
8506 Sunset Blvd.....Crestview 6-7162

**Marshall, Reg. D.**  
6671 Sunset Blvd.....HOLlywood 8238

**MCA Artists, Ltd.**  
9370 Santa Monica (B. H.)..Crestview 6-2001

**Monter-Gray-Shor**  
8736 Sunset Blvd.....Crestview 1-1191

**Morris Agency, Wm.**  
202 No. Canon Dr., (B. H.)..Crestview 1-6161

**National Concert & Artists Corp.**  
9059 Sunset Blvd.....Crestview 1-7121

**Polan & Rosenberg**  
451 N. La Cienega Blvd.....Crestview 1-1800

**Radio Artists Agencies**  
366 N. Camden Dr.....Crestview 5-6787

**Radio Registry**  
1519 Cross Roads of the World..Hillside 8321

**Rush, Inc., Art**  
Sunset & Vine.....Hillside 5161

**Salkow Agency, The**  
9119 Sunset Blvd.....Crestview 1-9134

**Saphier, James L.**  
0538 Brighton Way, (B. H.)..Crestview 1-7231

**Shurr, Louis**  
37 N. Rodeo Dr., (B. H.)..Crestview 1-1116

**Small Co., The**  
8272 Sunset Blvd.....HOLlywood 2722

**Sherman, Edward**  
8533 Sunset Blvd.....Crestview 5-0186

**Snlzer, Lou-Fritschl, Al, Inc.**  
6404 Hollywood Blvd.....HOLlywood 6271

**Somlyo Agency, E. T.**  
242 N. Canon Dr. (B. H.)..Crestview 6-2042

**Stempe-Olenick Agency**  
717 N. La Cienega Blvd.....Crestview 1-7141

**United Management Corp.**  
746 N. La Cienega Blvd....Crestview 6-6194

**Volck, Inc., A. George**  
9441 Wilshire Blvd., (B. H.)..Crestview 6-3121

**Winkler Agency, D. M.**  
9470 Santa Monica, (B. H.)..Crestview 1-7244

**Wending Agency, Chas.**  
9156 Sunset Blvd.....Crestview 6-2348

## CHICAGO

**Norman Alexandroff Artists' Bureau**  
410 S. Michigan Ave.....WABash 6761

**Benn Theatrical Agency**  
64 West Randolph St.....DEArborn 6850

**Brown, Vlo**  
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

**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**  
25 E. Jackson.....WABash 5595

**Parks, James & Co.**  
333 N. Michigan Ave.....CENtral 7980

**Schuster, Milton**  
127 North Dearborn.....DEArborn 3633

**WLS Artists Bureau**  
120 W. Washington Blvd.....MONroe 9700

# PROGRAMS

*Commercially Sponsored*

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*Title*

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*Advertiser and Product*

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*Network*

•

*Advertising Agency*

•

*Co-operative*

# Complete Listing of Major Networks — Commercial Programs of 1947 —

*Following pages contains a complete listing of four national network commercial programs heard during the 12-month period ending Dec. 31, 1947. 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.*

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
James Abbe	<b>Peter Paul</b> Mounds, Almond Joy, Walnettos, Choclettos, Peter Paul Charcoal Gum	ABC—PC	Brisacher, Van Norden & Staff, Inc.
James Abbe Observes	<b>Fisher Flouring Mills</b> Fisher's Cereal & Flour Products	ABC—PC	Pacific National Adv. Agency
Abbott & Costello	<b>R. J. Reynolds Co.</b> Camel Cigarettes	NBC	William Esty & Co., Inc.
Abbott Mysteries	<b>Helbros Watch Co.</b> Helbros Watches	MBS	William H. Weintraub & Co. New York
Lee Adams—Narrator	<b>Omnibook Corp.</b> Omnibook Magazine	CBS	Schwab & Beatty, Inc.
Adventures' Club	<b>W. A. Sheaffer Pen Co.</b> Pens, Pencils, Skrip & Leads	CBS	Russel M. Seeds Co., Inc.
The Adventures of Archie Andrews	<b>Swift &amp; Co.</b> Meat Products	NBC	J. Walter Thompson Co.
Adventures of Charlie Chan	<b>Pharmaco Inc.</b> Chooz	MBS	Ruthrauff & Ryan, Inc.
Adventures of Ozzie & Harriet	<b>International Silver Co.</b> Sterling & 1847 Rogers Silver	CBS	Young & Rubicam, Inc.
Adventures of Philip Marlowe	<b>Lever Bros. Co.</b> Pepsodent	NBC	Foote, Cone & Belding, Inc.

Adventures of Sam Spade	Wildroot Co., Inc. Wildroot Cream Oil	CBS	Batten, Barton, Durstine & Osborn, Inc.
Adventures of the Falcon	American Safety Razor Corp. Gem Razors & Blades	MBS	Federal Advertising Agency Inc. New York
Adventures of the Thin Man	General Foods Corp. Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
The Affairs of Ann Scotland	Raymond Laboratories, Inc. & Hudnut Sales Co. Richard Hudnut Cosmetics, Rayve Creme Shampoo	ABC	Roche, Williams & Cleary, Inc.
Carroll Alcott, News	Campbell Soup Co. All Products	CBS—PC	Ward Wheelock Co.
Aldrich Family	General Foods Corp. Jello Puddings	NBC	Young & Rubicam
All-Star Baseball Game	Gillette Safety Razor Corp. Gillette Blades & Razors	MBS	Maxon, Inc. New York
All-Star Football Games	Wilson Sporting Goods Co. Sports Equipment	MBS	Ewell & Thurber Assoc. Chicago
The Fred Allen Show	Standard Brands, Inc. Sheffield Cheese, Tender Leaf Tea	NBC	J. Walter Thompson Co.
The Fred Allen Show	Ford Motor Car Co. Ford Automobiles	NBC	J. Walter Thompson Co.
American Album of Familiar Music	Sterling Drug Co. Bayer Aspirin	NBC	Dancer, Fitzgerald & Sample, Inc.
American Forum	Pilot Radio F. M. Radios	MBS	Grey Adv. Agency, Inc.
American Melody Hour	Sterling Drug Inc. Bayer Aspirin & Dr. Lyons Toothpaste	CBS	Dancer-Fitzgerald-Sample, Inc.
American Radio Warblers	American Bird Products, Inc. Bird Food	MBS	Weston-Burnett Chicago
Amos 'n Andy	Lever Bros. Co. Rinso	NBC	Ruthrauff & Ryan Inc.
Armstrong Theater of Today	Armstrong Cork Co. Quaker Rugs, Linoleum Products, Floor Coverings	CBS	Batten, Barton, Durstine & Osborn, Inc.
Arthur's Place	The Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Jan August	Revere Camera Co. Cameras	MBS	Roche, Williams & Cleary Inc. Chicago

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Aunt Jenny	Lever Bros. Co. Sprey	CBS	Ruthrauff & Ryan, Inc.
Aunt Mary	Safeway Stores, Inc. Kitchen Craft Flour	NBC	J. Walter Thompson Co.
Gene Autry Show	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
<b>B</b>			
Baby Snooks Show with Fanny Brice	General Foods Corp. Jell-O, Jell-O Puddings	CBS	Young & Rubicam, Inc.
Back to God Hour	Christian Reform Church Religious Talks	MBS	Evans Associates Chicago
Backstage Wife	Sterling Drug Co. Dr. Lyon's Tooth Powder, Energine Cleaning Fluid	NBC	Dancer, Fitzgerald & Sample, Inc.
Jim Backus Show	Pharmaco, Inc. Feen-a-mint	MBS	Ruthrauff & Ryan, Inc.
Kenny Baker Show	Procter & Gamble Co. Crisco, Ivory Snow	ABC	Compton Adv. Inc. Benton & Bowles, Inc.
Fred Beck—Commentary	Miles Laboratories, Inc. Alka-Seltzer, One-a-Day Vitamin Tablets	CBS—PC	Wade Advertising Agcy.
Joseph Beirne	National Federation of Telephone Workers Institutional	MBS	Direct
Belmont Stakes	Gillette Safety Razor Co. All Products	CBS	Maxon, Inc.
Jack Benny	American Tobacco Co. Lucky Strike Cigarettes	NBC	Foote, Cone & Belding, Inc.
Jack Berch Show	Prudential Insurance Co. Insurance	NBC	Benton & Bowles, Inc.
The Milton Berle Show	Phillip Morris & Co., Ltd. Philip Morris	NBC	Biow Co.
The Best Things in Life	American Federation of Labor Combat Taft-Hartley Bill	MBS	Furman, Feiner & Co., Inc. New York
Beulah Show	Procter & Gamble Co. Dreft	CBS	Dancer-Fitzgerald-Sample, Inc.

Bible Institute	Bible Institute of Los Angeles Religious Talks	MBS	Broadcast Advertising Co. Los Angeles
The Big Break	Adam Hat Stores Hats & Men's Haberdashery	NBC	Biow Co., Inc.
Big Sister	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.
The Big Story	American Cigarette & Cigar Co. Pall Mall Cigarettes	NBC	Foote, Cone & Belding Inc.
Big Town	Sterling Drug Inc., Centaur Co. Div. Ironized Yeast, Phillips Milk of Magnesia Tablets	CBS	Pedlar & Ryan, Inc.
Mel Blanc Show	Colgate-Palmolive-Peet Co. Colgate Tooth Powder, Halo Shampoo	CBS	Sherman & Marquette, Inc.
Martin Block Show	R. B. Semler Co., Inc. Krem! Shampoo & Hair Tonic	MBS	Erwin, Wasey & Co. New York
Blondie	Colgate-Palmolive-Peet Co. Super Suds	CBS	Wm. Esty & Co., Inc.
Blue Ribbon Music Time	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick & Legler
Bob and Victoria	Safeway Stores, Inc. All Products	CBS	Ruthrauff & Ryan, Inc.
Borden Program with Mark Warnow's Orch. & Chorus	The Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Victor Borge Show	Socony-Vacuum Oil Co. Oil & Gasoline	NBC	Compton Adv., Inc.
Boston Symphony	John Hancock Mutual Life Insurance Co. Insurance	ABC	Batten, Barton, Durstine & Osborn, Inc.
Eddie Bracken Show	Texas Co. Texaco Products	CBS	Buchanan & Co., Inc.
Break The Bank	Bristol-Myers Co. Mum, Sal Hepatica & Mimit Rub, Ipana & Vitalls	ABC	Doherty, Clifford & Shenfield
Breakfast Club	Kay Daumit, Inc. Lustre Cream Shampoo	ABC	Hill Blackett & Co.
Breakfast Club	Philco Corp. Refrigerators, Radios & Freezers	ABC	Hutchins Advertising Co., Inc.
Breakfast Club	Swift & Co. Toni Co. Toni Home Permanent Wave & Toni Shampoo	ABC	J. Walter Thompson Co. Foote, Cone & Belding

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Tom Breneman's Breakfast in Hollywood	Kellogg Co. Pep, All Bran	ABC	Kenyon & Eckhardt, Inc.
Tom Breneman's Breakfast in Hollywood	Procter & Gamble Co. Ivory Flakes	ABC	Compton Adv., Inc.
Bride & Groom	Sterling Drug Inc. Phillip's Toothpaste & Tablets, Multisified Shampoo, Dr. Lyon's Tooth Powder, Bayer Aspirin, Emergine Cleaning Fluid, Campo-Pennique, Ayer's Pectoral, Fletcher's Castoria & others	ABC	Dancer-Fitzgerald-Sample, Inc.
Cecil Brown	Murine Co., Inc. Eye Lotion	MBS	Batten, Barton, Durstine & Osborn, Inc. Chicago
Buck Rogers	General Foods Sales Corp. Post Corn, Toasties, Sanka Coffee, Raisin Bran, Gaines' Dog Food	MBS	Benton & Bowles, Inc. New York
Buildog Drummond	American Transit Association Transportation	MBS	Owens & Chappell, Inc. New York
Bob Burns	American Home Products Corp. Koly nos, Anacin	NBC	Sullivan, Stauffer, Colwell & Bayles
Burns & Allen	General Foods Corp. Maxwell House Coffee	NBC	Benton & Bowles, Inc.
By Popular Demand	Conti Products, Inc. Conti Shampoo & Soap	MBS	Birmingham, Castleman & Pierce, Inc. New York
California Caravan	California Medical Assoc. Insurance—Hospitalization & Physician's Service	ABC—PC	Lockwood-Shackelford Adv.
Call of the Range	Grove Laboratories, Inc. Cold Tablets	CBS—PC	Duane Jones Co., Inc.
Call the Police	Lever Bros. Co. Rinso	NBC	Ruthrauff & Ryan, Inc.
Ned Calmer & the News	Luden's Inc. All Products	CBS	J. M. Mathes, Inc.
Ned Calmer & the News	Parker Pen Co. Quink	CBS	J. Walter Thompson Co.

Campbell Room with Hildegarde	Campbell Soup Co. All Products	CBS	Ward Wheelock Co.
Can You Top This?	Colgate-Palmolive-Peet Co. Shave Cream	NBC	Ted Bates, Inc.
Judy Canova Show	Colgate-Palmolive-Peet Co. Halo Shampoo & Supersuds	NBC	Ted Bates, Inc.
Judy Canova Show	Colgate-Palmolive-Peet Co. Halo Shampoo & Supersuds	NBC	Sherman & Marquette, Inc.
The Eddie Cantor Show	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick & Legler
Captain Midnight	Wander Co. Ovaltine	MBS	Hill Blackett & Co. Chicago
Hoagy Carmichael Sings	Luden's, Inc. Fifth Ave. Candy Bar	CBS	J. M. Mathes, Inc.
Carnation Contented Hour	Carnation Co. Evaporated Milk	NBC	Erwin Wasey & Co. Ltd.
Jack Carson Show	Campbell Soup Co. Soups	CBS	Ward Wheelock Co.
Casebook of Gregory Hood	Petri Wine Co. Petri Wine	MBS	Young & Rubicam New York
Casey, Crime Photographer	Anchor Hocking Glass Co. Anchorglass, Fire King, Ovinglass	CBS	Wm. E. Weintraub & Co., Inc.
Cavalcade of America	E. I. DuPont de Nemours & Co. Inc. Institutional	NBC	Batten, Barton, Durstine & Osborn, Inc.
Champion Roll Call	Champion Spark Plug Co. Spark Plugs	ABC	MacManus, John & Adams, Inc.
Checkerboard Jamboree	Ralston-Purina Co. Cereal Foods	MBS	Gardner Ad. Co. St. Louis
Chesterfield Supper Club	Liggitt & Myers Tobacco Co. Chesterfield Cigarettes	NBC	Newell-Emmett Co.
Chicago Theater of the Air	Chicago Tribune Centennial Celebration	MBS	Direct
Christian Science Monitor Views the News	Christian Science Publishing Soc. Christian Science Monitor	ABC	H. B. Humphrey Co.
Club 15 with Bob Crosby	Campbell Soup Co. Franco-American Spaghetti	CBS	Ward Wheelock Co.
Circle Arrow Show	Western Auto Supply Co. Automobile Accessories & Household Appliances	NBC	Bruce B. Brewer & Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Cities Service Highways in Melody	Cities Service Co. Gas & Oil	NBC	Foote, Cone & Belding, Inc.
Upton Close	National Economic Council Inc. Institutional	MBS	Jim Duffy Co. Chicago
Club Time	Club Aluminum Products Aluminum Household Utensils	ABC	Trade Development Corp.
Charles Collingwood—News	Household Finance Corp. Personal Loans	CBS—PC	LeVally, Inc.
Counterspy	Schutter Candy Co. Div. Universal Match. Schutter Candies—Old Nick, Bit o' Honey	ABC	Schwimmer & Scott Adv. Agency Kaplan & Bruck
County Fair	The Borden Co. Instant Coffee	CBS	Kenyon & Eckhardt, Inc.
Crime Doctor	Philip Morris & Co. Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Crimes of Carelessness	National Board of Fire Underwriters Fire Insurance	MBS	MacFarland Aveyard & Co. New York
Betty Crocker Magazine of the Air	General Mills Cheerios, Kix, Gold Medal Flour, Bisquick, Softasilk Cake Flour, 2 Crocker Soups, and Wheaties	ABC	Dancer, Fitzgerald-Sample, Inc.
Bing Crosby	Philco Corp. Radio & Refrigerators	ABC	Hutchins Adv. Co., Inc.
Curtain Time	Mars Inc. Candy	NBC	Grant Adv., Inc.
Betty Crocker	General Mills, Inc. Softasilk Cake Flour	NBC	Knox-Reeves, Inc.
The D & H Miners	Hudson Coal Co. Coal	NBC	The Clements Co., Inc.
Stella Dallas	Sterling Drug Co. Phillips Milk of Magnesia Tablets, Double Dandierine	NBC	Dancer, Fitzgerald & Sample, Inc.

<b>Danger, Dr. Danfield</b>	<b>Knox Co.</b>	<b>ABC</b>	<b>Robert B. Raisbeck Agency</b>
	Cystex & Mendaco		
<b>Dark Venture</b>	<b>Wildroot Co.</b>	<b>ABC—PC</b>	<b>Batten, Barton, Dursstine &amp; Osborn, Inc.</b>
	Wildroot Creme Oil		
<b>Darts for Dough</b>	<b>Dr. Pepper Co.</b>	<b>ABC</b>	<b>Tracy-Locke Co., Inc.</b>
	Dr. Pepper (Carbonated Beverage)		
<b>A Date With Judy</b>	<b>Lewis Howe Co.</b>	<b>NBC</b>	<b>Roche Williams &amp; Cleary Inc.</b>
	Tums		
<b>David Harum</b>	<b>B. T. Babbitt, Inc.</b>	<b>CBS</b>	<b>Duane Jones Co., Inc.</b>
	Bab-O		
<b>David Harum</b>	<b>B. T. Babbitt</b>	<b>NBC</b>	<b>Duane Jones Co., Inc.</b>
	Bab-O Cleaner		
<b>Joan Davis Show</b>	<b>Lever Bros. Co.</b>	<b>CBS</b>	<b>Young &amp; Rubicam, Inc.</b>
	Swan Soap		
<b>A Day in the Life of Dennis Day</b>	<b>Colgate-Palmolive-Peet Co.</b>	<b>NBC</b>	<b>Ted Bates, Inc.</b>
	Colgate Dental Cream, Lustre Cream		
<b>Dorothy Dix Program</b>	<b>Union Pharmaceutical Co., Inc.</b>	<b>ABC—PC</b>	<b>Abbott Kimball Co., Inc.</b>
	Saraka, Suttra, Artra Imra		
<b>Dr. Christian</b>	<b>Chesebrough Mfg. Co. Consolidated</b>	<b>CBS</b>	<b>McCann-Erickson, Inc.</b>
	Petroleum Jelly & Hair Tonic		
<b>Dr. I Q</b>	<b>Mars, Inc.</b>	<b>NBC</b>	<b>Grant Adv., Inc.</b>
	Candy		
<b>Dr. Paul</b>	<b>Safeway Stores, Inc.</b>	<b>NBC</b>	<b>J. Walter Thompson Co.</b>
	Dwight Edwards Coffee		
<b>Doctors Talk It Over</b>	<b>American Cyanamid Co.</b>	<b>ABC</b>	<b>Hazard Advertising Co.</b>
	Pharmaceuticals & Biologicals		
<b>Don't You Believe It</b>	<b>Forty-Two Products, Ltd.</b>	<b>ABC—PC</b>	<b>Brisacher, Van Norden &amp; Staff</b>
	"42" Oil Shampoo or		
	"42" Hair Oil Tonic		
<b>Dorothy Fuldheim</b>	<b>Brotherhood of Railroad Trainmen</b>	<b>ABC</b>	<b>Wm. Von Zehle &amp; Co.</b>
	Institutional		
<b>Double or Nothing</b>	<b>Campbell Soup Co.</b>	<b>CBS</b>	<b>Ward Wheelock Co.</b>
	Soups		
<b>Morton Downey</b>	<b>Coca Cola Co.</b>	<b>MBS</b>	<b>D'Arcy Adv. Co., Inc.</b>
	Coca Cola		New York
<b>Alex Dreier</b>	<b>Skelly Oil Co.</b>	<b>NBC</b>	<b>Henri, Hurst &amp; McDonald, Inc.</b>
	Petroleum Products		
<b>The Drene Show</b>	<b>Procter &amp; Gamble Co.</b>	<b>NBC</b>	<b>Kastor-Farrell Chesley &amp; Clifford</b>
	Drene & Dreft		

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Eddy Duchin	R. B. Semler, Inc. Krem! Hair Tonic, Krem! Shampoo	ABC	Erwin Wasey & Co., Inc.
Duffy's Tavern	Bristol-Myers Co. Ipana	NBC	Young & Rubicam
The Jimmy Durante Show	Rexall Drug Co. Rexall Drugs	NBC	N. W. Ayer & Son, Inc.
Durante-Moore Show	Rexall Drug Co. All Products	CBS	N. W. Ayer & Son, Inc.
Easy Does It	Hershel California Fruit Products Co. Contadino Tomato Paste	MBS	E. F. Brown Advertising Co. Philadelphia
Edwin C. Hill	Wesson Oil & Snowdrift Co. Wesson Oil, Snowdrift Shortening	ABC	Kenyon & Eckhardt, Inc.
Eight O'Clock News	Peter Paul Inc. Candy & Chewing Gum	MBS	Platt-Forbes, Inc. New York
Ellery Queen	American Home Products Corp. Anacin	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Evening with Romberg	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russel M. Seeds Co.
Exploring the Unknown	Revere Copper & Brass, Inc. Institutional	MBS	St. Georges & Keyes New York
F.B.I. in Peace & War	Procter & Gamble Co. Lava	CBS	The Biow Co., Inc.
The Fabulous Dr. Tweedy	American Cigarette & Cigar Co. Cigarettes	NBC	Foote, Cone & Belding, Inc.
Fact Finder with Delmar Edmonson	Metropolitan Life Insurance Co. Institutional	CBS-PC	Young & Rubicam, Inc.
Fact or Fiction	Brown & Williamson "Wings" Cigarettes	ABC	Russel M. Seeds Co., Inc.

Famous Jury Trials	General Mills Cereos	ABC	Dancer-Fitzgerald-Sample
Fat Man	Norwich Pharmacal Co. Pepto-Bismol, Unguentine, etc.	ABC	Lawrence G. Gumbinner Adv. Agency, Inc.
Fibber McGee & Molly	S. C. Johnson & Son, Inc. Wax Products	NBC	J. Walter Thompson Co.
Jimmie Fidler	Carter Products Carter's Little Liver Pills, Arrid & Nair	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Jimmie Fidler	Carter Products, Inc. Carter's Little Liver Pills & Arrid	MBS	Ted Bates, Inc. New York
First Nighter	Campana Sales Co. Campana Italian Balm	CBS	Wallace-Ferry-Hanly Co.
Fishing & Hunting Club of the Air	Mail Pouch Tobacco Co. Tobacco	MBS	Walker & Downing Pittsburgh
Fitch Bandwagon	F. W. Fitch Co. Fitch Shampoo	NBC	L. W. Ramsey Co.
Flamingo Stakes	Gillette Safety Razor Corp. Gillette Blades & Razors	MBS	Maxon, Inc. New York
Harry W. Flannery—News Analyst	Bekins Van & Storage Co. Storage	CBS—PC	Brooks Adv. Agency
Harry W. Flannery—News Analyst	Planters Nut & Chocolate Co. Peanuts & Peanut Oil	CBS—PC	Raymond R. Morgan Agcy.
Fleetwood Lawton	Whitehall Pharmacal Co. Anacin, Bisodol Mints	NBC	Dancer-Fitzgerald & Sample, Inc.
Ford Show with Dinah Shore	Ford Motor Co. Ford Motor Cars	CBS	J. Walter Thompson Co.
Ford Showroom with Meredith Willson	Ford Motor Co. Ford Motor Cars	CBS	Kenyon & Eckhardt, Inc.
The Ford Theatre	Ford Motor Co. Automobiles	NBC	Kenyon & Eckhardt
Free for All	H. H. Tanner & Co. Portrait Cold Wave	CBS—PC	Mason-Gold Adv. Agcy.
Freedom of Opportunity	Mutual Benefit Health & Accident Assoc. of Omaha Insurance	MBS	Arthur Meyerhoff & Co. Chicago
Front Page Farrell	Whitehall Pharmacal Co. Kolydos, Hills Cold Tablets	NBC	Dancer, Fitzgerald & Sample, Inc.
Front Page Features with Knox Manning	E. L. Bruce Co. Bruce Floor Cleaner	CBS—PC	Christiansen Adv. Agcy.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Front Page Features with Knox Manning	Washington State Apple Adv. Comm. Washington State Apples	CBS—PC	J. Walter Thompson Co.
Arthur Gaeth	United Electrical Radio & Machine Workers of America Institutional	MBS	Moss & Arnold Co. New York
Galen Drake	Kellogg Co. Raisin, Bran Flakes, Variety Package, Pep, Shredded Wheat	ABC	Kenyon & Eckhardt, Inc.
Game of the Week	U. S. Army Recruiting Service Army Recruiting	MBS	N. W. Ayer & Son, Inc. New York
Gangbusters	L. E. Waterman Co. Fountain Pens, Pencils, Ink	ABC	Radio Consultants, Inc. Charles Dallas Reach Co., Inc. MacManus, John & Adams, Inc.
Garden Gate with Tom Williams	Ferry-Morse Seed Co. Seeds	CBS	
Bob Garred, News	"42" Products, Inc. All Products	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred, News	Peter Paul, Inc. Candy Bars	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred, News	Studebaker Corp. Motor Cars	CBS—PC	Roche, Williams & Cleary, Inc.
General Electric Houseparty	General Electric Co. Appliance & Merchandise Div.	CBS	Young & Rubicam, Inc.
Gillette Fights	Gillette Safety Razor Co. Razor & Razor Blades	ABC	Maxon, Inc.
Give & Take	Toni Co. Toni Home Permanent Wave	CBS	Foote, Cone & Belding
Arthur Godfrey Show	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS	Newell-Emmett Co., Inc.
Arthur Godfrey's Talent Scouts	Lever Bros. Co. Lipton's Tea & Noodle Soup Mix	CBS	Young & Rubicam, Inc.
Grand Central Station	Pillsbury Mills, Inc. Sno Sheen Cake Flour, Pillsbury's Best, Farina	CBS	McCann-Erickson, Inc.

Grand Marquee	William R. Warner Rayve Haircreme & Shampoo	NBC	Roche, Williams & Cleary Inc.
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.
The Great Gildersleeve	Kraft Foods Co. Parkay Kraft Dinner	NBC	Needham, Louis & Brorby Inc.
Greatest Story Ever Told	Goodyear Tire & Rubber Co. Tires	ABC	Arthur Kudner Agency
Green Hornet	General Mills Cheerios	ABC	Dancer-Fitzgerald-Sample Inc.
The Jack Gregson Show	Washington Cooperative Farmers Assoc. Poultry Products	NBC-PC	Pacific National Adv. Agency
Guiding Light	Procter & Gamble Co. Duz	CBS	Campton Adv., Inc.



Arthur Hale	Richfield Oil Corp. Oil & Gasoline	MBS	Hixson-O'Donnell Adv. New York
Harvest of Stars	International Harvester Co. Institutional	NBC	McCann-Erickson, Inc.
Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.
Sam Hayes	General Mills, Inc. Sperry Pancake Waffle Flour, Wheaties	NBC	Knox-Reeves Inc.
Dick Haymes Show	Electric Auto-Lite Co. Spark Plugs & Auto Accessories	CBS	Ruthrauff & Ryan, Inc.
Hearts' Desire	Philip Morris & Co. Ltd. Cigarettes	MBS	Cecil & Presbrey New York
Gabriel Heatter	Carter Products, Inc. Carter's Little Liver Pills & Arrid	MBS	Ted Bates, Inc. New York
Gabriel Heatter	Mutual Benefit Health & Accident Assoc. of Omaha Insurance	MBS	Arthur Meyerhoff & Co. Chicago

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Gabriel Heatter	Noxzema Chemical Co. Noxzema Products	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc. New York
Gabriel Heatter	Serutan Co. Serutan & Nutrex	MBS	Roy S. Durstine Inc. New York
Alvin Hefner	Appalachian Coal Co. Coal	MBS	Haehnle Adv. Agency Cincinnati
Bill Henry, News	Johns-Manville Corp. Insulating Materials, Roofing, Brake Lining, etc.	CBS	J. Walter Thompson Co.
Here's To You	Charles E. Hires Co. Root Beer	CBS	N. W. Ayer & Son, Inc.
Hint Hunt	Armour & Co. Armour Meat Div. & Armour Soap Div. (Chiffon Flakes)	CBS	Foote, Cone & Belding
Holiday Shows	Elgin National Watch Co. Watches	CBS	J. Walter Thompson Co.
Hollywood Jackpot	American Home Products Corp. Anacin, Kolyonos	CBS	Dancer-Fitzgerald-Sample, Inc.
Hollywood Music Hall	Berkins Van & Storage Co. Moving & Storage	ABC—PC	A. E. Brooks Adv. Agency
Hollywood Players	Cresta Blanca Wine Corp. Cresta Blanca Wines	CBS	Batten, Barton, Durstine & Osborn, Inc.
Hollywood Star Preview	American Home Products Corp. Kolyonos, Anacin	NBC	Sullivan, Stauffer, Colwell & Bayles
Hollywood Star Time	General Motors Corp. Frigidaire Div.	CBS	Foote, Cone & Belding
Hollywood Story—Galen Drake	Kellogg Co. All Bran, Gro-Pup	ABC	Kenyon & Eckhardt, Inc.
Hollywood Whispers	Forty-Two Products, Ltd. "42" Oil Shampoo or "42" Hair Oil Tonic	ABC—PC	Brisacher, Van Norden & Staff
Hop Harrigan	Pepsodent Div., Lever Bros. Co. Dentifrice	MBS	Foote, Cone & Belding Chicago
Hop Harrigan	Taylor-Reed Corp. Cocoa Marsh	MBS	Ruthrauff & Ryan, Inc. New York
Bob Hope	Lever Bros. Co. Pepsodent	NBC	Foote, Cone & Belding, Inc.
Hour of Charm with Phil Spitalny's Orch.	Electric Companies Adv. Pgm. Institutional	CBS	N. W. Ayer & Son, Inc.

House of Mystery	<b>General Foods Sales Corp.</b> Post Corn, Toasties, Sanka Coffee, Raisin Bran, Gaines' Dog Food	MBS	<b>Benton &amp; Bowles, Inc.</b> New York
Human Adventure	<b>Revere Copper &amp; Brass Inc.</b> Institutional	MBS	<b>St. Georges &amp; Keyes</b> New York
Hymns of All Churches	<b>General Mills</b> Cheerios, Kix, Gold Medal Flour, Bisquick, Softasilk Cake Flour, 2 Crocker Soups, and Wheaties	ABC	<b>Dancer, Fitzgerald-Sample, Inc.</b>
I Deal In Crime	<b>Hastings Mfg. Co.</b> Piston Rings, Casite	ABC	<b>Keeling &amp; Co.</b>
Ice Follies	<b>Shipstad &amp; Johnson</b> Ice Follies	MBS	<b>Smith Bull &amp; McCreery</b> Hollywood
Indianapolis Speedway	<b>Perfect Circle Co.</b> Piston Rings	MBS	<b>Roger Beane Adv. Co.</b> Indianapolis
Information Please	<b>Parker Pen Co.</b> Pens, Pencils, Desk Sets, Quink, Superchrome Ink	CBS	<b>J. Walter Thompson Co.</b>
Inner Sanctum	<b>Emerson Drug Co.</b> Bromo-Seltzer	CBS	<b>Batten, Barton, Durstine &amp; Osborn, Inc.</b>
Inside of Sports	<b>Bayuk Cigars, Inc.</b> Phillies Cigars	MBS	<b>Neal D. Ivey</b> Philadelphia
It Pays to Be Ignorant	<b>Philip Morris &amp; Co., Ltd., Inc.</b> Philip Morris Cigarettes	CBS	<b>The Blaw Co., Inc.</b>
It's Up To Youth	<b>Triangle Publications Inc.</b> Seventeen Magazine	MBS	<b>Al Paul Lefton Co., Inc.</b> New York
Burl Ives	<b>Philco Corp.</b> Philco Radios	MBS	<b>Hitchins Adv. Co., Inc.</b> New York
Jack Armstrong	<b>General Mills</b> Wheaties, Cheerios, Kix, Betty Crocker Soup	ABC	<b>Knox Reeves Adv. Inc.</b>

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Joyce Jordan, M.D.	Procter & Gamble Co. Dreft	NBC	Dancer-Fitzgerald & Sample, Inc.
Judy 'N Jill 'N Johnny	Horowitz & Duberman Junior Miss Fashions	MBS	Sterling Advertising Co.
Just Plain Bill	Whitehall Pharmacal Co. Anacin	NBC	Dancer, Fitzgerald & Sample, Inc.
Juvenile Jury	General Foods Sales Corp. Post Corn, Toasties, Sanka Coffee, Raisin Bran, Gaines' Dog Food	MBS	Benton & Bowles, Inc. New York

## K

Kaltenborn Edits the News	Pure Oil Co. Pure Oil Petroleum Products	NBC	Leo Burnett Co.
Katie's Daughter	Manhattan Soap Co. Sweetheart Soap	NBC	Duane Jones Co., Inc.
Sammy Kaye Sunday Serenade	Raymond Laboratories, Inc. & Hudnut Sales Co. Richard Hudnut Cosmetics, Rayve Creme Shampoo	ABC	Roche, Williams & Cleary, Inc.
King Cole Trio Time	Wildroot Co., Inc. Hair Tonic & Cream Oil	NBC	Batten, Barton, Durstine & Osborn, Inc.
The King's Men	Brown & Haley Candy Co. Almond Roca Candy	NBC	Honig-Cooper Co.
Kraft Music Hall	Kraft Foods Co. Velveeta	NBC	J. Walter Thompson Co.
Kay Kyser's College of Musical Knowledge	Colgate-Palmolive-Peet Co. Palmolive Soap & Shave Cream	NBC	Ted Bates Inc.

## L

Lew Lacy	National Biscuit Co. Nabisco Shredded Wheat	NBC	Bostford, Constantine & Garner
Ladies Be Seated	Quaker Oats Co. Aunt Jemima Pancake Flour & Muffets	ABC	LaRoche & Ellis, Inc.

Ladies Be Seated	Toni Co. Toni Home Permanent Wave	ABC	Foote, Cone & Belding
Land of the Lost	Bosco Co. Bosco Milk Amplifier	ABC	McCann-Erickson, Inc.
William Lang	William Wise Books	ABC	Huber Hoge & Son
Lassie	Morrell & Co. Red Heart Dog Food	ABC	Henri Hurst & McDonald, Inc.
Warden Lawes	Trimount Clothing Co. Clipper Craft Clothes	MBS	Wm. H. Weintraub & Co., Inc. New York
Lawyer Tucker	Electric Auto-Lite Co. Spark Plugs, Auto Accessories	CBS	Ruthrauff & Ryan, Inc.
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	Batten, Barton, Durstine & Osborn, Inc.
Letters to Lindlahr	Serutan Co. Serutan & Nutrex	MBS	Roy S. Durstine Inc. New York
Life Can Be Beautiful	Procter & Gamble Co. Spic & Span	NBC	Dancer-Fitzgerald & Sample, Inc.
Life of Riley	Procter & Gamble Co. Prell	NBC	Dancer-Fitzgerald & Sample, Inc.
Light of the World	General Mills, Inc. Cheerios	NBC	Knox-Reeves, Inc.
Listening Post	Curtis Publishing Co. Saturday Evening Post	ABC	Batten, Barton, Durstine & Osborn, Inc.
Guy Lombardo Show	First National Stores Grocery Stores—Food	ABC	John C. Dowd, Inc.
Lone Journey	Carnation Co. Carnation Evaporated Milk, Friskies Dog Food	CBS	Erwin Wasey & Co.
Lone Ranger	General Mills Kix	ABC	Dancer-Fitzgerald-Sample, Inc.
Lora Lawton	B. T. Babbitt Bab-o Cleaner	NBC	Duane Jones & Co.
Lorenzo Jones	Sterling Drug Co. Phillips Creams & Milk of Magnesia, Bayer Aspirin	NBC	Dancer, Fitzgerald & Sample, Inc.
Lum 'n Abner	Miles Laboratories, Inc. Alka Seltzer & Nervine	ABC	Wade Adv. Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Lum 'n Abner	Miles Laboratories, Inc. Alka-Seltzer, One-a-Day Vitamin Tablets	CBS	Wade Adv. Agency
Lutheran Hour	Lutheran Laymen's League Religious Talks	MBS	Gotham Advertising Co., Inc. New York
Lux Radio Theater	Lever Bros. Co. Lux Toilet Soap & Lux Flakes	CBS	J. Walter Thompson Co.

## Mc

Gordon MacRae Show	General Foods Corp. Jell-O, Jell-O Puddings	CBS	Young & Rubicam, Inc.
McGarry & His Mouse	General Foods Sales Corp. Post Corn, Toasties, Sanka Coffee, Raisin Bran, Gaines' Dog Food	MBS	Benton & Bowles, Inc. New York
The Charlie McCarthy Show	Standard Brands, Inc. Chase & Sanborn Coffee, Royal Pudding	NBC	J. Walter Thompson Co.

## M

Ma Perkins	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Ma Perkins	Procter & Gamble Co. Oxydol	NBC	Dancer-Fitzgerald-Sample, Inc.
Maisie with Ann Southern	Eversharp Inc. Pens, Pencils, Red Top Lead	CBS	The Biow Co., Inc.
Ted Malone	Westinghouse Electric Corp. Laundromat, Range, Refrigerator, Iron Roaster, Sun Lamps, Electric Fans, West- inghouse Sealed Beam Headlights, Electric Comforter	ABC	McCann-Erickson, Inc.
Man Called X	General Motors Corp. Frigidaire Div.	CBS	Foote, Cone & Belding
Manhattan Merry-Go-Round	Sterling Drug Co. Dr. Lyon's Tooth Powder	NBC	Dancer, Fitzgerald & Sample, Inc.

Zeke Manners	Sterling Drug, Inc.	ABC	Dancer-Fitzgerald-Sample, Inc.
Knox Manning—News	Los Angeles Soap Co. All Products	CBS—PC	Raymond R. Morgan Co.
Knox Manning—News	McMahan Furniture Stores House Furnishings	CBS—PC	M-C-M Adv. Agency
Knox Manning—News	S.O.S. Co. Aluminum Cleanser	CBS—PC	McCann-Erickson, Inc.
Manor House Party	W. F. McLaughlin & Co. Manor House Coffee	NBC	Sherman & Marquette, Inc.
Tony Martin Show	Texas Co. Texaco Products	CBS	Kudner Agency, Inc.
Groucho Marx Show	Elgin American Division of Illinois Watch Case Co. Compacts, Cigarette Cases, Dresser Sets, Powder Boxes, Cigarette Cases with Lighter	ABC	Weiss & Geller, Inc.
Masquerade	General Mills, Inc. Pyquick	NBC	Knox-Reeves Inc.
Maxwell House Coffee Time	General Foods Corp. Maxwell House Coffee	NBC	Benton & Bowles, Inc.
Mayor of the Town	Noxzema Chemical Co. Noxzema, Noxzema Shave Cream	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Mayor of the Town	Noxzema Chemical Co. Noxzema Skin Cream, Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Meet Corliss Archer	Campbell Soup Co. Soups	CBS	Ward Wheelock Co.
Meet Me At Parky's	P. Lorillard Co. Old Golds	NBC	Lennen & Mitchell, Inc.
Meet the Meeks	Swift & Co. Meat Products	NBC	J. Walter Thompson Co.
Meet the Missus	Chemicals, Inc. Vano Household Chemical	CBS—PC	Garfield & Guild
Meet the Missus	House of Delicacies French Kettle Onion Soup	CBS—PC	Emil Mogul Co., Inc.
Meet the Missus	Lyon Van & Storage Co. Moving & Storage Services	CBS—PC	Batten, Barton, Durstine & Osborn, Inc.
Meet the Missus	National Pressure Cooker Co. All Products	CBS—PC	Melamed-Hobbs, Inc.
Meet the Missus	Simoniz Co. Simoniz Products	CBS—PC	Decora, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Meet the Missus	Sunnyvale Packing Co. Rancho Soups	CBS—PC	Ruthrauff & Ryan, Inc.
Meet the Missus	Toni Co. Toni Home Permanent Wave	CBS—PC	Foote, Cone & Belding
Meet the Missus	Washington Cooperative Farmers' Assn. Lynden Foods	CBS—PC	Pacific Natl. Adv. Agcy.
Melody House	Loma Linda Food Co. Loma Linda Foods	CBS—PC	Elwood J. Robinson Adv. Agcy.
Melody Trail	Grove Laboratories, Inc. Beaumont Four-Way Cold Tablets	CBS—PC	J. D. Tarcher & Co.
Metropolitan Opera	Texas Co. Gas & Oil	ABC	Buchanan & Co., Inc.
Michael Shayne	Hastings Mfg. Co. Piston Rings & Casite Lubricant	MBS	Keeling & Co., Inc. Indianapolis
Mr. District Attorney	Bristol-Myers Co. Sal Hepatica & Vitalis	NBC	Doherty, Clifford & Shenfield, Inc.
Mr. Keen, Tracer of Lost Persons	American Home Products Corp. Kolyones	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. & Mrs. North	Colgate-Palmolive-Peet Co. Colgate Tooth Powder & Halo Shampoo	CBS	Sherman & Marquette
Monday Morning Headlines	Seeman Brothers, Inc. Air-Wick	ABC	William Weintraub & Co., Inc.
The Mollie Mystery Theatre	Centaur Co. Molle Shave Cream & Double Danderine	NBC	Young & Rubicam
Henry Morgan Show	Eversharp Co. Schick Razors, Pens, Pencils	ABC	The Biow Co., Inc.
Ona Munson in Hollywood	Barron-Gray Packing Co. Health Vegetable Juice	CBS—PC	Long Adv. Service
Murder & Mr. Malone	Wine Growers Guild Guild Wines	ABC	Honig-Cooper Co.
Edward R. Murrow with the News Till Now	Campbell Soup Co. Campbell Soups	CBS	Ward Wheelock Co.
Music Hour From Hollywood	Bekins Van & Storage Co. Moving & Storage	NBC	Brooks Adv. Agcy.
My Friend Irma	Lever Bros. Co. Swan Soap	CBS	Young & Rubicam, Inc.
My True Story	Libby McNeill & Libby Libby Products	ABC	J. Walter Thompson Co.

Mystery In the Air	R. J. Reynolds Co. Camel Cigarettes	NBC	William Esty & Co., Inc.
Mystery Is My Hobby	Mutual Benefit Health Accident Assoc. of Omaha Insurance	MBS	Arthur Meyerhoff & Co. Chicago
Mystery Is My Hobby	Shontex Co. Shontex Shampoo & Hair Conditioner	NBC	Robert B. Raisbeck Adv.
Mystery of the Week	Procter & Gamble Co. Dreft	CBS	Dancer-Fitzgerald-Sample, Inc.

**N**

Name Your Music	Neighbors of Foodcraft Insurance	NBC	Showalter Lynch Adv. Agency
The National Farm & Home Hour	Allis-Chalmers Mfg. Co. Farm Equipment	NBC	Bert S. Gittins
New Adventures of Sherlock Holmes	R. B. Semler, Inc. Krem! Hair Tonic, Krem! Shampoo	ABC	Erwin Wasey & Co., Inc.
The New Sealtest Village Store	Sealtest, Inc. Milk & Ice Cream	NBC	McKee & Albright, Inc.
News	W. F. Fuller & Co. Paints	CBS—PC	McCann-Erickson, Inc.
News of the World	Miles Laboratories Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency
Newscope	Kaiser-Frazer Corp. Automobiles	MBS	Swaney, Drake & Bemen, Inc.
New York Philharmonic Symphony	U. S. Rubber Co. All Products	CBS	Campbell-Ewald Co., Inc.
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Adv. Inc. Chicago
Noah Webster Says	Southern Cotton Oil Co. Wesson Oil & Snowdrift	NBC	Fitzgerald Adv. Agency
Pat Novak	Gallenkamp Stores, Inc. Shoes, Stockings & Handbags	ABC—PC	Bruce Eldridge Adv.

Old Gold Show with Frank Morgan, Frances Langford, Don Ameche	P. Lorillard Co. Old Gold Cigarettes	CBS	Maxon, Inc.
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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
One Man's Family	Standard Brands, Inc. Fleischmann Yeast & Shefford Cheese	NBC	J. Walter Thompson Co.
The Opening Door	Grand Lodge of the A. F. of A. M. State of New York Institutional	MBS	Direct
Orange Bowl Football Game	Gillette Safety Razor Co. Blades, Shaving Cream	CBS	Maxon, Inc.
Our Gal Sunday	American Home Products Corp. Anacin	CBS	Dancer-Fitzgerald-Sample, Inc.
<b>P</b>			
The Jack Paar Show	American Tobacco Co. Lucky Strike Cigarettes	ABC	Foote, Cone & Belding, Inc.
The Jack Paar Show	American Tobacco Co. Lucky Strike Cigarettes	NBC	Foote, Cone & Belding, Inc.
Louella Parsons	Jergens Co. Jergens Lotion, Facial Soap	ABC	Robert W. Orr & Associates, Inc.
Pause That Refreshes on the Air, with Percy Faith's Orch. Drew Pearson	Coca Cola Co. Coca Cola	CBS	D'Arcy Adv. Co., Inc.
People Are Funny	The Frank H. Lee Co. Hats	ABC	William Weintraub & Co., Inc.
Pepper Young's Family	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russell M. Seeds Co.
Perry Mason	Procter & Gamble Co. Camay Soap	NBC	Pedler & Ryan, Inc.
Elmer Peterson	Procter & Gamble Co. Dreft, Spic & Span, Ivory Flakes	CBS	Dancer-Fitzgerald-Sample, Inc. Compton Adv., Inc.
Sam Pettengill	Planters Nuts & Chocolate Co. Planters Peanuts & Peanut Oil	NBC	Raymond R. Morgan Co.
Pick & Pat Time	America's Future, Inc. Books & Booklets, Book—Constitution of U. S.	ABC	Andrew Gahagan Assoc. Gahagan & Turnbull Co., Inc.
Point Sublime	Helbros Watch Co. Helbros Watches	MBS	William H. Weintraub & Co. New York
	John Hancock Mutual Life Insurance Co. Life Insurance	ABC	McCann-Erickson, Inc.

<b>The Policewoman</b>	<b>Carter Products</b> Carter's Little Liver Pills, Arrid & Nair	ABC	Sullivan Stauffer, Colwell & Bayles Inc.
<b>Portia Faces Life</b>	<b>General Foods Corp.</b> Instant Postum, Post's 40% Bran Flakes	NBC	Benton & Bowles
<b>Pot O'Gold</b>	<b>Lewis-Howe Co.</b> Tums & NR Tablets	ABC	Roche, Williams & Cleary, Inc.
<b>The Preakness</b>	<b>Emerson Drug Co.</b> Bromo Seltzer	NBC	Batten, Barton, Durstine & Osborn Inc.
<b>A Present From Hollywood</b>	<b>Wm. Scull Co.</b> Boscul Tea	ABC	M. H. Hackett Co.
<b>Professor Quiz</b>	<b>American Oil Co.</b> Gasoline & Oil	ABC	Joseph Katz & Co.
<b>Prudential Family Hour</b>	<b>Prudential Insurance Co. of America</b> Insurance Services	CBS	Benton & Bowles, Inc.



<b>Queen For A Day</b>	<b>Armour &amp; Co.</b> Star Shortening	MBS	Foote, Cone & Belding Chicago
<b>Queen For A Day</b>	<b>International Milling Co.</b> Robin Hood	MBS	Cook Advertising Agency
<b>Queen For A Day</b>	<b>Miles Laboratories Inc.</b> Alka-Seltzer	MBS	Wade Advertising Agency Chicago
<b>Queen For A Day</b>	<b>Philip Morris &amp; Co. Ltd.</b> Cigarettes	MBS	Cecil & Presbrey New York
<b>Quick As A Flash</b>	<b>Helbros Watch Co.</b> Helbros Watches	MBS	William H. Weintraub & Co. New York
<b>Quiz Kids</b>	<b>Miles Laboratories Inc.</b> Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency



<b>Radio Bible Class</b>	<b>Radio Bible Class</b> Religious Talks	MBS	Direct
<b>The RCA-Victor Show</b>	<b>Radio Corp. of America</b> Institutional	NBC	J. Walter Thompson Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Reader's Digest—Radio Edition	Hall Bros., Inc. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding
Real Stories From Real Life	Whitehall Pharmaceutical Co. Anacin	MBS	Dancer, Fitzgerald, Sample, Inc. New York
Renfro Valley Folks	Ballard & Ballard Co. Ballard's Obelisk Flour	CBS	Henri, Hurst & McDonald, Inc.
Reveille Roundup	Grove Laboratories Inc. Cold Tablets & Vitamins	NBC	Duane Jones & Co.
Richfield Reporter	Richfield Oil Corp. Gasoline & Oil	NBC	Hixson, O'Donnell Adv., Inc.
Right To Happiness	Procter & Gamble Co. Ivory Soap	NBC	Compton Adv., Inc.
Road of Life	Procter & Gamble Co. Duz	CBS	Compton Adv., Inc.
Road of Life	Procter & Gamble Co. Duz	NBC	Compton Adv., Inc.
Rogues Gallery	F. W. Fitch Co. Fitch Shampoo	NBC	L. W. Ramsey Co.
Romance of Helen Trent	American Home Products Corp. Kolyros, Bisodol, Heet	CBS	Dancer-Fitzgerald-Sample, Inc.
Billy Rose	Musterole Co. Musterole	MBS	Erwin Wasey & Co. New York
Billy Rose	R. B. Semler Co., Inc. Krem! Shampoo & Hair Tonic	MBS	Erwin Wasey & Co. New York
Rose of My Dreams	Manhattan Soap Co., Inc. Blue-White Flakes	CBS	Duane Jones & Co.
Rosemary	Procter & Gamble Co. Ivory Snow	CBS	Benton & Bowles, Inc.
Jean Sablon	Wm. R. Warner Co., Inc. Richard Hudnut Beauty Preparations	CBS	Kenyon & Eckhardt, Inc.
The Saint	Lever Bros. Co. Trim Hair Tonic	CBS—PC	Foote, Cone & Belding
Saturday Night Roundup	Miles Laboratories Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency

Saturday Night Serenade	Pet Milk Sales Co. 400-D Pet Milk	CBS	Gardner Adv. Co.
Screen Guild Players	Lady Esther Sales Co., Inc. Cosmetics	CBS	The Biow Co., Inc.
Screen Guild Players	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	William Esty & Co., Inc.
Second Mrs. Burton	General Foods Corp. LaFrance, Satina	CBS	Young & Rubicam, Inc.
Eric Sevareid—News	Metropolitan Life Insurance Co. Institutional	CBS	Young & Rubicam, Inc.
The Shadow	G. Barr & Co. Balm Barr Lotion & Shampoo	MBS	Arthur Meyerhoff & Co. Chicago
The Shadow	Carey Salt Co. Carey Salt	MBS	McJunkin Advertising Co. Chicago
The Shadow	Delaware, Lackawanna & Western Coal Co. Blue Coal	MBS	Ruthrauff & Ryan New York
The Sheaffer Parade starring Eddy Howard	W. A. Sheaffer Pen Co. Pens, Pencils & Skrip	NBC	Russell M. Seeds, Inc.
Sherlock Holmes	Petri Wine Co. Petri Wine	MBS	Young & Rubicam, Inc. New York
Sherlock Holmes	Trimount Clothing Co. Clipper Craft Clothes	MBS	Wm. H. Weintraub & Co., Inc. New York
The Sheriff	Pacific Coast Borax Co. All Products	ABC	McCann-Erickson, Inc.
William L. Shirer & the News	J. B. Williams Co. Shaving Cream, Letric Shave	CBS	J. Walter Thompson Co.
Silver Theater	International Silver Co. Sterling 1847 Rogers Silver	CBS	Young & Rubicam, Inc.
Ginny Simms Show	The Borden Co. All Products	CBS	Young & Rubicam, Inc.
Red Skelton	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russell M. Seeds Co.
Sky King	Derby Foods, Inc. Peter Pan Peanut Butter, Derby Line of Canned Meats & Canned Meat Specialties	ABC	Needham, Louis & Brorby, Inc.
Smilin' Ed McConnell	Brown Shoe Co. Children's Shoes	NBC	Leo Burnett Co.
Smilin' Ed McConnell	H. C. Cole Milling Co. Omega Flour	MBS	Gardner Adv. St. Louis

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Jack Smith Show	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Kate Smith Speaks	General Foods Corp. Post 40% Bran, Post's Raisin Bran	CBS	Benton & Bowles, Inc.
Kate Smith Sings	General Foods Corp. Postum	CBS	Foote, Cone & Belding, Inc.
Solitaire Time	Campana Sales Co. Solitaire Make-up	NBC	The Clements Co. Inc.
Song of the Stranger	Pharmaco, Inc. Feen-a-mint	MBS	Ruthrauff & Ryan, 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
Sports Newsreel of the Air	Colgate-Palmolive-Peet Co. Palmolive Shave Cream	NBC	Sherman & Marquette Inc.
Spotlight on America	American Transit Association Transportation	MBS	Owens & Chappell, Inc. New York
Spotlight Review	Coca-Cola Co. Coca Cola	CBS	D'Arcy Adv. Co., Inc.
Standard Hour	Standard Oil Co. of Calif. Petroleum Products	NBC	Batten, Barton, Durstine & Osborne, Inc.
Standard School Broadcast	Standard Oil Co. of Calif. Petroleum Products	NBC	Batten, Barton, Durstine & Osborne, Inc.
Stars Over Hollywood	Bowey's, Inc. Darr-Rich Products	CBS	Sorenson & Co.
The Story of Holly Sloan	General Mills, Inc. Pyequick	NBC	Knox-Reeves Inc.
Leland Stowe	United Electrical Radio & Machine Workers of America Institutional	MBS	Moss & Arnold Co. New York
Strange Romance of Evelyn Winters	Manhattan Soap Co., Inc. Blu-White Flakes	CBS	Duane Jones Co., Inc.
The David Street Show	Cardinet Candy Co. Candy Bars	NBC	Elliott-Daly Co.
Summer Electric Hour with Woody Herman's Orch.	Electric Companies Adv. Pgm. Institutional	CBS	N. W. Ayer & Son, Inc.

Sunday Evening Hour	Reichhold Chemicals, Inc. Musical Digest Magazine and Vox Records—Other Products	ABC	Kenyon & Eckhardt, Inc.
Sunday Evening Party with Hires	C. E. Hires Co. Hires Root Beer	ABC	N. W. Ayer & Son, Inc.
Sunoco Three Star Extra	Sun Oil Co. Gas & Oil	NBC	Roche, Williams & Cleary, Inc.
Sunrise Service Easter	Park Street Evangelical Church Religious Talks	MBS	Tarler & Shinner Boston
Starlight Serenade	Conti Products, Inc. Conti Shampoo & Soap	MBS	Birmingham, Castleman & Pierce, Inc. New York
Star Time with Dorothy Kilgallen	Drackett Co. Drano & Windex	ABC	Young & Rubicam, Inc.
Surprise Theater with Knox Manning	Calif. Prune & Apricot Growers Assn. Sunsweet Tenderized Fruit	CBS—PC	Long Adv. Service
Suspense	Roma Wine Co. Roma Wines	CBS	The Biow Co., Inc.
Warren Sweeney—News	Curtiss Candy Co. Candy	CBS	C. L. Miller Co.
Take It or Leave It	Eversharp Inc. Pens & Pencils	NBC	Biow Co., Inc.
Tales of Willie Piper	General Electric Co. Electric Lamps & Bulbs	ABC	Batten, Barton, Durstine & Osborn, Inc.
Henry J. Taylor	General Motors Corp. Institutional	MBS	Kudner Agency Inc. New York
Mary Lee Taylor	Pet Milk Sales Co. 400-D Pet Milk	CBS	Gardner Advertising Co.
Teentimers Club	Teentimers Inc. Dresses & Cosmetics	NBC	Buchanan & Co., Inc.
The Telephone Hour	Bell Telephone System Telephone Service	NBC	N. W. Ayer & Son, Inc.
Alec Templeton	Standard Brands, Inc.* Chase & Sanborn Coffee, Royal Pudding	NBC	J. Walter Thompson Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Tennessee Jed	Safeway Stores, Inc. Beverly Peanut Butter	ABC—PC	J. Walter Thompson Co.
Tennessee Jed	Ward Baking Co. Bread & Cakes	ABC	J. Walter Thompson Co.
Terry and the Pirates	Quaker Oats Co. Puffed Wheat & Rice Sparkies	ABC	Sherman & Marquette, Inc.
Tex & Jimx Show	Bristol-Myers Co. Ipana	NBC	Young & Rubicam, Inc.
The Texaco Star Theatre	Texas Co. Gasoline & Motor Oil	ABC	Kudner Agency, Inc.
That's Finnegan	Household Finance Corp. Personal Loans	CBS	Le Vally, Inc.
Theatre Guild on the Air	United States Steel Corp. Institutional	ABC	Batten, Barton, Durstine & Osborn, Inc.
This Farming Business	Skelly Oil Co. Petroleum Products	NBC	Henri, Hurst & McDonald, Inc.
This Is Hollywood with Hedy Hopper	Procter & Gamble Co. Camay	CBS	Pedlar & Ryan, Inc.
This Is Nora Drake	The Toni Co. Home Permanent Wave	NBC	Foote, Cone & Belding, Inc.
This Is Your FBI	Equitable Life Assurance Soc. of the U. S. Insurance	ABC	Warwick & Legler, Inc.
This Woman's Secret	General Mills, Inc. Sperry Flour Cereals & Wheaties	NBC	Knox-Reeves, Inc.
Those Websters	Quaker Oats Co. Oatmeal	MBS	Ruthrauff & Ryan, Inc. Chicago
Lowell Thomas	Procter & Gamble Co. Ivory Soap	CBS	Compton Advertising, Inc.
Lowell Thomas	Sun Oil Co. Gas & Oil	NBC	Roche, Williams & Cleary, Inc.
Time for Rolly Langley	Ferry-Morse Seed Co. Seeds	CBS—PC	MacManus, John & Adams, Inc.
Today's Children	General Mills, Inc. Wheaties	NBC	Knox-Reeves, Inc.
Tom Mix & His Ralston Straight Shooters	Ralston-Purina Co. Cereal Foods	MBS	Gardner Adv. Co. St. Louis
Torme Time	The Toni Co. Home Permanent Wave	NBC	Foote, Cone & Belding, Inc.

Treasure Hour of Song	Conti Products, Inc. Conti Shampoo & Soap	MBS	Bermingham, Castleman & Pierce, Inc. New York
Robert Trout and the News	Campbell Soup Co. Campbell Soups	CBS	Ward Wheelock Co.
True Detective Mysteries	Williamson Candy Co. O'Henry Candy Bars	MBS	Aubrey, Moore & Wallace, Inc. Chicago
Truman's Proposal on Aid to Turkey & Greece	Progressive Citizens of America Institutional	MBS	Moss & Arnold & Co.
Truth Or Consequences	Procter & Gamble Co. Duz	NBC	Compton Adv., Inc.
Twenty Questions	Ronson Art Metal Works Ronson Lighters	MBS	Cecil & Presbrey, Inc. New York

## U

U. S. Military Academy Football Game	U. S. Army Recruiting Service Army Recruiting	MBS	N. W. Ayer & Son, Inc. New York
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## V

The Rudy Vallee Show	Philip Morris & Co., Ltd. Philip Morris	NBC	The Biow Co.
Vaughn Monroe Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.
Voice of Firestone	Firestone Tire & Rubber Co. Tires & Tubes	NBC	Sweeney & James Co.
Voice of Prophecy	Voice of Prophecy, Inc. Religious Talks	MBS	G. C. Hoskin Assoc. Chicago
Vox Pop	American Express Co. Travelers Checks	ABC	J. M. Mathes, Inc.
Vox Pop	Lever Bros. Co. Lipton's Tea & Continental Soup Mix	CBS	Young & Rubicam, Inc.

## W

Bernie Walker's Tillamook Kitchen	Tillamook County Creamery Assoc. Cheese	NBC	Botsford, Constantine & Gardner
Henry A. Wallace	Beverly Westwood Citizens Institutional	MBS	Brisacher, Van Norden, Staff San Francisco

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Waltz Time	<b>Sterling Drug Co.</b> Phillips Milk of Magnesia	NBC	Dancer, Fitzgerald & Sample, Inc.
Fred Waring	<b>American Meat Institute</b> Meat & Allied Products	NBC	Leo Burnett Co., Inc.
Fred Waring	<b>General Electric Co.</b> Institutional	NBC	Batten, Barton, Durstine & Osborne, Inc.
Fred Waring Program	<b>Minnesota Valley Canning Co.</b> Canned Vegetables	NBC	Leo Burnett Co., Inc.
Wendy Warren & News	<b>General Foods Corp.</b> Maxwell House Coffee & Instant Maxwell House Coffee	CBS	Benton & Bowles, Inc.
We the People	<b>Gulf Oil Corp.</b> Gulf Oil Products	CBS	Young & Rubicam, Inc.
Welcome Travelers	<b>Procter &amp; Gamble Co.</b> Crisco, Ivory Snow	ABC	Compton Adv., Inc. Benton & Bowles, Inc.
Cristopher Wells	<b>Chrysler Corp.</b> De Soto & Plymouth Dealers	CBS	Batten, Barton, Durstine & Osborn, Inc.
What's Doin' Ladies	<b>Hunt Foods, Inc.</b> Hunt Products	ABC—PC	Young & Rubicam, Inc.
When A Girl Marries	<b>General Foods Corp.</b> Calumet Swans Down	NBC	Benton & Bowles
The Whistler	<b>Household Finance Corp.</b> Personal Loans	CBS	LeVally, Inc.
The Whistler	<b>Signal Oil Co.</b> Gas, Oil	CBS—PC	Barton A. Stebbins Adv. Agency
Paul Whiteman Club	<b>National Biscuit Co.</b> Premium Crackers, Ritz Crackers, Nabisco Shredded Wheat, Nabisco Honey Made Grahams	ABC	McCann-Erickson, Inc.
Paul Whiteman Club	<b>Nestle's Milk Products, Inc.</b> Nescafe	ABC	Compton Adv., Inc.
Paul Whiteman Club	<b>R. J. Reynolds Tobacco Co.</b> Cigarettes and Pipe Tobacco	ABC	William Esty & Co.
Paul Whiteman Club	<b>Wesson Oil &amp; Snowdrift Co.</b> Wesson Oil & Snowdrift Shortening	ABC	Kenyon & Eckhardt, Inc.
Widner Cup Race	<b>Gillette Safety Razor Corp.</b> Gillette Blades & Razors	MBS	Maxon, Inc. New York

Alvin Wilder	Sealy Mattress Co. Mattresses	ABC	Alvin Wilder Agency
Walter Winchell	Jergens Co. Jergens Lotion, Woodbury Facial Soap	ABC	Robert W. Orr & Associates, Inc.
Woman in White	General Mills, Inc. Bisquick, Betty Crocker Soups	NBC	Knox-Reeves, Inc.
World Front	Bunte Brothers Candy	NBC	Presba, Fellers & Presba
World Series	Gillette Safety Razor Corp. Gillette Blades & Razors	MBS	Maxon, Inc. New York

You Bet Your Life	Elgin, American Division of Illinois Watch Case Co. Compacts, Cigarette Cases, Dresser Sets, Powder Boxes, Cigarette Cases with Lighter	ABC	Weiss & Geller, Inc.
Alan Young Show	Bristol-Myers Co. Ipana & Minit-Rub	NBC	Young & Rubicam, Inc.
Young Dr. Malone	Procter & Gamble Co. Crisco	CBS	Compton Adv., Inc.
Young People's Church of the Air	Young People's Church of the Air Religious Talks	MBS	Erwin, Wasey & Co. New York
Young Widder Brown	Sterling Drug 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, Inc.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	NBC	Foote, Cone & Belding, Inc.
Your Hope Chest	Pict-Sweet Foods, Inc. Food Products	CBS-PC	Ruthrauff & Ryan, Inc.
Your Sports Question Box	G. N. Coughlin Co. Chimney Sweep	ABC	Roche, Williams & Cleary, Inc.

Zale-Graziano Fight

NBC The Blow Co.

Adam Hat Stores, Inc.  
Men's Hats

# Network Co-operative Programs—1947

*Following page contains a complete listing of four national network co-operative programs heard during the 12-month period ending Dec. 31, 1947. Listing includes program title and network over which program is heard. Sponsors and advertising agencies handling the account are not indicated due to limitations of space. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC.*

PROGRAM	NETWORK	PROGRAM	NETWORK	PROGRAM	NETWORK
Abbott & Costello	ABC	Joan Davis	CBS	The Johnson Family	MBS
Martin Agronsky	ABC	Dick Tracy	ABC	Kaltenborn Edits the News	NBC
Alexander's Mediation Board	MBS	Editor's Diary	MBS	Walter Kiernan	ABC
America's Town Meeting	ABC	Ethel & Albert	ABC	Hawk Larabee	CBS
Red Barber	CBS	Final Edition—News of the World	NBC	Fulton Lewis, Jr.	MBS
Baukhage	ABC	Fishing & Hunting Club of the Air	MBS	Robert McCormick	NBC
Believe It or Not	NBC	Cedric Foster	MBS	Meet Me At Parky's	MBS
Boston Symphony	ABC	Harkness of Washington	NBC	Meet the Press	MBS
Broadway and Vine with Radie Harris	CBS	Headline Edition	ABC	Mr. President	ABC
Cecil Brown	MBS	Bill Henry and the News	CBS	Passing Parade with John Nesbitt	MBS
Captain Midnight	MBS	George Hicks & The News	ABC	The Shadow	MBS
CBS Morning News with Harry Clark	CBS	Dick Hottelet	CBS	Kate Smith Speaks	MBS
CBS News of America	CBS	House Party	CBS	Tell Your Neighbor	MBS
CBS World News Roundup	CBS	Chet Huntley—News	CBS	Winner Take All	CBS
Nancy Craig	ABC	Information Please	MBS	Harry Wismer	ABC
Bill Cunningham	MBS	Inside of Sports	MBS	The World Tonight—News Analysis	CBS
Elmer Davis	ABC	Erskine Johnson in Hollywood	MBS	World News Roundup	NBC

# ORGANIZATIONS

*Addresses*

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*Personnel*

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*Associations*

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*Radio Groups*

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*Unions*

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*Guilds*

# ORGANIZATIONS

## PERSONNEL — ADDRESSES — UNIONS ASSOCIATIONS — RADIO GROUPS — GUILDS

### 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 ..... Raymond Massey  
4th Vice President ..... William Harrigan  
Executive Secretary-Treasurer ..... Paul Dullzell  
Assistant Executive ..... Angus Duncan  
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 Bourneuf, Matt Briggs, Anne Burr, Louis Calhern, Leo G. Carroll, Ilka Chase, Mady Christians, Alexander Clark, Clay Clement, Warren Coleman, Patricia Collinge, Ernest Cossart, Eric Dressler, Frank Fay, Jose Ferrer, Kathryn Givney, Ruth Hammond, Alan E. Hewitt, Sam Jaffe, John Kennedy, Jessie Royce Landis, Barbara Robbins, Philip Loeb, Aline MacMahon, Raymond Massey, Myron McCormick, Erin O'Brien-Moore, Elliott Nugent, Robert Perry, Jane Seymour, Jack Sheehan, Harvey Stephens, Carol Stone, Richard Taber, Frank Thomas, Edna Thomas, Frederic Tozere, Margaret Webster, Rhys Williams, Frank Wilson, Ralph Bellmay, Marjorie Gatenso, Margalo Gilmore, Burt Luhr, Philip Ober, Eddy Duchin.

#### BRANCH OFFICES

San Francisco: Theodore Hale, 216 Pine 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

Charles W. Collier, Managing Director  
Lela M. Huey, Executive Secretary  
Francis Stampolis, Office Secretary  
530 Monadnock Building, San Francisco, Calif.  
Garfield 1-6868

#### BOARD OF DIRECTORS

President: Russell Z. Eller, Adv. Mgr., California Fruit Growers Exchange, 707 West 5th Street, Los Angeles 13.

Senior Vice President: Gilbert L. Stanton, Director of Advertising & Publicity, Idaho Power Company, Boise.

Secretary-Treasurer: Cy Westeren, Advertising Manager, The Emporium, S. F.

Vice President at Large: Martha Gaston, Radio Station KFOX, Broadway Arcade Building, Los Angeles 38.

Vice Pres. Dist. No. 1: Les Jenkins, Classified Adv. Mgr., The Seattle Times.

Vice Pres. Dist. No. 2: Grover C. Kinney, President, Advertisers Distributing Service, 1950 Curtis Street, Denver.

Vice Pres. Dist. No. 3: H. Quentin Cox, Manager, Radio Station KGW, Portland.

Vice Pres. Dist. No. 4: Robert Franklin, Robert Franklin & Associates, 2501 Tulare Street, Fresno.

Vice Pres. Dist. No. 5: Robert J. McAndrews, Young & Rubicam, Inc., 6253 Hollywood Blvd., Hollywood.

Vice Pres. Dist. No. 6: G. Russ Davidson, Manager,

Canadian Street Car Advertising Company, 470 Granville St., Vancouver, B. C.

Post President: Vernon R. Churchill, Assistant to the Publishers, The Oregon Journal, Portland.

Chairman Finance Committee: Howard Willoughby, Vice President & General Manager, Lane Publishing Co., 576 Sacramento St., S. F.

Chairman Club Service Div.: Muriel Tolle, The Tolle Company, 1340 3rd Ave., San Diego.

Chairman Junior Executive Division: Miss Marion Simpson, James F. Lunke & Associates, Joseph Vance Bldg., Seattle.

Chairman Advancement of Business Committee: George Weber, MacWilkins, Cole & Weber, Republic Bldg., Seattle.

Chairman Advertising Commission: Don Belding, Foote, Cone & Belding, 601 W. 5th St., Los Angeles.

Chairman Senior Advisory Committee Jr. Division: Mrs. Claire Drew Forbes, Claire Forbes Adv. Agency, 3 West Victoria, Santa Barbara.

#### FUNCTIONS

The Advertising Association of the West, now in its 45th year, is organized for the purpose of achieving a better understanding of advertising in our American life. The Association, through its 5,000 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.

### The Advertising Council, Inc.

11 West 42nd St., New York 18, N. Y.  
BRyant 9-3641

#### OFFICERS

Chairman ..... Charles G. Mortimer, Jr.  
Vice-Chairmen ..... Kerwin H. Fulton,  
William Reydel, Paul B. West

President ..... Theodore S. Repplier  
Secretary-Treasurer ..... Frederic R. Gamble  
Vice-Presidents ..... Allan M. Wilson, George P. Ludlam  
Mgr. Radio Plans ..... Gordon C. Kinney

#### BRANCH OFFICES

1010 Vermont Avenue, N. W., Washington, D. C. Phone, District 9043, T. S. Repplier, President.

203 North Wabash Avenue, Chicago, Ill. Phone, Randolph 1753, L. S. Schwartz, Chicago Representative.  
Taft Building, Hollywood, Cal. Phone, Granite 7166, R. C. Poleson, Hollywood Representative.

#### FUNCTIONS

A non-profit organization, representing all phases of advertising, dedicated to the uses of advertising in the public service.

### Advertising Federation of America

330 West 42nd St., New York 18, N. Y.  
BRyant 9-0430

#### OFFICERS

President and General Manager ..... Elon G. Borton  
Chairman of the Board ..... Allan T. Preyer  
(Chairman, Morse International, Inc., New York)

Secretary ..... Mrs. Bj Kidd  
(N. W. Ayer & Son, Inc., Philadelphia)

Treasurer ..... Robert S. Peare  
(Vice-President, General Electric Company,  
Schenectady)

# ORGANIZATIONS

## FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:

- To help make advertising increasingly more effective.
- To raise continually higher standards of advertising practice.
- To promote better public understanding of advertising.
- To promote cooperative effort in advertising.
- To encourage improvement in advertising education.

## Advertising Research Foundation, Inc.

11 West 42nd St., New York 18, N. Y.  
Circle 6-6100

### OFFICERS

Chairman.....Otis A. Kenyon  
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.....J. C. Cornelius  
Vice-Chairman.....Thomas D'A. Brophy  
Sec.-Treas.....Clarence B. Goshorn  
Pres. & Exec. Secty.....Frederic R. Gamble  
Asst. Exec. Sectys.....Herald Beckjorden,  
Richard Turnbull, Richard L. Scheidker

### FUNCTIONS

Activities of the A.A.A.A. may be grouped under three main objectives: (1) To protect, strengthen and improve the advertising agency business; (2) To advance the cause of advertising as a whole; (3) To give service to its members. In carrying out these aims, the A.A.A.A. also participates in many joint enterprises—The Advertising Council, Inc., the Committee on Consumer Relations in Advertising, Inc., Broadcast Measurement Bureau, Advertising Research Foundation, Traffic Audit Bureau, etc.

## American Bar Association (Standing Committee on Communications)

Chairman.....Duke M. Patrick, Colorado Bldg., Washington 5, D. C.  
Committeeman.....John A. Diener  
Committeeman.....Julius F. Brauner  
Committeeman.....Charles R. Reynolds, Jr.  
Committeeman.....Edmund B. Shea

### 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.....Frederick Kost  
Chairman, Atlantic Branch.....William Bender  
International Representative.....William Bender

## 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-two 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.....Leonard Carmichael  
President.....George F. Zook  
Secretary.....Eugene B. Elliott  
Vice-President.....A. J. Brumbaugh

### 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

George V. Clancy, 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.....Clayton Coliyer  
Vice-President.....Wm. S. Gavin  
Vice-President.....Knox Manning  
Vice-President.....Margaret Speaks  
Vice-President.....Ned Wever  
Treasurer.....Alan Bunce  
Recording Secretary.....Norman Field  
National Executive Secretary.....George Heller  
National Assistant Exec. Secretary.....A. Frank Reel

### BRANCH OFFICES

Chicago Local—102 E. Hubbard St., Chicago, Ill.; Roymand A. Jones, Executive Secretary.  
Hollywood Local—6331 Hollywood Blvd., Hollywood 28, California; Claude L. McCue, Executive Secretary.  
San Francisco Local—26 O'Farrell St., San Francisco, Calif.; William S. Gavin, Executive Secretary.

## American Guild of Musical Artists, Inc. (A. F. L.)

276 W. 43rd St., New York 18, N. Y.  
Longacre 5-7508

### OFFICERS

President.....Lawrence Tibbett  
1st Vice President.....Norman Cordon  
2nd Vice President.....Julius Huehn  
3rd Vice President.....Edward Harris  
4th Vice President.....Conrad Thibault  
5th Vice President.....Jascha Heifetz  
Executive Secretary.....Hyman R. Faine  
Recording Secretary.....Elisabeth Hoepfel  
Treasurer.....Frederick Jagel  
Counsel.....Jaffe & Jaffe

### BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd. Phone, Hillside 5121.  
San Francisco: Theodore Hale, 216 Pine St. Phone, Sutter 0855.

Chicago: Ben Meyers, 188 W. Randolph St., Phone, State 0585.

Philadelphia: G. Gilbert Mason, 207 Walnut Pl. Phone, Lombard 1187.

#### FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artistes of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

### American Marketing Association

436 David Kinley Hall, Urbana, Ill.  
7-5274

#### OFFICERS

President ..... Wroe Alderson  
Vice-President ..... Everett R. Smith  
Vice-President ..... Edgar H. Gault  
Secretary ..... Harvey W. Huegy  
Treasurer ..... Wilford White

#### BRANCH OFFICES

23 Chapters in principal cities throughout the United States.

#### FUNCTIONS

An Association for the advancement of science in marketing. Composed of individuals engaged in the marketing field, both practice and teaching embracing the sub-occupations of retailing, wholesaling, market research, industrial marketing, farm marketing, advertising, credits and collections, international trade, marketing legislation, marketing research, economics (price policies), sales management, sales analysis.

### American Newspaper Publishers

#### Association

370 Lexington Ave., New York 17, N. Y.  
CAledonia 5-2000

#### OFFICERS

President ..... David W. Howe  
Vice-President ..... Edwin S. Friendly  
Secretary ..... J. L. Stackhouse  
Treasurer ..... W. L. Fanning  
General Manager ..... Cranston Williams

#### BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, 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 (ASCAP)

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 ..... George W. Meyer  
Assistant Secretary ..... Donald Gray  
Assistant Treasurer ..... Ray Henderson

#### BOARD OF DIRECTORS

Stanley Adams, Fred E. Ahert, Louis Bernstein, Saul Bornstein, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John Tasker Howard, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, John O'Connor, Abe Olman, Lester Santly, Gustave Schirmer, Herman Starr, Deems Taylor.

#### BRANCH OFFICES AND REPRESENTATIVES

(In all principal cities throughout the United States.)

#### FUNCTIONS

Organized in 1914 as a voluntary, unincorporated, non profit association, to represent the performing rights of its members, in negotiations with commercial users of music. Current membership is some 1,900 writer (composer and author) members; 300 publisher members.

### American Television Society

11 E 45th St., New York 17, N. Y.  
MUrray Hill 7-9250

#### OFFICERS

President ..... Don McClure  
Vice-President ..... Herbert Taylor, Jr.  
Secretary ..... Dian Dincin  
Treasurer ..... Archibald U. Braunfeld

#### BOARD OF DIRECTORS

Chas. A. Alcoate, Chas. J. Durban, Jack Levine, Paul Mowery, Geo. T. Shupert, Edward Sobol, Edward Stasheff.

#### 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.

### Artists Representatives Assoc., Inc.

1270 Sixth Ave., 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  
Treasurer ..... Nat Kalcheim  
Executive Secretary ..... I. Robert Broder

#### BOARD OF GOVERNORS

John F. Dugan, Herman Fialkoff, Joe Flaum, William Kent, Nat Lefkowitz, Harry Moss, Leon Newman, Sidney J. Page, Al Rickard, Harry Romm, Art Weems, Charles V. Yates.

#### BRANCH OFFICE

64 West Randolph St., Chicago 1, Ill. Phone, STA. 2215, Lyman E. Goss, Jr., 3rd Vice Pres. of ARA and Pres. of Chicago branch.

#### FUNCTIONS

ARA is a trade Association of Agents and managers operating in fields of radio, motion pictures, Variety, etc.

### 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  
Int. Treasurer ..... Ruth Richmond  
Int. Executive Secretary ..... Florence Marston

# ORGANIZATIONS

## 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,

## Associated Music Publishers, Inc. (AMP)

25 W. 45th Street, New York 19, New York  
 BRyant 9-0845  
 Cable Address: MUSICPUB—NEW YORK

### OFFICERS

Chairman of the Board.....Sydney M. Kaye  
 President & Secretary.....M. E. Tompkins  
 Vice President.....Karl Bauer  
 Vice President.....Earl B. Hall  
 Treasurer.....Charles E. Lawrence

### BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice President, BMI; Paul Morency, Radio Station WT.C; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, President, AMP.

## Association for Education by Radio

228 N. LaSalle St., Chicago 1, Ill.  
 Dearborn 7801

### OFFICERS

President: Wm. B. Levenson, Cleveland Public Schools.  
 Vice President: Franklin Dunham, U. S. Office of Education.  
 Vice President: Thomas Rishworth, University of Texas.  
 Secretary: Gertrude Broderick, U. S. Office of Education.  
 Treasurer: George Jennings, Chicago Radio Council.

### FUNCTIONS

To further the cause of radio in education through publication of the Journal of the AER, meetings, conferences, etc.

## Assoc. of Canadian Advertisers, Inc.

303 Federal Building, 85 Richmond St., West,  
 Toronto 1, Ontario.  
 ADeLaide 8047-8

### OFFICERS

President—Harold J. G. Jackson, Chrysler Corp. of Canada, Ltd., Windsor.  
 Vice-Presidents—George S. Bertram, Swift Canadian Co. Ltd., Union Stock Yards, Toronto; Mrs. Muriel W. Gillespie, Courtaulds (Canada) Ltd., 1220 University Tower, Montreal; J. C. Hagey, The B. F. Goodrich Rubber Co., of Canada Ltd., Kitchener; Lee Trenholm, Underwood Ltd., 135 Victoria St., Toronto; Hedleigh T. Venning, Sherriff's Ltd., 24 Matilda St., Toronto.  
 Treasurer—J. P. Lyons, Manufacturers Life Insurance Co., 200 Bloor St. E., Toronto.

General Manager—Athal McQuarrie, Association of Canadian Advertisers Inc., 85 Richmond St. W., Toronto.

Secretary—John A. M. Galilee, Association of Canadian Advertisers Inc., 85 Richmond St. W., Toronto, Ontario.

### DIRECTORS

D. E. Bankart, Northern Electric Co. Ltd., 1620 Notre Dame W., Montreal; Robert E. Day, Bulova Watch Co. Ltd., 372 Bay Street, Toronto; E. T. Gater, Sterling Products Ltd., Windsor; J. W. Lawrence, The Borden Co. Ltd., Spadina Crescent, Toronto; John O. Pitt, Canadian Fairbanks-Morse Co. Ltd., 930 St. Antoine Street, Montreal; Neil B. Powter, Howard Smith Paper Mills Ltd., 407 McGill Street, Montreal; M. M. Schneckeburger, The House of Seagram, 1430 Peel Street, Montreal; James F. Scruton, H. J. Heinz

Co. of Canada Ltd., 420 Dupont Street, Toronto; A. Usher, RCA Victor Co. Ltd.; 976 Lacasse Street, Montreal; C. H. Willis, Applerord Paper Products Ltd., 78 Stirton Street, 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.

## Association of Inter-American Broadcasters (AIR)

Montevideo, Uruguay

### OFFICERS

President.....Lorenzo Balerio Sicco  
 Vice-President.....Gaor Mestre  
 Secretary.....Eneas Machado de Assis  
 Directors.....Emilio Azcarraga, Marco Gandasegui

### FUNCTIONS

AIR is an association made up of various associations of radio from Canada to Argentina to protect private broadcasters (principally in South America) from Government encroachment.

## 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.....R. B. Brown  
 (Bristol-Myers Co.)  
 Vice-Chairman.....W. N. Connolly  
 (S. C. Johnson & Son)  
 Vice-Chairman.....W. B. Potter  
 (Eastman Kodak Co.)  
 Treasurer.....Albert Brown  
 (The Best Foods, Inc.)

### FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

## Association of Radio News Analysts

79 Fifth Ave., New York 3, N. Y.  
 AL 4-1129

### OFFICERS

President.....H. V. Kallenborn  
 Vice-Pres.....Elmer Davis  
 Vice-Pres.....Quincy Howe  
 Treasurer.....Robert Trout  
 Asst. Treas.....Cecil Brown  
 Secretary.....Charles Hodges  
 Asst. Secy.....Larry Lesueur

### EXECUTIVE COMMITTEE

John Daly, John MacVane, Caesar Saerchinger, William Hillman.

### FUNCTIONS

ARNA was founded during the war years by news analysts who agreed to a code of ethics designed to establish professional standards in news commentating over the air. The restricted membership facilitated confidential contacts with the Armed Services, the State Department, and Allied governments at the highest levels. This off-the-record policy continues to assure ARNA members the closest possible professional relations with our own and foreign governments. ARNA works to improve the professional status of news analysts in relation to the networks and independent station managements, as well as setting forth our views on such rulings of the Federal Communication Commission and Congressional legislation as affect the news aspect of broadcasting. (Annual elections take place April of each year.)

## The Authors' Guild of The Authors' League of America, Inc.

6 E. 39th St., New York 16, N. Y.  
 MUrray Hill 5-6930

## OFFICERS

President ..... Paul Gallico  
Vice President ..... Helen Hull  
Secretary ..... Gilbert W. Gabriel  
Executive Secretary ..... Luise M. Silcox  
Assistant Executive Secretary ..... Evelyn F. Burkey

## BRANCH OFFICE

1655 North Cherokee Avenue, Hollywood 28, California. Phone, Gladstone 7128, Ann Roth Morgan.

## FUNCTIONS

National business organization of authors.

## The Authors League of America, Inc.

6 East 39th Street, New York 16, New York  
MU. 5-6930

## OFFICERS

President ..... Oscar Hammerstein 2nd  
Vice President ..... John Hersey  
Secretary ..... Peter Lyon  
Treasurer ..... Arthur Schwartz  
Executive Secretary ..... Luise M. Silcox  
Assistant Executive Secretary ..... Evelyn F. Burkey

## BRANCH OFFICE

1655 North Cherokee Avenue, Hollywood 28, California. Phone, Gladstone 7-7128, Ann Roth Morgan.

## FUNCTIONS

The national business organization of authors and dramatists.

## The British Broadcasting Corporation

630 Fifth Ave., New York 20, N. Y.  
Circle 7-0656

## OFFICERS

North American Director ..... William R. Reed  
Program Director ..... Sam J. Slate  
Asst. Program Director ..... Henry Straker  
Asst. Program Dept. .... Lillian Lang  
Jr. Asst Program Dept. .... Marion Moss  
Talks Producer ..... Annette Ebsen  
Head of Administration ..... Harold F. Burns  
Publicity ..... Alice Stamatias

## NEWS OFFICES

Lake Success: Phone Fieldstone 7-1100. Bernard Moore, U. N. Correspondent.

Washington: 1150 Connecticut Ave. N. W. Phone Executive 1465. Leonard Miall, Washington Correspondent.

## FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover 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 19, N. Y.  
Plaza 7-1800

## OFFICERS

President ..... Carl Haverlin  
Vice President—General Counsel ..... Sydney M. Kaye  
Vice-pres. in charge of finance and treasurer ..... Charles A. Wall  
Vice-pres. in charge of publishers ..... Robert J. Burton  
Secretary ..... M. E. Tompkins  
Comptroller ..... C. C. Boydston  
Board of Directors, Chairman, Justin Miller, National Association of Broadcasters, Washington, D. C.;  
Vice-Chairman, Sydney M. Kaye, BMI, New York;  
John Elmer, WCBM, Baltimore, Maryland; Robert D. Swezey, 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; Paul Morency, WTIC, Hartford, Conn.;  
J. Leonard Reinsch, WSB, Atlanta, Ga.; J. Harold Ryan, Fort Industry Company, Toledo, Ohio; Herbert V. Ackenberg, Columbia Broadcasting System, New York City.

## STATION RELATIONS

Roy Harlow, Director; Ralph Wentworth, Glenn Dolberg, James L. Cox, Al Marlin, Linn Pattee, Ken Spar-norn, Burt Squire, Dorsey Owings.

## BRANCH OFFICES

1549 North Vine St., Hollywood 28, Calif.  
Phone Hillside 7447  
Synchronization Manager ..... Eddie Janis  
Prof. Manager ..... Irving Weiss

54 West Randolph St., Chicago 1, Ill.

Phone State 4188.

Executive-in-Charge ..... James Cairns

1534 1/4 N. Wilcox Ave., Hollywood, Calif.

Executive in charge ..... Richard L. Kirk

360 N. Michigan Ave., Chicago 1, Ill.

Andover 5892-3

Executive in charge ..... Stan Myers

## 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.

## BMI Canada, Ltd.

229 Yonge St., Toronto, Ont.  
Elgin 0040

## OFFICERS

President ..... Carl Haverlin  
Vice President ..... Harry Sedgwick, K. C.  
Vice President ..... Donald Manson  
General Manager ..... Robert J. Burton  
Secretary-Treasurer ..... T. Arthur Evans

## BOARD OF DIRECTORS

Ernest L. Bushnell, CBC, Montreal; Carl Haverlin, BMI, N. Y.; Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Ouimet, CBC, Montreal; Harry Sedgwick, CFRB, Toronto; Jack Slatter, Radio Rep, Ltd., Toronto.

## CANADIAN ADMINISTRATIVE STAFF

Dir. Station Relations ..... William Harold Moon  
Publications ..... Jean L. Howson  
Montreal Rep. .... Howard Fogg  
Research ..... M. E. Hewitt

## 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 Bureau of Broadcast Measurement

303 Federal Building, 85 Richmond Street West,  
Toronto 1, Ontario, Canada

Adelaide 8047-8

President: L. E. Phenner, Canadian Cellucotton Products Co. Limited, Toronto.

Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

## DIRECTORS

H. N. Stovin, Horace N. Stovin & Company, Toronto, Ont.; W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; Harold E. Stephenson, The Canada Starch Co., Limited, Montreal, Que.; C. R. Vint, Colgate-Palmolive-Peet Co., Limited, Toronto, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto, Ont.

## FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

## Canadian Assn. of Broadcasters

2100 Victory Bldg., 80 Richmond St., W.,  
Toronto, Ont., Canada  
Adelaide 5684

## OFFICERS

Chairman of the Board ..... Harry Sedgwick  
(CFRB, Toronto)  
Hon. President ..... G. R. A. Rice  
(CFRN, Edmonton)

# ORGANIZATIONS

Manager-Consulting Engineer.....H. S. Dawson  
 Secretary-Treasurer.....T. A. Evans  
 Director of Broadcast Adv.....G. D. Scott  
 Director of Public Relations.....T. J. Allard

## DIRECTORS

Phil Lalonde, CKAC, Montreal, P. Q.; A. Gauthier, CHLT, Sherbrook, P. Q.; Col. K. S. Rogers, CFCY, Charlottetown, P. E. I.; M. Neill, CFNB, Fredericton, N. B.; K. D. Soble, CHML, Hamilton, Ontario; R. Snelgrove, CFOS, Owen Sound, Ont.; A. A. Murphy, CFQC, Shaskatoon, Sask.; A. M. Cairns, CFAC, Calgary, Alta.; G. Henry, CJCA, Edmonton.

## FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 85 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  
 Recording Secretary.....Ed Begley  
 Historian.....Kathryn W. Givney  
 Executive Secretary.....George Buck  
 Chairman of Executive Board.....Frank McNellis  
 Chaplain-Treasurer.....Rev. Gustave de Leon

### FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. Provide care for needy, ill, etc. and burial for indigent actors in Guild plot at Calvary Cemetery.

## Catholic Writers Guild of America

128 W. 71st St., New York 23, N. Y.  
 EDNiccott 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

### FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

## Chicago Radio Management Club

360 N. Michigan Ave., Chicago 1, Ill.  
 Franklin 0485

### OFFICERS

President.....Mark Smith  
 Vice-President.....Kay Kennelly  
 Secretary.....Holly Shively  
 Treasurer.....Kenneth E. Shepard

### FUNCTIONS

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.

## Composers, Authors and Publishers Assn. of Canada, Ltd.

132 St. George St., Toronto 5, Ont., Canada  
 Phone: Elgin 9219

### OFFICERS

President.....Sir Ernest MacMillan, B.A.,  
 Mus. D. (Oxon.), LL.D., Hon. R.A.M., F.R.C.M.,  
 F.R.C.O.

General Manager.....William S. Low  
 Manager, Licensing Dept.....C. R. Matheson  
 Manager, Distribution Dept.....Ruth Passey  
 Comptroller.....J. K. Bailey

### DIRECTORS

Claude Champagne, Harold W. Cluff, C. C. Dev-  
 creux, John Murray Gibbon, Allister Grosart, Ralph  
 Hawkes, H. T. Jamieson, Mart Kenney, Sir Ernest  
 MacMillan, Holmes Maddock, Richard F. Murray,  
 Gordon V. Thompson.

### FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-one (21) countries.

## The Dramatists' Guild of The Authors' League of America, Inc.

6 E. 39th St., New York 16, N. Y.  
 MURray Hill 5-6930

### OFFICERS

President.....Moss Hart  
 Vice-President.....George S. Kaufman  
 Secretary.....Herbert Kubby  
 Executive Secretary.....Luise M. Sillcox  
 Assistant Executive Secretary.....Evelyn F. Burkey

### BRANCH OFFICE

1655 North Cherokee Ave., Hollywood 28, Calif.  
 Phone Gladstone 7-7128  
 Executive in charge.....Ann Roth Morgan

### FUNCTIONS

The national business organization of dramatists.

## Federal Communications Bar Assn.

1038 National Press Bldg. Washington 4, D. C.  
 National 7949

### OFFICERS

President.....Reed T. Rollo  
 1st Vice-President.....Carl I. Wheat  
 2nd Vice-President.....Guilford Jameson  
 Secretary.....John H. Midlen  
 Treasurer.....Russell Rowell

### EXECUTIVE COMMITTEE

Arthur Scharfeld, Neville Miller, Eliot Lovett, Ben  
 S. Fisher, Philip Hennessey, Ralph Van Orsdel.

### FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

## Federal Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York 10, N. Y.  
 GRamecy 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)

Federal Security Bldg., Room 3646, Washington 25,  
 D. C.  
 Executive 6300, Extension 2897

## OFFICERS

Chairman.....J. W. Studebaker  
 Vice-Chairman.....Franklin Dunham  
 Secretary-Editor.....Gertrude G. Broderick

## EXECUTIVE COMMITTEE MEMBERS

John W. Studebaker, U. S. Commissioner of Education, Chairman  
 Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia University  
 Elsie Dick, Director of Education, Mutual Broadcasting System  
 Clifford J. Durr, Commissioner, Federal Communications Commission  
 William C. Eddy, Director of Television, Station WBKB, Chicago  
 John Elmer, President, Baltimore Broadcasting Corporation  
 Willard E. Givens, Executive Secretary, National Education Association  
 Clye Hissong, State Supt. of Public Instruction (Ohio) representing National Council of Chief State School Officers  
 Very Rev. Msgr. Frederick C. Hochwalt, Director, Department of Education, National Catholic Welfare Conference  
 Robert B. Hudson, Director of Education, Columbia Broadcasting System  
 Kathleen N. Lardie, Supervisor of Radio Education, Detroit Public Schools, representing Assn. of Education by Radio  
 Harold B. McCarty, Director, Station WHA, representing National Association of Educational Broadcasters  
 Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association  
 Justin Miller, President, National Association of Broadcasters  
 Robert Saudek, Director of Public Affairs, American Broadcasting Company  
 Mrs. Nathan Straus, Director of Educational Programs, Station WMCA, New York City  
 Levering Tyson, President, Muhlenberg College  
 Judith C. Waller, Director of Public Service, 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 25, 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  
 Director, Radio & Periodical Div.....Donald B. Gatling  
 Director, Bureau of Litigation.....Richard P. Whiteley  
 Chief Economist.....Dr. Corwin D. Edwards  
 Director, Bureau of Trade Practice, Conferences and Wool Act Administration.....Henry Miller  
 Director, Bureau of Stipulations.....P. B. Morehouse

## BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y.  
 Executive in charge.....Rolf H. Kielland  
 1118 New Post Office Bldg., Chicago 7, Ill.  
 Executive in charge.....John H. Bass  
 133 Federal Office Bldg., San Francisco 2, Calif.  
 Executive in charge.....Clarence T. Sadler  
 447 Federal Office Bldg., Seattle 4, Wash.  
 Executive in charge.....Walter W. Harris  
 1031 Federal Office Bldg., New Orleans 12, La.  
 Executive in charge.....William B. Lott

## FUNCTIONS

In general, the duties of the Federal Trade Commission are: to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements, boycotts, restraint-of-trade combinations, unlawful price and other discriminations, and other unfair methods of competition and unfair or deceptive acts or practices; to safeguard the health of the consuming public by preventing dissemination of false advertisements of food, drugs, curative devices and cosmetics which may be injurious; to apply to the Commissioner of Patents for cancellation of the registration of trademarks which are in violation of the provisions of the Lanham Trade-Mark Act; to conduct economic investigations of a general or special character on its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

## First Advertising Agency Group

30 Vesey St., New York 7, N. Y.  
 WOrth 2-5884

## OFFICERS

President.....W. Arthur Lee  
 Vice-President.....Thayer Newman  
 Secretary-Treasurer.....William E. Featherstone

## BRANCH OFFICES

Membership in this organization includes the following advertising agencies in the cities indicated: Hevenor Adv. Agency, Albany, New York; Melvin F. Hall Adv. Agency, Inc., Buffalo, N. R.; Almon Brooks Wilder, Inc., Chicago, Ill.; The Keelor & Stites Co., Cincinnati, Ohio; The Lee Donnelley Co., Cleveland, Ohio; Gray & Company, Denver, Colorado; Holden, Clifford, Flint, Inc., Detroit, Michigan; Newman, Lynde & Associates, Inc., Jacksonville, Florida; The Mayers Co., Los Angeles, Calif.; Simon & Gwynn, Inc., Memphis, Tenn.; Lee-Stockman, Inc., New York, N. Y.; A. E. Aldridge, Associate, Philadelphia, Pa.; Smith, Taylor & Jenkins, Inc., Pittsburgh, Pa.; Advertising Inc., Richmond, Va.; The Ridgway Co., Inc., St. Louis, Mo.; W. E. Featherstone Adv. Agency, Salt Lake City, Utah; The Conner Co., San Francisco, Calif.; Stevenson Adv. Service Pty., Ltd., Melbourne, Australia; David, Inc., St. Paul, Minnesota; Patch & Curtis Adv. Agency, Long Beach, Calif.

## FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical independently owned advertising agencies acting as branch offices in the interest of each member.

## Greater N. Y. Regional Council (Radio Guild, Local No. 50— UOPWA—CIO)

30 East 29th St., New York 16, N. Y.  
 MUrray Hill 3-9080

## OFFICERS

President.....Chester F. X. Burger  
 First V. P.....Nat Scott  
 Second V. P.....Helen Lee  
 Secretary.....Mary Stack  
 Treasurer.....Nelda Scudder  
 Radio Guild Rep.....Sylvia Sheridan

## FUNCTIONS

A trade union representing white collar and non-professional people in the industry.

# ORGANIZATIONS

## Richard W. Hubbell and Associates

2101 International Bldg., Rockefeller Center,  
New York 20, N. Y.  
CI 6-1750

### OFFICERS

Alfred N. Goldsmith, Richard W. Hubbell, Thomas H. Hutchinson, Robert Jerome Smith.

### BRANCH OFFICES

**Engineering Offices**  
597 Fifth Ave., New York 17, N. Y.  
PL 3-4150

Executive in charge.....Dr. Alfred N. Goldsmith  
National Press Bldg., Washington 4, D. C.  
National 6284

Executive in charge.....Robert Jerome Smith  
140 W. 9th St., Cincinnati 2, O.  
Cherry 1822

3201 Tareco Dr., Hollywood, Calif.  
Hudson 2-5633

Executive in charge.....H. R. McCune

### FUNCTIONS

A complete management consultant service for the operating television station, the licensee, and the applicant. Consultant and supervisory assistance in overall planning, economic and financial analysis, studio design, engineering, programming, operational problems, sales development, and public relations. Cooperates with established law firms, consulting engineers, and advertising agencies. Does not handle legal matters, file FCC applications, or sell advertising time or space.

## The Institute for Education by Radio

Established 1930

Ohio State University, Columbus 10, Ohio  
University 3148, Extension 708

### OFFICERS

Director.....I. Keith Tyler  
Executive Secretary.....Ardis Hillman Wheeler

### FUNCTIONS

The Institute for Education by Radio is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State University. It meets in Columbus each May. The Institute sponsors an Annual Exhibition of Educational Radio Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the conference is published annually under the title, Education on the Air.

## The Institute of Radio Engineers, Inc.

1 East 79th St., New York 21, N. Y.  
Regent 7-9600

### OFFICERS

President.....B. E. Shackelford  
Vice President.....R. L. Smith-Rose  
Sr. Post President.....F. B. Llewellyn  
Jr. Past President.....W. R. G. Baker

### DIRECTORS

Virgil M. Graham, Donald B. Sinclair, Murray G. Crosby, Raymond A. Heising, Herbert J. Reich, John V. L. Hogan, John B. Coleman, John A. Hutcheson, Theodore A. Hunter, A. Earl Cullum, Jr., Frederick E. Terman, Frederick S. Howes, Julius A. Stratton, James E. Shepherd.

### FUNCTIONS

To advance the art and science of radio communication, and promote professional welfare of engineers engaged therein by means of its publications, presentation of papers at meetings, and by means of the work of its committee.

## Interdepartment Radio Advisory

### Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington 25, D. C.

### OFFICERS

Chairman.....Dr. J. H. Dellinger  
Vice-Chairman.....S. L. Windes  
Secretary.....M. A. Price

Assistant Secretary.....W. F. Bradley  
Chairman, Technical Subcommittee.....S. L. Windes  
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..A. L. McIntosh,  
Rep., 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.....A. Osborne, Repr.,  
Henry Brown, Alt.

Navy Department.....Comdr. John R. Moore, Repr.,  
Lt. Comdr. L. R. Raish, Alt.\*

Department of State.....Capt. John S. Cross, Repr.,  
Lt. Whitney M. Prall, Alt.\*

Treasury Department.....Capt. D. E. McKay, Repr.,  
Lt. Comdr. Whitney M. Prall, Alt.\*

War Department....Col. A. G. Simson, SC, Repr.\*  
Lt. Col. C. W. Jones, SC, Alt.

### TECHNICAL ADVISORS ACCREDITED TO COMMITTEE:

M. H. Woodward.....FCC  
Dr. E. Dillon Smith.....Dept. of Commerce, WB  
I. W. Conrad.....Dept. of Justice, FBI  
W. Dean.....Navy Department  
Lt. Col. Nathaniel White.....War 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 (AFL)

1200 Fifteenth St., N.W., Washington 5, D. C.  
District 3764

### OFFICERS

International President.....D. W. Tracy  
International Secretary.....J. Scott Milne  
Asst. to President.....Lawson Wimberly

### FUNCTIONS

International Brotherhood of Electrical Workers is a labor organization affiliated with the American Federation of Labor. It admits to membership radio broadcast technicians and engineers employed in radio and television stations. Local groups of IBEW are in about 60 major cities as local unions, in the United States. Several such groups are chartered in Canada.

## The Lambs

130 W. 44th St., New York 18, N. Y.  
BRYant 9-8020

### OFFICERS

Shepherd.....Raymond Peck  
Boy.....Walter N. Greazzi  
Corresponding Secretary.....Bobby Clark  
Recording Secretary.....Jack Whiting  
Treasurer.....James E. Meighan  
Librarian.....Bob Hawk

### DIRECTORS

Kenneth Webb, Elliott Nugent, Bruce Evans, William J. Kelly, Russ Brown, Earl Benham, John McManus, Joseph S. Buhler, Ward Wilson, Arthur Maitland, William P. Adams, Frank Fay, John Alexander, Jay Jostyn, Otto Kruger.

LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Gaxton, Fred Waring, John Golden, Raymond Peck.

## 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.

## Lowell Institute Cooperative Broadcasting Council

28 Newbury St., Boston 16, Mass.  
KEnmore 6-8627

### OFFICERS

Trustee ..... Ralph Lowell  
Director ..... Parker Wheatley  
Assistant Director ..... George W. Slade  
Council Secretary ..... Marion G. Pushee  
Producer ..... Richard Erstein  
Assistant Producer ..... Robert W. Chase  
Assistant Producer ..... Lawrence Creshkoff  
Research Consultant ..... G. H. Harris Huey, Jr.  
Assistant to the Secretary ..... Elizabeth Raiche

### COORDINATORS

Rev. David R. Dunigan, S. J. (Boston College); Prof. S. B. Gould and Edwin H. Ginn, Associate (Boston University); David W. Bailey (Harvard); Prof. John E. Burchard (M.I.T.); Prof. Milton J. Schlagenhaut (Northeastern); and Dean John P. Tilton (Tufts)

### FUNCTIONS

The Lowell Institute, in cooperation with Boston College, Boston University, Harvard, M.I.T., Northeastern and Tufts, organized the Council in 1946 for the purpose of adapting to radio the content of regular college and university courses. The Council produces series currently being presented in the public interest by all six of Boston's full-time commercial stations.

## Market Research Council

c/o V. D. Reed  
J. Walter Thompson Co., 420 Lexington Ave.,  
New York 17, N. Y.

### OFFICERS

President ..... Cornelius Du Bois  
Vice President ..... Elmo C. Wilson  
Secretary-Treasurer ..... Vergil D. Reed

### EXECUTIVE COMMITTEE

Cornelius Du Bois, Elmo C. Wilson, Vergil D. Reed,  
Robert N. King, Allen B. Sikes.

### FUNCTIONS

To stimulate scientific study and sound thinking in marketing research; to stimulate wider use of its services; to encourage Governmental agencies to undertake practical studies; to encourage the study of marketing research as a profession; to take an active interest in the placement and advancement of marketing research personnel; to provide the focal point around which marketing research men can gather; to invite speakers to the monthly meetings to discuss studies, techniques and problems pertaining to marketing research and related subjects; to encourage the highest ethical practices in the preparation and use of marketing research.

## Mississippi Broadcasters Assn.

### OFFICERS

President ..... Gene Tibbett, WLOX, Biloxi  
Vice-President ..... Granville Walters, WAML, Laurel  
Secretary-Treasurer ..... Hugh Smith, WLAU, Laurel

### DIRECTORS

Gene Tibbett, Chairman, Granville Walters, WAML, Laurel, Hugh Smith, WLAU, Laurel, Bob McRaney, WCBI, Columbus, C. J. Wright, WFOR, Hattiesburg, Wiley Harris, WJDX, Jackson, L. M. Sepaugh, WSLI, Jackson, Bob Wright, WTOK, Meridian, Emmett McMurray, WJPR, Greenville.

### MEMBER STATIONS

WCMA, Corinth; WELO, Tupelo; WROX, Clarksdale; WJPR, Greenville; WGRM, Greenwood; WCBI, Columbus; WROB, West Point; WMOX, Meridian; WLOX, Biloxi; WGCM, Gulfport; WCJU, Columbia; WMIS, Natchez; WCOC, Meridian; WTOK, Meridian;

WQBC, Vicksburg; WJDX, Jackson; WSLI, Jackson; WJXN, Jackson, WJQS, Jackson, WRBC, Jackson.

### FUNCTIONS

This organization was formed to discuss the common problems of the stations throughout the State. The Association has brought about a greater understanding between the broadcasters, thereby improving the individual as well as the over-all operations of the stations throughout the State. The Association's members combine their facilities for special, public, sports and emergency broadcasts, thereby rendering a greater service to the people of the State.

## 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 ..... Abe Olman  
Agent and Trustee ..... Harry Fox

## National Association of Broadcasters

(For Complete Listing See NAB Section, Page 237)

## National Association of Disc Jockeys

545 Fifth Ave., New York 17, N. Y.  
Murray Hill 7-9256

### OFFICERS

President ..... Barry Gray  
Vice President and Treasurer ..... Hugh Douglas  
Press Relations ..... Andre Baruch  
Secretary ..... William Leyden

### BRANCH OFFICES

245 West 51st Street, New York, PL. 7-6720,  
Fred Robins, Pres.; Eileen O'Connell, Sec.; Bea Wain,  
Treas.  
Sherman Hotel, Chicago, Ill. H. Douglas, Pres.

### FUNCTIONS

N.A.D.J. is a Guild designed to assist Disk Jockeys throughout the country in raising the standards of their presentations where necessary; establish scholarships for new talents; give D.J.'s periodical information about artists and the record trade; establish a system of awards to those artists who in the opinion of the Association have done the best work throughout the Year. Establish sick and unemployment benefits for members. The N.A.D.J. newspaper is called "Inside Groove."

## National Association of Educational Broadcasters

c/o WOI, Ames, Iowa

### OFFICERS

President ..... Richard B. Hull  
Vice President ..... John W. Dunn  
Executive Secretary ..... M. S. Novik  
Treasurer ..... W. I. Griffith

### FUNCTIONS

To promote and foster education by radio through encouragement of the non-commercial, education radio stations.

## National Assn. of Performing Artists

630 Fifth Ave., New York 20, N. Y.  
Circle 7-8194

### OFFICERS

President ..... Fred Waring  
Vice President ..... Bing Crosby  
Vice-President ..... Meyer Davis  
Vice-President ..... Paul Whiteman  
Vice-President ..... Al Jolson  
Secretary ..... Eddy Duchin  
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,

# ORGANIZATIONS

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, Efrem Zimbalist.

### FUNCTIONS

To protect the interpretive artist from exploitation of his recordings and transcriptions.

## National Assoc. of Radio News Directors

Station WTAM, NBC Bldg., Cleveland 14, Ohio  
Cherry 0942 ext. 17

### OFFICERS

President ..... John Hogan  
 Station WCSH, Portland, Maine  
 1st Vice-President ..... Sig Mickelson  
 Station WCCO, Minneapolis, Minn.  
 2nd Vice-President ..... Jack Shelley  
 Station WHO, Des Moines, Iowa  
 Treasurer ..... John Murphy  
 Station WCKY, Cincinnati, Ohio  
 Executive Secretary ..... Edward Wallace  
 Station WTAM, Cleveland, Ohio

### BOARD OF DIRECTORS

The aforementioned officers with exception of executive secretary Edward Wallace. Also Tom Eaton, station WTIC, Hartford, Conn.; Jack Krueger, station WTMU, Milwaukee, Wisc.; Robert Mahoney, station KWKH, Shreveport, La.; Soren Munkhof, station WOW, Omaha, Neb.; Leslie Ford, stations WGR-WKBW, Buffalo, N. Y.; Bob Redeen, station WOC, Davenport, Iowa; Bob Eastman, station KOMA, Oklahoma City, Okl.; Ben Chatfield, station WMAZ, Macon Ga.; Dave Kessler, station WHAM, Rochester, N. Y.

### FUNCTIONS

The National Ass'n of Radio News Directors is a professional organization composed of men in charge of news operations. Its purpose is that of a purely professional organization to raise the standard of radio news operations so that the product of all stations will be of the highest integrity. The function of the organization is the interchange of information of a professional type, to aid its members in improvement of their profession. It has as affiliates, various state groups of radio news editors. The NARND issues a monthly bulletin in which new developments of radio news techniques are discussed.

## National Association of Station Representatives (NARSH)

c/o Weed & Co., 350 Madison Ave., N. Y. 17, N. Y.  
Murray Hill 7-7772

### OFFICERS

President ..... Paul H. Raymer  
 Vice-President ..... H. Preston Peters  
 Treasurer ..... Lewis H. Avery  
 Secretary ..... Joseph J. Weed

### MEMBERS

Avery-Knodel Inc., John Blair & Company, The Bolling Company Inc., The Branham Company, Burke Kuipers & Mahoney Inc., Burn Smith Company Inc., Capper Publications Inc., Thomas F. Clark Company Inc., Farjoe & Company, Free & Peters Inc., The Friedenber Agency Inc., Ilman Nicoll & Ruthman, W. S. Grant Company Inc., Homer Griffith Company, Headley-Reed Company, George P. Hallingsbery Company, The Katz Agency Inc., Lorenzen & Thompson Inc., McGeehan & O'Mara Inc., Joseph Hershey McGillvra Inc., J. P. McKinney & Son, John E. Pearson Company, John H. Perry Associates, Edward Petry & Company, Inc., Radio Advertising Company, Paul H. Raymer Company Inc., Sears & Ayer Inc., Taylor-Howe-Snowden Radio Sales Inc., Walker Company Inc., Weed & Company, Adam J. Young Jr. Inc.

### FUNCTIONS

To develop the use and increase the sale of national spot radio.

## National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.  
Murray Hill 6-3535

### OFFICERS

President ..... R. P. Clayberger  
 Vice-President ..... Warren Agry  
 Secretary ..... Harry Dwight Smith  
 Treasurer ..... John L. Anderson  
 General Manager ..... Edward L. Greene

### FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

## National Variety Artists, Inc.

223-5 W. 46th St., New York 19, N. Y.  
Columbus 5-0956-7

### OFFICERS

President ..... Louis Handin  
 First Vice-President ..... Jack O'Brien  
 Second Vice-President ..... Harry Jackson  
 Treasurer ..... Al Friedman  
 Secretary ..... Rosa Crouch

### 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

Norfolk Ave. and Sixth St., Norfolk, Nebr.  
Phone: 432

President ..... Harry D. Peck  
 (KFOR, Lincoln)  
 Vice-President ..... L. L. Hilliard  
 (KOLT, Scottsbluff)  
 Secretary-Treasurer ..... Bob Thomas  
 (WJAC, Norfolk)  
 Director ..... John Alexander  
 (KODY, North Platte)  
 Director ..... Wick Heath  
 (KMM), Grand Island)  
 NAB Representative ..... John J. Gillin, Jr.  
 (WOW, Omaha)

### FUNCTIONS

Matters of Mutual Cooperation.

## North Carolina Assn. of Broadcasters

Radio Station WKNS, Kingston, N. C.  
Office of the Secretary

### OFFICERS

President ..... Harold Essex  
 Vice President ..... Robert M. Wallace  
 Secretary-Treasurer ..... James W. Campbell  
 Director ..... J. Frank Jarman  
 Director ..... Allen Wannamaker

### FUNCTIONS

To promote closer cooperation and understanding among the members to make possible unified effort when unity is beneficial; to protect its members in every lawful and proper manner from injustices and unjust exactions; to encourage and promote customs and practices which will be for the best interests of the public and radio of radio advertising, and to act as a regional contact with the National Association of Broadcasters.

## Ohio Association of Broadcasters

22 E. Gay St., Columbus 15, Ohio  
Phone, Adams 1101

### OFFICERS

President ..... John Pattison Williams  
 Vice-President ..... E. Y. Flanigan  
 Secretary-Treasurer ..... Carl M. Everson

## FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio, in Ohio.

### Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

#### OFFICERS

President.....George D. Coleman  
(WGBI, Scranton)  
Vice-President.....Roy F. 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 E. Schloss  
Recording Secretary.....Louis E. Schwartz  
Sergeant-at-Arms.....David Kent  
Executive Director.....Bob Miller

#### BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.  
Regional Director.....Morton Schaefer  
8360 W. First St., Los Angeles, Calif.  
Regional Director.....Al Comparte  
36 East Fifth Street, Cincinnati, Ohio  
Regional Director.....Danny Engel

#### FUNCTIONS

Charitable and Benevolent Organization.

### The Radio Club of America, Inc.

11 W. 42nd St., New York 18, N. Y.  
LOngacre 5-6622

#### OFFICERS

President.....Jerry B. Minter  
Vice-President.....R. M. Akin, Jr.  
Treasurer.....J. J. Stanley  
Corresponding Secretary.....George C. Connor  
Recording Secretary.....J. H. Bose

#### DIRECTORS

E. V. Amy, E. H. Armstrong, R. R. Botcher, G. E. Burghard, Alan Hazeltine, Harry Sadenwau, J. M. Morelock, A. G. Richardson, P. P. Goldsmith, B. D. Loughlin, L. C. F. Horle, H. W. Houck, F. A. Klingenschmitt, Paul Ware.

#### FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

### Radio Council—WBEZ (FM)

Chicago Public Schools  
228 N. La Salle St., Chicago 1, Ill.  
Dearborn 7801  
Superintendent of Schools.....Herold C. Hunt

## OFFICERS

Director.....George Jennings  
Program Director.....Elizabeth E. Marshall  
Production Head.....Robert R. Miller  
Chief Engineer.....E. H. Andresen  
News Editor.....Beulah Reogge  
Chief Announcer.....Malcolm Reeves  
Continuity.....Mary L. Morgan  
Writer.....Julia Mary Hanna  
Writer.....Juliet F. Magner  
Music.....David Nyvall, Jr.

#### FUNCTIONS

A production unit for the schools of Chicago and Cook County, operating own FM station and using commercial facilities, with major emphasis upon elementary and high school programs. Produces in cooperation with many other civic and public service organizations. Sponsors the annual School Broadcast Conference.

### Radio Directors Guild

A. F. of L.  
The Gladstone  
114 E. 52nd St., New York 22, N. Y.  
PLaza 9-0875

#### OFFICERS

President.....Earle McGill  
Vice-President.....Thomas Freebairn Smith  
Vice-President.....Burr Lee  
Vice-President.....George Zachary  
Secretary.....Phil Cohan  
Treasurer.....Anton M. Leader  
National Executive Secretary.....Newman H. Burnett

#### BRANCH OFFICES

114 E. 52nd Street, New York, N. Y.  
PLaza 9-0875  
President.....William Sweets  
203 N. Wabash, Rm. 506, Chicago, Ill.  
ANdover 5458  
President.....Burr Lee  
6000 Sunset Blvd., Hollywood, Calif.  
President.....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  
30 Rockefeller Plaza, New York 20, N. Y.  
CIRCLE 7-8300

#### OFFICERS

President.....William Hedges  
Vice-President.....Regina Schuebel  
Secretary.....Claude Barrere  
Treasurer.....Ralph Weil

#### 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 4, D. C.  
National 4901

#### OFFICERS

President.....Max F. Balcom  
(Sylvania Electric Products, Inc.)  
Executive Vice-Pres.-General Manager.....Bond Geddes

# ORGANIZATIONS

Treasurer.....Leslie F. Muter  
 (The Muter Co.)  
 General Counsel.....John W. Van Allen  
 Vice-President.....R. E. Carlson  
 (Tung-Sol Lamp Works, Inc.)  
 Vice-President.....J. J. Kahn  
 (Standard Transformer Corp.)  
 Vice-President.....Allen Shoup  
 (Sound, Inc.)

## DIRECTORS

Benjamin Abrams, Emerson Radio & Phonograph Corp.; Max F. Balcom, Sylvania Electric Products Inc.; W. J. Barkley, Collins Radio Co.; H. C. Bonfig, Zenith Radio Corp.; Monte Cohen, The F. W. Sickles Co.; R. C. Cosgrove, Crosley Division, Avco Manufacturing Corp.; W. R. G. Baker, General Electric Co.; G. Richard Fryling, Erie Resistor Corp.; F. A. Hiter, Stewart-Warner Corp.; J. J. Kahn, Standard Transformer Corp.; F. R. Lack, Western Electric Co. Inc.; W. A. MacDonald, Hazeltine Electronics Corp.; A. D. Flamondon, Jr., The Indiana Steel Products Co.; Ienn W. Thompson, Noblitt-Sparks Industries, Inc.; Leslie F. Muter, The Muter Co.; A. Blumenkrantz, General Instrument Corp.; Lloyd H. Coffin, Hytron Radio & Electronics Corp.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, Radio Corporation of America, RCA Victor Div.; Paul V. Galvin, Motorola, Inc.; George R. Haase, Operadio Mfg.; Lloyd A. Mammarlund Mfg. Co., Inc.; Larry F. Hardy, Philco Corp.; W. P. Hilliard, Bendix Radio, Bendix Aviation Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.; J. Hall Stackpole, Stackpole Carbon Co.; Thos. A. White, Jensen Mfg. Co.; David Wald, DeWald Radio Mfg. Corp.; E. A. Schuler, Sentinel Radio Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; G. M. Gardner, Wells-Gardner & Co.; Joseph Gerl, Sonora Radio & Television Corp.; H. J. Hoffman, Machlett Laboratories, Inc.; H. L. Hoffman, Hoffman Radio Corp.; George Lewis, Federal Telephone & Radio Corp.; Ray . Manson, Stromberg-Carlson Co.; H. C. Mattes, Belmont Radio Corp.; Ernest Searing, International Resistance Co.; Allen Shoup, Sound, Inc.; Harry G. Sparks, The Sparks-Withington Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.; R. C. Sprague, Sprague Electric 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 302, 159 Bay St., Toronto 1, Ont., Canada  
 Adelaide 1531

## OFFICERS

President.....S. L. Capell  
 (Philco Corp. of Canada Ltd., Toronto)  
 Vice-President.....F. R. Deakins  
 (RCA Victor Co. Ltd., Montreal)  
 Chairman, Parts Division.....D. Lou Harris  
 (Radio Components Ltd., Toronto)  
 Vice-Chairman, Parts Division.....Tom Fleming  
 (Kester Solder Co. of Canada Ltd., Brantford, Ont.)  
 Chairman, Engineering Comm.....S. Sillitoe  
 (Northern Electric Co. Ltd., Montreal)  
 Vice-Chairman, Eng. Comm.....F. H. R. Pounsett  
 (Stromberg-Carlson Co. Ltd., Toronto)  
 Chairman, Service Comm.....C. O. Baldwin  
 (Philco Corp. of Canada Ltd., Toronto)  
 Vice-Chairman, Service Comm.....E. C. Dahmer  
 (Dominion Electrohome Ind. Ltd., Kitchener, Ontario)  
 Executive Secretary.....S. D. Brownlee  
 (Radio Mfgs. Assoc. of Canada, Toronto)

## 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 6300, Ext. 2897

## STAFF

Chief.....Franklin Dunham  
 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 Service, Office of Information, Department of Agriculture

Washington 25, D. C.  
 Republic 4142 Extension 5163

## OFFICERS

Assistant Director of Information in charge of Radio and Video.....Kenneth M. Gopen

## FUNCTIONS

Supervises and coordinates radio and television activities of the Department of Agriculture—both departmental and field services. Cooperates with the radio industry in network farm broadcasting. Examples, The National Farm and Home Hour over the National Broadcasting Company's network; The American Farmer over The American Broadcasting Company's network. Regularly furnishes background information from USDA to individual stations with farm service programs; occasionally furnishes transcriptions.

## Radio Technical Planning Board

1 East 79th St., New York 21, N. Y.  
 REgent 7-9500

Chairman.....Haraden Pratt  
 Vice-Chairman.....A. N. Goldsmith  
 Treasurer.....Will Baltin  
 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.

## The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York 16, N. Y.  
 MUrray Hill 6-5251-2-3

## OFFICERS

National President.....Sam Moore  
 Vice-Presidents: Eastern Region.....Erik Barnouw  
 Midwestern Region.....Welbourn Kelley  
 Western Region.....Rod Holmgren,  
 Sam Moore

## BRANCH OFFICES

Chicago: 203 N. Wabash Ave., Phone Andover 5458,  
 Room 505, Cery Revzin, Secy. Hollywood 1655 N.  
 Cherokee Ave., Phone, Hollywood 3601, Michael David-  
 son, Exec. Secy.

## FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

## Rocky Mountain Radio Council

21 East 18th Ave., Denver 2, Colo.  
KEstone 5306

### OFFICERS

President.....W. D. Armentrout  
Secretary.....H. M. Crain  
Treasurer.....C. C. Moore  
Director.....Allen Miller

### EXECUTIVE COMMITTEE

A. Helen Anderson, Robert L. Stearns, Caleb Gates,  
Thurston J. Davies.

### FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation representing over 30 educational and public service organizations and more than 20 radio stations. It was formed to give professional aid to educational and public service organizations in the planning, preparation and production of their radio broadcasts. In 1946 it produced 639 programs for 15 organizations which were rebroadcast 3578 times from 26 commercial radio stations in the Rocky Mountain region. Recording studios and facilities are available for quality commercial work.

## School Broadcast Conference

228 N. La Salle St., Chicago 1, Ill.  
Dearborn 7801

### OFFICERS

Director.....George Jennings  
(Director, Radio Council, WBEZ, Chicago)

### EXECUTIVE COMMITTEE

Judith Waller, NBC, Chicago; Elizabeth E. Marshall,  
Radio Council, WBEZ, Chicago.

### PROGRAM COMMITTEE

Dorothy Blackwell, St. Louis Public Schools; Donald Cawelti, Winnetka Public Schools; Stephen Corey, University of Chicago; Franklin Dunham, U. S. Office of Education; Gertrude Golden, Philadelphia Public Schools; Arman Hunter, Temple University; Kathleen N. Lardie, Detroit Public Schools, WDR; William Levenson, Cleveland Public Schools, WBOE; James Macandrew, New York City Schools, WNYE; Harold B. McCarty, WHA, University of Wisconsin; Allen Miller, Denver; Clarence Morgan, Indiana State Teachers College; James Morris, Oregon State College, KOAC; William Sener, University of Southern California, KUSC.

### FUNCTIONS

The School Broadcast Conference holds an annual three day meeting in the fall of each year in Chicago; it serves as a clearing house for information and publications concerned with school and university broadcasting throughout the year. It also auditions discs and transcriptions and recommends them to schools for classroom use.

## SESAC, Inc.

475 Fifth Ave., New York 17, N. Y.  
MUrray Hill 5-5365.

### OFFICERS

President.....Paul Heinecke  
Secretary-Treasurer.....R. C. Heinecke

### FUNCTIONS

Licensing the use of copyrighted music, transcribed library program service, 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 4-8574

### OFFICERS

President.....Sholom Secunda  
Vice-President-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, Inc.

342 Madison Ave., New York 17, N. Y.  
MUrray Hill 2-2185

### OFFICERS (As of Jan. 1, 1948)

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.....James Frank, Jr.  
Convention Vice-President.....William C. Kunzmann  
Secretary.....G. T. Lorance  
Treasurer.....R. B. Austrian  
Executive Secretary.....Boyce Nemeo

### FUNCTIONS

The advancement of motion picture engineering and the allied arts and science; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication.

## Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York 20, N. Y.  
Columbus 5-3758

### OFFICERS

President.....Sigmund Romberg  
Vice-President.....Charles Tobias  
Second Vice-President.....Jesse Greer  
Secretary.....Peter De Rose  
Treasurer.....Abel Baer  
Counsel.....John Schulman  
Executive Secretary.....Miriam Stern

### MEMBERS OF THE COUNCIL

Chairman—Edgar Leslie, Stanley Adams, Abel Baer, Paul Cunningham, Ira Girshwin, Ferde Grofe, Oscar Hammerstein II, Sam Lewis, Joseph Meyer, Richard Rodgers, Sam H. Stept, Fred E. Ahlert, J. Fred Coats, Milton Drake, Jesse Greer, Otto Harbach, Roy Henderson, George W. Meyer, Geoffrey O'Hara, Sigmund Romberg, Charles Tobias.

### 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.....William J. Beaton, KWKW  
Vice-President.....Ernest Spencer, KVOE  
Secretary-Treasurer.....Thelma Kirchner, KGFJ;  
Harry Witt, KNX; Calvin J. Smith, KFAC; Robert O. Reynolds, KMPC; Lee F. Wynne, KGER.  
Executive Secretary.....Ethel Bell Mack, SCBA

### FUNCTIONS

A non-profit organization whose membership comprises 38 radio stations and 4 networks of southern California. Purpose: to promote cooperation and Understanding among its members; to foster and promote the development of the art of radio broadcasting; to encourage and promote customs and practices which will be for the best interest of the public and the radio broadcasting industry.

• • • ORGANIZATIONS • • •

**Sports Broadcasters Association  
(New York Chapter)**

1540 Broadway, New York 19, N. Y.  
Bryant 9-1407

**OFFICERS**

President ..... Ted Husing  
Vice President ..... Marty Glickman  
Vice President ..... Guy Lebow  
Treasurer ..... Andy Long  
Secretary ..... Joe Hase  
Membership Chairman ..... Jimmy Dolan  
Public Events Chairman ..... Red Barber  
Club Contacts Chairman ..... Mel Allen  
Entertainment Chairman ..... Stan Lomax

**FUNCTIONS**

Regular luncheon organization meeting weekly during fall, bi-monthly thruout remainder of the year to discuss sports broadcasting, to promote the art of sports broadcasting and to increase listener interest in sports news dissemination.

**Television Broadcasters Assn., Inc.**

500 Fifth Ave., New York 18, N. Y.  
Lackawanna 4-4788

**OFFICERS**

President ..... Jack R. Poppele  
Vice-President ..... John F. Royal  
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, Farle C. Anthony, Inc.; John F. Royal, NBC; Jack R. Poppele, WOR, New York; Frank P. Schreiber, WGN, Inc.; Paul Raibourn, Television Productions, Inc.; C. Emerson Markham, General Electric Company.

**FUNCTIONS**

Founded January, 1944, as a non-profit organiza-

tion 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.

**Washington State Association of Broadcasters**

c/o Station KTBI, Tacoma, Wash.  
Broadway 2241

**OFFICERS**

President ..... H. J. Quilliam  
Vice President ..... O. A. Runchey  
Secretary-Treasurer ..... Robert Priebe  
Director ..... Richard Dunning  
Director ..... James Wallace

**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, William Guild, A. A. Murphy.

**FUNCTIONS**

A voluntary trade association composed of radio stations from the Great Lakes to the Pacific.

**ONLY**

**RADIO LUXEMBOURG**

**COVERS EUROPE**

**200,000 WATTS**

**18 HOURS PER DAY**

**82% TOTAL RADIO HOMES**

**50% AVERAGE LISTENERSHIP**

(France and Belgium)

**Exclusive Representation:**

**CONTINENTAL EUROPE**

Informations et  
Publicite, Paris

**GREAT BRITAIN**

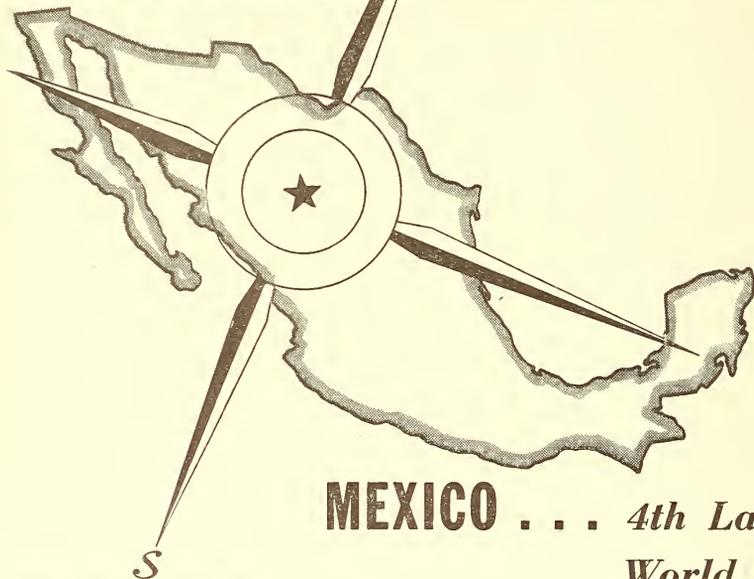
Radio Luxembourg  
Advertising, Ltd., London

**U. S. A.**

**GUY BOLAM • 175 FIFTH AVENUE, NEW YORK 10, N. Y.  
GRameray 5-5463**

# MEXICO

## THE NEW SALES FRONTIER IS SOUTH



### MEXICO . . . 4th Largest U. S. World Market

#### KNOWLEDGE

of the people and their buying habits.

#### EXPERIENCE

with successful campaigns of U. S.'s most successful sponsors.

#### FACILITIES

to reach all Mexico's 22 million consumers and more . . . economically.

MEXICO is a mighty good neighbor in dollar-volume purchases of U. S. goods: 5 times more in 1946 than in 1940, totalling nearly a half billion dollars. Mexico, 4th largest market in U. S. world trade, is a new world of trade for advertisers like Bayer, Canada Dry, Colgate, Parker, Sidney Ross, GE, Coca Cola and scores more. They sell Mexico's 22 million consumers through Latin America's most important network—the 116 stations of Radio Programas de Mexico. RPM covers all the Mexican (Central and South American) market. Its 50,000 watters pour into centers of population; its 250 watters conserve power (and your budget) where buying centers are smaller.

Here is a market equal in population to Ohio and New York combined. But, unlike the U. S., where channels of distribution are filling, Mexican demand is never-ending. Competition is almost unknown. Investigate your opportunity for mass distribution in this virtually untapped mass market. YOUR new sales frontier is South . . . through the 116 stations of RPM.



## RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

The New Sales Frontier is South

P. O. Box 1324, Mexico, D. F. • Emilio Azcarraga, Pres. • Clemente Serna Martínez, V. Pres. & Gen. Mgr.

# INTERNATIONAL

*International Broadcast Stations  
Of The United States*

•

*CBS and NBC Latin-American Networks*

•

*Mexico*

•

*Central America*

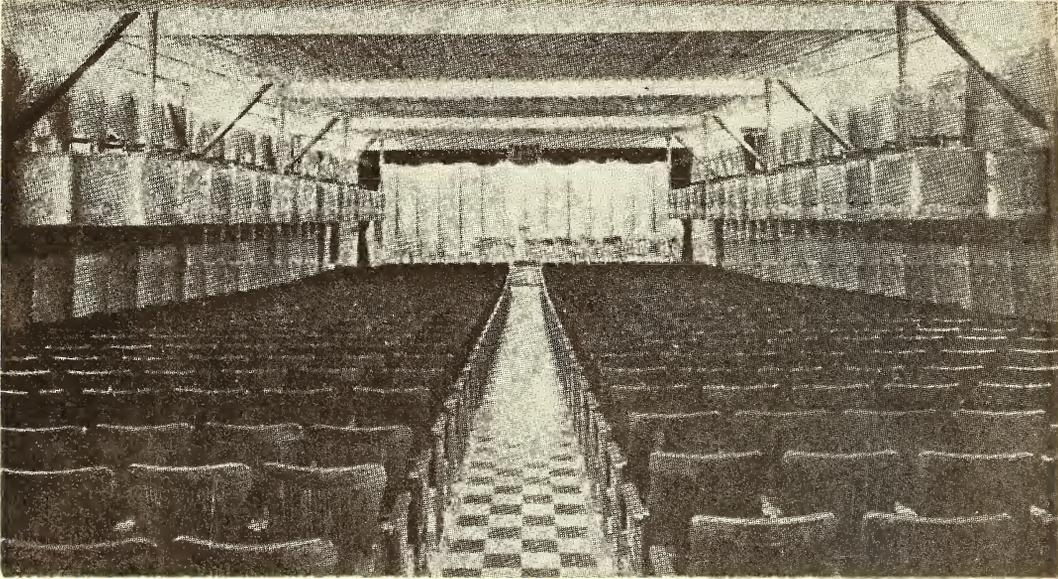
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*South America*

# 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 UNITED STATES

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power</i>
The Associated Broadcasters, Inc. San Francisco, California.....	KWID	6060, 9570, 11870, 11890, 11900, 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, California.....	KWIX	6060, 9570, 11870, 11890, 11900, 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCBN	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCBX	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCDA	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	10 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCRC	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey.....	WOOC	6120, 9650, 9700, 11810, 15130, 17830, 21500	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey.....	WOOW	6120, 9650, 9700, 11810, 15130, 17830, 21500	50 kw
Columbia Broadcasting System, Inc. Delano, California .....	KCBA	6170, 9670, 9700, 9750, 11770, 11810, 15130, 15150, 15330, 17780, 21460	50 kw
Columbia Broadcasting System, Inc. Delano, California .....	KCBF	6170, 9670, 9700, 9750, 11770, 11810, 15130, 15150, 15330, 17780, 21460	50 kw
Columbia Broadcasting System, Inc. Delano, California .....	KCBR	6170, 9670, 9700, 9750, 11770, 11810, 15130, 15150, 15330, 17780, 21460	200 kw
The Crosley Corporation Bethany, Ohio .....	WLWL	6080, 9550, 9700, 11710, 11810, 15250, 15350, 21650, 21690	200 kw
The Crosley Corporation Bethany, Ohio .....	WLWR	6080, 9550, 9700, 11710, 11810, 15250, 15350, 21650, 21690	200 kw
The Crosley Corporation Bethany, Ohio .....	WLWS	6080, 9550, 9700, 11710, 11810, 15250, 15350, 21650, 21690	200 kw
The Crosley Corporation Mason, Ohio .....	WLWK	6080, 9590, 11710, 11790, 15250, 17800, 21650	50 kw
The Crosley Corporation Mason, Ohio .....	WLWO	6080, 9590, 11710, 11790, 15250, 17800, 21650	75 kw
General Electric Company Schenectady, New York.....	WGEA	6190, 9530, 9550, 11770, 11810, 15330, 17880, 21500, 21590	50 kw

General Electric Company Schenectady, New York.....	WGEO	6190, 9530, 9550, 11770, 11810, 15330, 17880, 21500, 21590	100 kw
General Electric Company Schenectady, New York.....	WGEX	6190, 9530, 9550, 11770, 11810, 15330, 17880, 21500, 21590	25 kw
General Electric Company Belmont, California .....	KGEI	6190, 9530, 9550, 9670, 11730, 11790, 15130, 15210, 15330, 17780, 17880	50 kw
General Electric Company Belmont, California .....	KGEX	6190, 9530, 9550, 9670, 11730, 11790, 15130, 15210, 15330, 17780, 17880	100 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WNBI	6100, 9670, 11870, 11893, 15150, 17780, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WRCA	6100, 9670, 11870, 11893, 15150, 17780, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WNRA	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WNRE	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WNRI	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WNRX	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Dixon, California .....	KNBA	6060, 6120, 9650, 9700, 11790, 11890, 15250, 15330, 17780, 21630	50 kw
National Broadcasting Co., Inc. Dixon, California .....	KNBI	6060, 6120, 9650, 9700, 11790, 11890, 15250, 15330, 17780, 21630	50 kw
National Broadcasting Co., Inc. Dixon, California .....	KNBX	6060, 6120, 9650, 9700, 11790, 11890, 15250, 15330, 17780, 21630	200 kw
Westinghouse Radio Stations, Inc. Hull, Mass. ....	WBOS	6140, 9570, 11870, 15210, 17780, 21540	50 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	WRUA	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	50 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	*WRUL	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	50 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	WRUS	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	50 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	*WRUW	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	20 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	**WRUX	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	10 kw

\* Used partially by World Wide for its own broadcasts.

\*\* Used exclusively by World Wide for its own broadcasts.

# **La Cadena De Las Americas**

## **(The Network of the Americas)**

### **of**

# **THE COLUMBIA BROADCASTING SYSTEM**

### — PERSONNEL —

Director of Shortwave Broadcasts and Latin American Relations.....	Edmund Chester
Assistant Director of Shortwave Broadcasts.....	John W. Hundley
Executive Assistant in Charge of Operations.....	Tony Kräber
Shortwave News Director.....	Lawrence S. Haas
Asst. Director of Latin American Relations.....	Roberto Unánue
Assistant in Charge of Program Planning.....	Merrill C. Phillips
Supervisor of Press Information and Listener Relations.....	Margaret E. Kennedy
Supervisor of Production.....	Russ Johns
Supervisor of Script Dept.....	Isabel Redman
Supervisor of Talks Programs.....	Jean MacInnis
Editor of Special Programming for Latin America.....	Carlos Videla
Supervisor of Spanish Section.....	Tomás Pérez
Supervisor of Portuguese Section.....	Luis Játoba
Day Editor, Shortwave News.....	Mortimer Dank
Night Editor, Shortwave News.....	Henry Lepidus
Shortwave News Analysis.....	Frederick Silber
Feature Editor, Shortwave News.....	Dan Harvey
Far East Editor, Shortwave News.....	Ruth Lewis

## — 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

## 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

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
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 .....	1304	250
HCBT.....	La Voz de la Libertad .....	Quito .....	9355	250

**CBS LATIN-AMERICAN NETWORK**

**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**

<i>Call Letters</i>	<i>Station Name and/or Owner</i>	<i>Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
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 Radiofifusion .....	Port-au-Prince .....	1230	150
HH3W.....	Station de Radiofifusion .....	Port-au-Prince .....	9890	250

**HONDURAS**

HRN.....	La Voz de Honduras .....	Tegucipalpa .....	5875	750
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**MEXICO**

XEQ.....	Radio Pan Americana, S.A. ....	Mexico City .....	940	50000
XEQQ.....	Radio Pan Americana, S.A. ....	Mexico City .....	9680	1000
XEA.....	.....	Campeche, Cam. ....	1370	1000
XEBU.....	.....	Chihuahua, Chih. ....	1260	500
XEBL.....	La Voz del Noroeste .....	Culiacan, Sin. ....	1260	500
XEHL.....	.....	Guadalajara, Jal. ....	1370	500
XEHQ.....	.....	Hermosillo, Son. ....	590	300
XEDS.....	.....	Mazatlan, Sin. ....	1420	500
XEFC.....	La Voz de Yucatan .....	Merida, Yuc. ....	1340	250
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. ....	Torreón, 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
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## 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

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
ZP3.....	Radio Teleco .....	Asuncion .....	700	12000
ZPA3.....	Radio Teleco .....	Asuncion .....	11850	1200

## PERU

OAX6C.....	Radio Continental .....	Arequipa .....	1370	300
OAX6D.....	Radio Continental .....	Arequipa .....	9500	250
OAX6E.....	Radio Continental .....	Arequipa .....	6235	300
OAX4A.....	Radio Nacional del Peru .....	Lima .....	854	10000
OAX4Z.....	Radio Nacional del Peru .....	Lima .....	6082	14000
OAX4U.....	Radio America .....	Lima .....	1030	1000
OAX4V.....	Radio America .....	Lima .....	5940	500
OAX4W.....	Radio America .....	Lima .....	9440	500

## PUERTO RICO

WKAQ.....	.....	San Juan .....	620	5000
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## URUGUAY

CX16.....	Radio Carve .....	Montevideo .....	850	50000
CX24.....	La Voz del Aire .....	Montevideo .....	1010	5000
CXA8.....	Short Wave .....	Colonia .....	9620	20000
CXA14.....	Short Wave .....	Colonia .....	11820	1000
—Radio Carve Network				
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 and Special Events and International Relations.....	William F. Brooks
Assistant to the Vice President.....	Fred B. Bate
Assistant to the Vice President.....	Stanley P. Richardson
Radio Facilities Engineer.....	Raymond F. Guy
Director of Station Relations.....	Cal J. Abraham
Day Program Supervisor.....	Frank W. Nesbitt
Chief, Spanish-Language Section.....	Alberto N. Ganderó
Chief, Portuguese-Language Section.....	James I. Christie
Production Manager.....	Raymond S. Green
Supervisor of Music Section.....	Edith Roth
Chief of Traffic Section.....	Earl Harder

### ARGENTINA

#### Radio Splendid Network (Red Argentina de Emisoras Splendid)

Station	Name	Location	Kilocycles	Watts
LR4.....	Radio Splendid .....	Buenos Aires .....	990	50000
LRS.....	Radio Splendid .....	Buenos Aires .....	9320	25000
LRS1.....	Radio Splendid .....	Buenos Aires .....	6065	10000
			5985	10000
LRS2.....	Radio Splendid .....	Buenos Aires .....	11970	5000
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	2500
LU5.....	de la Red Splendid.....	Neuquen .....	1130	2500
LW8.....	de la Red Splendid.....	Jujuy .....	1130	2500
LW7.....	de la Red Splendid.....	Catamarca .....	730	2000
LU4.....	Radio Comodoro Rivadavia.....	C. Rivadavia .....	640	1500
LU6.....	Radio Atlantica.....	Mar del Plata.....	1300	1500
LU8.....	Radio Bariloche.....	Bariloche .....	1130	1500
LU12.....	Radio Rio Gallegos.....	Rio Gallegos .....	680	1500

### BOLIVIA

CP20.....	Radio El Condor.....	La Paz .....	900	1000
CP15.....	Radio El Condor.....	La Paz .....	5875	1500
CP18.....	Radio El Condor.....	Oruro .....	6140	250
CP1.....	Radio Chuquisaca.....	Sucre .....	9500	800
CP41.....	Radio Chuquisaca.....	Sucre .....	1325	80
CP22.....	Radio Internacional .....	Potosi .....	6130	1000

### CHILE

CB114.....	Corporacion Chilena de Broadcasting y Television, S. A.....	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

Station	Name	Location	Kilocycles	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	1000
			690	5000
HJCT	Radiodifusora Nacional	Bogota	6200	10000
HJCQ	Radiodifusora Nacional	Bogota	4955	2500
HJDK	La Voz de Antioquia	Medellin	770	10000
HJDE	La Voz de Antioquia	Medellin	6145	10000
HJAN	Emisoras Unidas	Barranquilla	730	10000
HJAB	Emisoras Unidas	Barranquilla	4875	5000
HJAB-FM	Emisoras Unidas	Barranquilla	90 mc	500
HJGK	Radio Santander	Bucaramanga	1280	1000
HJGB	Radio Santander	Bucaramanga	4775	2500
HJFE	La Voz de Pereira	Pereira	1170	1000
HJFA	La Voz de Pereira	Pereira	6054	5000
HJAF	Emisoras Fuentes	Cartagena	1240	1000
HJAE	Emisoras Fuentes	Cartagena	4965	1000

## COSTA RICA

TPIG	La Voz de la Victor	San Jose	625	10000
TPIG	La Voz de la Victor	San Jose	9615	2500

## CUBA

### CMQ Network (Circuito CMQ)

CMQ	Circuito CMQ	Habana	640	25000
COCQ	Circuito CMQ	Habana	8825	1000
CMHQ	del Circuito CMQ	Santa Clara	630	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 de Rio	920	1000

## DOMINICAN REPUBLIC

HIX	Radiodifusora Oficial	Ciudad Trujillo	6080	7500
HI9B	Broadcasting "Hotel Mercedes"	Santiago	6383	400

## ECUADOR

HCJB	La Voz de los Andes	Quito	974	1500
HCJB	La Voz de los Andes	Quito	4108	1000
HCJB	La Voz de los Andes	Quito	6240	1000
HCJB	La Voz de los Andes	Quito	9958	1000
HCJB	La Voz de los Andes	Quito	12455	10000
HCJB	La Voz de los Andes	Quito	15115	1000
HCJB	La Voz de los Andes	Guayaquil	700	400
HC2ET	Radio El Telegrafo	Guayaquil	1160	250
HC2GI	Radio El Telegrafo	Guayaquil	4712	400

## 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) Estacion	Guatemala City	640	10000
TGWA	Le Vez de Guatemala Cultural	Guatemala City	15170	10000
			9760	10000
TGWB	La Voz de Guatemala) Estacion	Guatemala City	6440	1000
TGWC	La Vez de Guatemala Cultural	Guatemala City	1520	1000

**NBC LATIN-AMERICAN NETWORK**

**HAITI**

Station	Name	Location	Kilocycles	Watts
HHGM.....	Magloire Broadcasting Circuit.....	Port-au-Prince	1473	1000
HHEM.....	Magloire Broadcasting Circuit.....	Port-au-Prince	9660	1000
HHCM.....	Magloire Broadcasting Circuit.....	Port-au-Prince	6165	1000

**HONDURAS**

HRN.....	La Voz de Honduras.....	Tegucigalpa	5875	750
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**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 15160	10000 10000

*XEW Network (Cadena XEW—Radio Programas de Mexico)*

XEBI.....	Pedro C. Rivas.....	Aguascalientes, Ags.	1360	250
XEA.....	Luis A. Maury.....	Campeche, Camp.....	1370	1000
XEFQ.....	Domingo B. Lopez.....	Cananea, Son.....	980	500
XENC.....	Juventino Lozano S.....	Celaya, Gto.....	1540	250
XEP.....	Esteban Parra.....	Ciudad Juarez, Chih.	1300	500
XETR.....	Tomas Oliva Banuelos.....	Ciudad Valles, S.L.P.	1490	125
XEBJ.....	Fernando Elizalde.....	Ciudad Victoria, Tamps.....	1340	250
XERL.....	J. Roberto Levy.....	Colima, Col.....	1280	250
XEY.....	Juan Gutierrez Y.....	Cuernavaca, Mor.....	980	150
XESA.....	Modesto R. Perez.....	Culiacan, Sin.....	1360	500
XEFI.....	V. Munoz Ayarza.....	Chihuahua, Chich.....	1440	1000
XEE.....	Jose Vazquez R.....	Durango, Dgo.....	1280	250
XEPF.....	Luis Enrique Enciso.....	Ensenada, B. C.....	1400	200
XEHL.....	Alejandro Diaz.....	Guadalajara, Jal.....	1110	1000
XEJT.....	Jose Torres Morales.....	Guanajuato, Gto.....	570	100
XEDR.....	Modesto Ortega.....	Guaymas, Son.....	1490	250
XEBH.....	Jose Remigio Agraz.....	Hermosillo, Son.....	920	1000
XEBO.....	Alfonso Martinez V.....	Irapuato, Gto.....	1330	500
XEKL.....	Carlos Ferraez Matos.....	Jalapa, Ver.....	550	250
XELG.....	Manuel E. Obregon.....	Leon, Gto.....	680	5000
XER.....	Enrique Garcia P.....	Linares, N. L.....	1260	250
XECF.....	Francisco Perez Jr.....	Los Mochis, Sin.....	1410	1000
XEAM.....	Manuel L. Salinas.....	Matamoros, Tamps.....	1400	250
XERJ.....	Rafael Elizalde.....	Mazatlan, Sin.....	1320	500
XEME.....	Perfecto Villamil.....	Merida, Yuc.....	1270	500
XECL.....	Armando Maldonado.....	Mexicali, B. C.....	990	5000
XEDW.....	Daniel Schacht P.....	Minatitlan, Ver.....	1260	250
XEFB.....	Mario Quintanilla G.....	Monterrey, N. L.....	630	1000
XEI.....	Tiburcio Ponce.....	Morelia, Mich.....	1400	250
XETM.....	J. Manuel Franco.....	Naco, Son.....	1350	1000
XEGL.....	Fausto M. Gomez.....	Navojoa, Son.....	1270	500
XEFE.....	Gaston Mascarenas.....	Nogales, Son.....	1370	1000
XEAX.....	Rafael T. Carranza.....	Nuevo Laredo, Tamps.....	960	1000
XETQ.....	Alberto Marquez Gonzalez.....	Oaxaca, Oax.....	1270	500
XEMU.....	Carlos Mora J.....	Orizaba, Ver.....	1370	250
XEHR.....	Alfonso L. Bres.....	Piedras Negras, Coah.....	580	250
XEJR.....	Roberto Canedo.....	Puebla, Pue.....	1090	250
XEJX.....	Justino Cervantes V.....	Queretaro, Qro.....	1450	250
XERT.....	Ignacio Magallon.....	Reynosa, Tamps.....	590	250
XEBX.....	Eugenio Rodriguez.....	Sabinas, Coah.....	610	500
XEDE.....	Blas Narro.....	Saltillo, Coah.....	1400	150
XECZ.....	Zeferino Z. Jimenez.....	San Luis Potosi, S.L.P.....	1430	1000
XES.....	Dr. Alfredo A. Cantu.....	Tampico, Tamps.....	1240	250
XERK.....	Tomas Mondragon.....	Tepic, Nay.....	1450	100
XEC.....	Luis Enrique Enciso.....	Tijuana, B. C.....	1310	250

Station	Name	Location	Kilocycles	Watts
XEBP.....	Alejandro O. Stevenson.....	Torreón, Coah. ....	1260	250
XETL.....	Calixto Almazán .....	Tuxpan, Ver. ....	1390	250
XEUF.....	Ignacio Navarro Quiroz.....	Uruapan, Mich. ....	550	300
XEU.....	Fernando Pazos Sosa.....	Veracruz, Ver. ....	960	500
XEDH.....	Remigio Ramos G.....	Villa Acuña, Coah..	1340	250
XELK.....	Victor Moreno Rivas.....	Zacatecas, Zac. ....	1280	250

## NICARAGUA

YNVP.....	La Voz de Nicaragua.....	Managua .....	6760	500
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## PANAMA

### *Radio Panamericana Network (Red Panamericana)*

HOA.....	Radio Panamericana .....	Panama City .....	1090	600
HOB.....	Radio Panamericana .....	Panama City .....	6175	500
HP5G.....	Radio Panamericana .....	Panama City .....	11780	600
HOG.....	Community Station .....	Panama City .....	840	500
HOJ.....	Radio Provincias .....	Chitre .....	1130	500
HOU.....	La Voz del Tachira.....	David .....	1025	250
HONS.....	Ondas Centrales .....	Santiago .....	1010	250
HOK.....	Cadena Panamena de Radiodifusión.....	Colon .....	640	500
HP5K.....	Cadena Panamena de Radiodifusión.....	Colon .....	6005	1000

## PARAGUAY

ZP9.....	Radio La Capital.....	Asunción .....	970	1500
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## PERU

OAX4A.....	Radio Nacional del Perú.....	Lima .....	854	10000
OAX4Z.....	Radio Nacional del Perú.....	Lima .....	6082	14000
OAX4T.....	Radio Nacional del Perú.....	Lima .....	9652	12000
OAX6A.....	Radio Arequipa .....	Arequipa .....	6042	200
OAX4P.....	Radio Huancayo .....	Huancayo .....	5980	250
OAX1A.....	Radio Delcar .....	Chiclayo .....	6700	300
OAX1B.....	Radio Piura .....	Piura .....	5595	300
OAX7A.....	Radio Cuzco .....	Cuzco .....	6128	250

## PUERTO RICO

WNEL.....	El Eslabón de las Américas.....	San Juan .....	860	5000
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## URUGUAY

### *El Espectador Network (La Cadena Uruguaya de Radioifusión)*

CX-14.....	Radio El Espectador.....	Montevideo .....	810	15000
CXA-19.....	Radio El Espectador.....	Montevideo .....	11835	5000
CXW.....	Radio El Espectador.....	Montevideo .....	3470	2500
CX-18.....	Radio Libertad-Sport .....	Montevideo .....	890	5000
CW-1.....	Radio Popular .....	Colonia .....	550	4500
CW-19.....	Difusora Rochense .....	Rocha .....	1340	50
CW-23.....	Radio Cultural .....	Salto .....	820	250
CW-33.....	Radio Florida .....	Florida .....	1200	250
CW-35.....	Radio Paysandu .....	Paysandu .....	1240	250
CW-43.....	Radio Lavalleja .....	Minas .....	1420	500
CW-45.....	Difusora Treinta y Tres.....	Treinta y Tres.....	1390	250
CW-47A.....	Radio Welcome .....	San José .....	1510	100

## VENEZUELA

YV5RA.....	Radio Caracas .....	Caracas .....	960	10000
YV5RN.....	Radio Caracas .....	Caracas .....	4920	7500
YV3RE.....	Radio Barquisimeto .....	Barquisimeto .....	4990	4000
YV3RN.....	Radio Barquisimeto .....	Barquisimeto .....	1475	3000
YV2RV.....	La Voz del Tachira.....	San Cristóbal .....	980	325
YV2RN.....	La Voz del Tachira.....	San Cristóbal .....	4830	1300
YV4RA.....	La Voz de Carabobo .....	Valencia .....	1350	830
YV4RO.....	La Voz de Carabobo .....	Valencia .....	4780	195
YV1RK.....	Radio Popular .....	Maracaibo .....	1250	437
YV1RL.....	Radio Popular .....	Maracaibo .....	4810	227
YV6RE.....	Emisoras Unidas .....	Barcelona .....	1080	200
YV6RH.....	Emisoras Unidas .....	Barcelona .....	3450	1500
YV1RW.....	Radio Coro .....	Coro .....	1370	195
YV1RY.....	Radio Coro .....	Coro .....	4770	1000
YV1RO.....	Radio Trujillo .....	Trujillo .....	3310	625
YV2RC.....	La Voz de la Sierra.....	Merida .....	3420	320

# **Radio Programas de Mexico, S. A.**

*Head Office:* 52 Ayuntamiento Street

*General Offices:* 11 J. M. Marroqui Street

*Phones:* Head Office: 35-13-73—12-72-34

General Offices: 36-29-01—12-65-44—13-91-14

*P. O. Box 1324*

*Mexico City, Mexico.*

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## — P E R S O N N E L —

President .....	Emilio Azcarraga
Vice-President & General Manager.....	Clemente Serna Martínez
Manager.....	Adrian R. Lajous
Assistant Manager—Commercial.....	A. E. Ontiveros
Assistant Manager—Accounting.....	H. Niño Medina
Assistant to Vice-President.....	Joaquín de la Garza
Advertising Department.....	Homero Rios D.

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## AFFILIATED STATIONS IN MEXICO

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEBI	Aguascalientes, Ags.	XEMR	Monterrey, N. L.
XEA	Campeche, Camp.	XEI	Morelia, Mich.
XEFQ	Cananea, Son.	XELQ	Morelia, Mich.
XENC	Celaya Gto.	XETM	Naco, Son.
XEP	C. Juarez, Chih.	XEGL	Navajoa, Son.
XEOX	C. Obregon, Son.	XEHF	Nogales, Son.
XEBJ	C. Victoria, Tamps.	XEFE	Nuevo Laredo, Tamps.
XERL	Colima, Col.	XEAX	Oaxaca, Oax.
XEAG	Cordoba, Ver.	XETQ	Orizaba, Ver.
XEY	Cuernavaca, Mor.	XEPP	Orizaba, Ver.
XESA	Culiacan, Sin.	XEPK	Pachuca, Hgo.
XEBL	Culiacan, Sin.	XEAT	Parral, Chih.
XEFI	Chihuahua, Chih.	XEMU	Piedras Negras, Coah.
XEBU	Chihuahua, Chih.	XEHR	Puebla, Pue.
XEE	Durango, Dgo.	XECD	Puebla, Pue.

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEDU	Durango, Dgo.	XEJX	Queretaro, Qro.
XEPF	Ensenada, B. C.	XERT	Reynosa Tamps.
XEMA	Fresnillo, Zac.	XEBX	Sabinas, Coah.
XELW	Guadalajara, Jal.	XEDE	Salttillo, Coah.
XEHL	Guadalajara, Jal.	XESJ	Salttillo, Coah.
XEJT	Guanajuato, Gto.	XECZ	San Luis Potosi, S. L. P.
XEDR	Guaymas, Son.	XEBM	San Luis Potosi, S. L. P.
XEHQ	Hermosillo, Son.	XES	Tampico, Tamps.
XEBH	Hermosillo, Son.	XETU	Tampico, Tamps.
XEBO	Irapuato, Gto.	XETS	Tapachula, Chia.
XEWE	Irapuato, Gto.	XEWJ	Tehuacan, Pue.
XEKL	Jalapa, Ver.	XERK	Tepic, Nay.
XEJA	Jalapa, Ver	XEXT	Tepic, Nay.
XELC	La Piedad, Mich.	XETZ	Teziutlan, Pue.
XELG	Leon, Gto.	XEC	Tijuana, B. C.
XEFM	Leon, Gto.	XECH	Toluca, Mex.
XER	Linares, N. L.	XEDN	Torreón, Coah.
XECF	Los Mochis, Sin.	XEBP	Torreón, Coah.
XEAM	Matamoros, Tamps.	XETL	Tuxpan, Ver.
XERJ	Mazatlan, Sin.	XEON	Tuxtla Gutierrez, Chis.
XETK	Mazatlan, Sin.	XEUF	Uruapan, Mich.
XEME	Merida, Yuc.	XEHV	Veracruz, Ver.
XEFC	Merida, Luc.	XEU	Veracruz, Ver.
XECL	Mexicali, B. C.	XEDH	Villa Acuna, Coah.
XEDW	Minatitlan, Ver.	XEVV	Villa Hermosa, Tab.
XEMF		XELK	Zacatecas, Zac.
XEFB	Monterrey, N. L.		

## 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

Call Letters	Frequency Kcs.	Power	Location	Owner or Operating Agency
XEA	1370	1000	Campeche, Cam.	Luis A. Maury
XEB	1220	100000	Mexico, D. F.	El Buen Tono, S. A.
XEC	1310	250	Tijuana, B. C.	Luis E. Enciso
XED	1050	5000	Mexicali, B. C.	Fernando Sanchez Mayans
XEE	1280	250	Durango, Dgo.	Jose Valenzuela
XEF	1420	100	Ciudad Juarez, Chih.	Jose Carlos Amaya
XEG	1050	100000	Monterrey, N. L.	La Voz de Norteamerica, S. A.
XEH	1420	1000	Monterrey, N. L.	Radio Tarnava, S. de R. L.
XEI	1400	250	Morelia, Mich.	Tiburcio Ponce
XEJ	970	5000	Ciudad Juarez, Chih.	Pedro Meneses, Jr.
XEK	970	500	Mexico, D. F.	Arturo Martinez
XEL	1260	1000	Mexico, D. F.	Fidel Hernandez Calderon
XEM	1390	500	Chihuahua, Chih.	Pedro Meneses, Jr.
XEN	690	5000	Mexico, D. F.	Guillermina P. del Conde
XEO	970	750	Matamoros, Tams.	Jose Maria Gonzalez
XEP	1300	500	Ciudad Juarez, Chih.	Esteban Parra
XEQ	940	50000	Mexico, D. F.	Radio Panamericana, S. A.
XER	1260	250	Linares, N. L.	Radio Linares, S. A.
XES	1240	250	Tampico, Tams.	Difusora Portena, S. de R. L.
XET	990	5000	Monterrey, N. L.	El Pregonero del Norte, S. A.
XEU	960	500	Veracruz, Ver.	Fernando Pazos Sosa.
XEW	900	100000	Mexico, D. F.	Cadena Radiodifusora Mexicana S.A.
XEX	730	250000	Mexico, D. F.	La Voz de Mexico
XEY	980	150	Cuernavaca, Mor.	Juan Gutierrez Torno
XEZ	600	2000	Merida, Yuc.	Jorge L. Palomeque
XEAA	1340	250	Mexicali, B. C.	Consuelo Tonella de Eguia
XEAC	690	5000	Tijuana, B. C.	Jorge I. Rivera
XEAD	1150	125	Guadalajara, Jal.	Alejandro Diaz
XEAG	1280	250	Cordoba, Ver.	Sucrs. Diodoro Zuniga
ZEAI	1320	500	Mexico, D. F.	Carmen Gutierrez
XEAM	1400	250	Matamoros, Tams.	Manuel L. Salinas
XEAO	910	250	Mexicali, B. C.	Juan C. Chavez
XEAP	1290	100	Ciudad Obregon, Son.	Emilio Manzanilla
XEAQ	1490	250	Agua Prieta, Son.	Manuel Rodriguez V.
XEAR	1450	250	Monterrey, N. L.	Radio Tiempo, S. de R. L.
XEAT	1250	250	Hidalgo del Par- ral, Chih.	Sucrs. Jorge Perez
XEAU	1470	5000	Tijuana, B. C.	Manuel Acuna Varela
XEAV	580	1000	Guadalajara, Jal.	Alfredo Vazquez
XEAW	1280	500	Monterrey, N. Y.	Jesus D. Gonzalez
XEAX	1270	500	Oxacaca, Oax.	Alvaro Rodriguez
XEBA	840	250-D	Guadalajara, Jal.	Jesus D. Gonzalez Garcia
XEBG	1500	1000	Tijuana, B. C.	Roberto Salazar
XEBH	920	1000	Hermosillo, Son.	Carlos Balderrama
XEBI	1360	250	Aguascalientes, Ags.	Pedro C. Rivas
ZEBJ	1450	100	Ciudad Victoria, Tams.	Fernando Elizalde
XEBK	1340	100	Nuevo Laredo, Tams.	J. Manuel Cortes
XEBL	1260	500	Culiacan, Sin.	Max Gomez Blanco
XEBM	1260	250	San Luis Potosi, S. L. P.	Benjamin Briones

Call Letters	Frequency Kcs.	Power	Location	Owner or Operating Agency
XEBO	1300	500	Irapuato, Gto.	Alfonso Martinez
XEBP	1260	250-N	Torreón, Coah.	La Voz de la Laguna, S.
XEBS	1410	250-N	Mexico, D. F.	Hispano Mexicano, S. A.
XEBU	1240	250	Chihuahua, Chih.	Enriqueta G. de Uranga
XEBW	1280	250	Chihuahua, Chih.	Radiomisoras del Norte S. de R. L.
XEBX	610	500	Sabinas, Coah.	Radiodifusoras Coah., S. A.
XEBZ	660	500	Mexico, D. F.	Vocero Mexicano, S. A.
XECD	1170	350	Puebla, Pue.	Roberto Canedo
XECF	1410	500-N	Los Mochis, Sin.	Francisco Perez H.
XECH	1490	250	Toluca, Mex.	Rodolfo Llamas
XECL	990	500	Mexicali, B. C.	Alfonso A. Lacarra
XECQ	1450	250	Culiacan, Sin.	Radio Culiacan, S. de R. L.
XECZ	1430	1000	San Luis Potosi, S. L. P.	Zeferino Z. Jimenez
XEDA	1290	1000	Mexico, D. F.	Publicidad Comercial de Mexico, S.A.
XEDE	1400	150	Saltillo, Coah.	Blas Narro Dunne
XEDF	790	1000	Nuevo Laredo, Tams.	Ruperto Villarreal
XEDH	1340	250	Villa Acuna, Coah.	Vincente Hernandez
XEDJ	1450	100	Magdalena, Son.	Jesus L. Rochin
XEDK	1250	500	Guadalajara, Jal.	Salvador Vazquez Tello
XEDL	1250	500	Hermosillo, Son.	Eufemia Esque de Vidal
XEDN	600	1000	Torreón, Coah.	Difusora del Norte, S. A.
XEDR	1490	500	Guaymas, Son.	Modesto Ortega
XEDS	1420	500	Mazatlan, Sin.	Alejandro A. Schober
XEDU	1400	150	Durango, Dgr.	Carlos C. Armas
XEDW	1260	250	Minatitlan, Ver.	Sucrs. Hector Silva Canto
XEFA	1340	250	Jalapa, Ver.	Adolfo Alvarez
XEFB	630	500-N	Monterrey, N. L.	Emisoras Incorporadas de Monterrey
XEFC	1300	500	Merida, Yuc.	Rafael Rivas Franco
XEFE	960	1000	Nuevo Laredo, Tams.	Rafael T. Carranza
XEFI	1400	1000	Chihuahua, Chih.	Pregonero del Edo. de Chihuahua
XEFM	1270	100	Leon Gto.	Sucrs. R. Ortiz Gonzalez
XEFO	1110	5000	Mexico, D. F.	Cadena Radio Nacional
XEFQ	980	500	Cananea, Son.	Pedro L. Diaz
XEFV	1240	250	Ciudad Juarez, Chih.	Dario Cordoba
XEFW	810	5000	Tampico, Tams.	Flores y Martinez
XEGL	1270	500	Navojoa, Son.	Fausto M. Gomez
XEGM	950	1000-N	Tijuana, B. C.	Gustavo Faist Fernandez
XEGW	250	250	Acambaro, Gto.	Jose Martinez Ramirez
XEGT	1490	250	Zamora Mich.	Radio Zamora S. de R. L.
XEHF	1370	1000	Nogales, Son.	Gaston Mascarenas
XEHK	960	250	Guadalajara, Jal.	Francisco E. Fregoso
XEHL	1010	500	Guadalajara, Jal.	Radiodifusoras de Occidente, S. A.
XEHQ	590	500	Hermosillo Son.	Radio Hermosillo, S. de R. L.
XEHR	1090	250	Puebla, Pue.	Manuel R. Canale
XEHV	1310	1000	Veracruz, Ver.	Juan A. Palavicini
XEJA	1400	100	Jalapa, Ver.	Adolfo Alvarez
XEJC	1420	150	Cuernavaca, Mor.	Eduardo Jimenez de la Cuesta
XEJE	1310	250	Guadalajara, Jal.	Guillermo Johnston
XEJP	1150	600-N	Mexico, D. F.	Delia Cubillas de Fernandez
XEJT	570	100	Guanajuato, Gto.	Jose Torres Morales
XEJW	1270	100	Jalapa, Ver.	Marino Caraza
XEJX	1450	250	Queretaro, Qro.	Radio Emisora Queretana S. de R. L.
XEKJ	1400	250	Acapulco, Gro.	Ramon Ortega Escobedo
XEKL	500	250	Jalapa, Ver.	Carlos Ferraz Matos
XEKS	1300	100	Saltillo, Coah.	Efrain Lopez
XELA	830	1000	Mexico, D. F.	Radio Metropolitana, S. A.
XELC	1600	1000	La Piedad, Mich.	Heriberto Guizar Castro
XELG	680	5000	Leon, Get.	Radio Impulsora del Cantro, S. A.
XELK	1280	250	Zacatecas, Zac.	Macias y Acevedo
XELL	1430	250	Veracruz, Ver.	Dolores G. Estrada de Ferreiro
XELO	800	100000	Ciudad Juarez, Chih.	Cia. Radiodifusora de P. Negras
XELQ	570	250	Morelia, Mich.	Francisco Laris Iturbide
XELT	920	250	Guadalajara, Jal.	Jose Tostado Lomeli
XELW	1340	250	Guadalajara, Jal.	Salvador Galindo de la Terre
XELZ	1440	1000	Mexico, D. F.	Maria Cardena de Zetina

. . .      **STATIONS OF MEXICO**      . . .

<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power</i>	<i>Location</i>	<i>Owner or Operating Agency</i>
XEMA	1340	100	Fresnille, Zac.	Jose Miguel Acevedo Meya
XEMC	1590	5000	Mexico, D. F.	Dolores G. Estrada de Ferreiro
XEME	1270	250	Merida, Yuc.	Carlos Villamil Cisero
XEMH	1400	250	Merida, Yuc.	Alvaro Barquet Y,
XEMJ	290	250-N	Piedras Negras, Coah.	Josus F. Elizondo
XEML	1500	1000	Mexico, D. F.	Roberto Valezzi Esparaza
XEMO	860	5000	Tijuana, B. C.	Fernando Federico Ferreira
XEMQ	1240	250	Merida, Yuc.	Lazaro Achurra Suarez
XEMR	1370	500	Monterrey, N. L.	Enrique Serna Martinez
XEMU	580	250-N	Piedras Negras, Coah.	Alfonso L. Bres
XEMX	1380	500	Mexico, D. F.	Publicada Comercial de Mexico S. A.
XENC	1540	250	Celaya, Gto.	El Heraldo dele Bajio
XENK	620	5000	Mexico, D. F.	Gral. Brig. Fernando Proal Pardo
XEON	1360	500	Tuxtla Gutierrez, Chis.	Enrique Valero Arambula
XEOX	1340	250	Ciudad Obregon, Son	Felipe G. de Leon
XEOY	1000	10000	Mexico, D. F.	Fomento de Radio, S. A.
XEPF	1400	200	Ensenada, B. C.	Luis Enrique Enciso
XEPH	590	5000	Mexico, D. F.	Pedro Riestra Biaz
XEPK	1180	1000	Pachuca, Hgo.	Radio Publicada Pachuca, Mgd.
XEPP	1450	250	Orizaba, Ver.	Radio Impulsora de Orizaba
XEQK	1350	1000	Mexico, D. F.	Guillermo Morales B.
XEQR	1030	1000	Mexico, D. F.	Cadena Radio Continental, S. A.
XERA	1490	250	Chihuahua, Chih.	Red. Nat. Radioemisora
XERB	1090	50000	Tijuana, B. C.	Interamericana de Radio, S. A.
XERC	790	1000	Mexico, D. F.	Radio Popular de Mexico, D. F.
XERF	1570	50000	Villa Acuna, Coah	Cia. Radiodifusora de Coahuila, S.A.
XERH	1500	200-N	Mexico, D. F.	"ARSE", S. A.
XERJ	1320	500	Mazatlan, Sin.	Oscar Perez E.
XERK	1450	100	Tepic, Nay.	Dario Mondragon
XERO	1490	250	Aguascalientes, Ags.	Radio Hidroterropolitana S. de R.L.
XERL	1280	250	Colima, Col.	J. Roberto Levy
XERT	590	250	Reynosa, Tams	Ignacio Magallon
XERW	1390	250	Leon, Gto.	Rafael C. Navarro
XERZ	1240	250	Leon, Gto.	Rafael C. Navarro
XESA	1360	500	Culiacan, Sin.	Pablos y Elizalde S. de R. L.
XESB	1400	100	Santa Barbara, Chih.	Domingo Salayandia Najera
XESF	1300	250	Morelia, Mich.	Jose Martinez Ramierex
XESJ	1250	500	Saltillo, Coah.	Froylan Mier Narro
XESL	1340	100	San Luis Potosi, S. L. P.	Josefina Delgado
XESM	1470	1000-N	Mexico, D. F.	Salvador Van Martin
XETB	1350	500	Torreon, Coah.	Leonor B. Vda. de Zaragoza
XETF	1250	500	Veracruz, Ver.	Sucrs. Jose Rodriguez Lopez
XETK	1490	250	Mazatlan, Sin.	Radio Emisora Occidental S. de R.L.
XETL	1390	250	Tuxpan, Ver.	Calixto Almazan
XETM	1350	1000	Naco, Son.	Jesus Manuel Franco
XEAO	1400	250	Tampico, Tams.	Radio Tiempo S. de R. L. C. C.
XETQ	1370	250	Orizaba, Ver.	Sucrs. Francisco Campos H.
XETR	1490	125	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos
XETS	630	100	Tapachula, Chis.	Wadelay Dominguez Correa
XETU	1460	1000	Tampico, Tams.	Impulsora Moderna del Radio, S. A
XETZ	1190	500	Teziutlan, Pue.	Ricardo Vazquez
XEUJ	550	300	Uruapan, Mich.	Ignacio Navarro
XEVV	970	500	Villahermosa, Ta	Sucrs. Ernesto Trujille Gurria
XEWE	1420	100	Irapuato, Gto.	Felipe Gallardo
XEWG	1490	250	Ciudad Juarez, Chih.	Carlos Mendez
XEWJ	1420	100	Tehuacan, Pue.	Mariano Caraza D.
XEXT	980	1000	Tepic, Nay.	Gobierno del Estado de Nayarit
XEXX	1420	2000	Tijuana, B. C.	Jose J. Clark, Fernando Federico

# STATIONS OF CENTRAL AND SOUTH AMERICA

## ARGENTINA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Bahia Blanca	LU2	900	5.0	S. A. Radio Bahia Blanca
Bahia Blanca	LU3	1150	10.0	Rades
Bahia Blanca	LU7	1240	5.0	Filomena Z. de Cennari & Hijos
Bariloche	LU8	590	1.0	Cia. Broadcasting de la Patagonia
Buenos Aires	LRA2	1190	5.0	Servicio Oficial
Buenos Aires	LS4	670	10.0	Juan G. Gonzales Speroni
Buenos Aires	LRA	750	10.0	Dirreccion General de Correos, Telegrafos
	LRA-1	9690 sw.	10.0	
	LRA-5	17720 sw.	10.0	
Buenos Aires	LS10	590	10.0	Victor J. Ruano
Buenos Aires	LR9	1030	5.0	Gregorio Echavarria
Buenos Aires	LR6	870	25.0	Eduardo Pellicciari
Buenos Aires	LR7 sw.	11840	50.0	
	LR3	950	90.0	Jaime Yankelevich
	LR71 sw.	6090	1.0	
Buenos Aires	LS1	710	50.0	Municipalidad de Buenos Aires
Buenos Aires	LR5	830	25.0	Alfred B. Dougall
Buenos Aires	LR4	990	50.0	Rades
	LRS sw.	9315	25.	
	LRS1 sw.	6065	50.0	
Buenos Aires	LS5	1110	3.0	Enrique Caride
Buenos Aires	LS6	1350	5.0	Ricardo A. Bernotti
Buenos Aires	LR1	1070	50.0	Empresa Editorial
	LRU	15290 sw.	25.0	Haynes Ltda., S. A.
	LRX	9660 sw.	25.0	
	LRX2	6120	1.0	
Catamarca	LW7	730	1.0	Rades
C. Rivadavia	LU4	640	1.0	Cia. Broadcasting de la Patagonia
Concordia	LT15	560	5.0	S. A. Radio Belgrano
Cordoba	LV3	620	10.0	Alberto P. Brouard
Cordoba	LV2	960	5.0	Luis Maunier
Cordoba	LW1	790	15.0	Rades
Corrientes	LT7	1340	1.0	
Jujuy	LW8	1130	1.0	Rades
La Plata	LR11	1390	1.5	Universidad Nacional de la Plata
La Plata	LS11	1310	30.0	Gobierno Prov. B. A.
Mar del Plata	LU6	1300	0.5	Radio Atlantica
Mendoza	LV10	1210	2.5	S. A. Radio Belgrano
Mendoza	LV6	630	10.0	Rades
Mendoza	LW2	1370	.5	Diario Los Andes
	LRM	6180	10.0	
Neuquen	LU5	1430	1.0	Rades
Posadas	LT4	1010	1.0	Rades
Resistencia	LT5	1080	1.5	Jose M. Noveri

• • • **LATIN-AMERICAN STATIONS** • • •

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Rio Gallegos	LU12	680	1.0	Cia. Broadcasting de la Patagonia
Rosario	LT2	1230	15.0	Rades
Rosario	LT1	780	10.0	Fernando Maliandi
Rosario	LT3	1160	5.0	Soc. Rural Cerealista
Rosario	LT8	840	0.25	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	3.0	Soc. Rodriguez Vila
Santa Fe	LT10	1320	0.5	Universidad Nacional
Santa Fe	LT9	1200	1.0	Soc. Roca Soler
Tucuman	LV7	820	2.0	Munoz y Cia.
La Rioja	LV14	1330	1.0	S. A. Radio Belgrano

**BOLIVIA**

Cochabamba	CP28	1360	0.250	S Simon University
	CP40	9570 sw.	0.15	
Cochabamba	CP43	850	.10	R. Zapata
Cochabamba	CP44	1160	0.00	Victor Veltze
Cochabamba	CP47	6060	.10	Victor Veltze
Cochabamba	CP39	6160 sw.	0.15	R. Zapata
Cochabamba	CP45	1090	0.05	E. Bustillos
La Paz	CP3	1390	5.00	Costas Hermanos
	CP2	6110 sw.	5.00	Costas Hermanos
	CP38	9505 sw.	.50	Costas Hermanos
La Paz	CP4	1040	10.00	Dept. of Communications of Bolivian Govt.
	CP5	6200 sw.	1.00	
La Paz	CP8	1450	0.25	L. Salcedo
La Paz	CP10	1090	0.05	L. Suarez
La Paz	CP12	6150 sw.	0.25	Owned and Operated by Catholic priests
La Paz	CP29	1350	0.1	
La Paz	CP16	1220	0.10	R. Mena
Oruro	CP18	6070 sw.	0.25	R. Pelaez
La Paz	CP14	1250	.25	Javier Romero
La Paz	CP26	1510	0.05	G. Velazco
La Paz	CP31	975	.25	E. Loza B.
La Paz	CP46	770	.25	L. F. Villanueva
La Paz	CP19	1145	.30	Augustin Aspiazu
La Paz	CP20	900	0.25	Ramon Pelaez
La Paz	CP15 sw.	6120 sw.	1.00	Ramon Pelaez
La Paz	CP32	620	.25	Juan C. Salinas
La Paz	CP35	800	.50	Calvimontes Hnos.
La Paz	CP48	1110	.10	City Govt.
La Paz	CP33	1310	.10	A. Ramirez
La Paz	CP60	1420	.25	G. Subicta
La Paz	CP53	1560	.07	Marco Gareaga
La Paz	CP34	680	0.25	Enriqueta Ruiz
Sucre	CP25	930	.15	R. Villarroel
Oruro	CP36	1420	.05	Enrique Wanting
La Paz	CP11	930	.15	G. Saavedra P.
La Paz	CP9	6185 sw.	.25	B. de Chang
Oruro	CP37	6190 sw.	.25	Mariaca y Cia.
Potosi	CP52	800	.07	J. Lazarte
Potosi	CP22	6130 sw.	0.25	M. Valda T.
Sucre	CP21	9570 sw.	.35	G. Donosa T.
Sucre	CP41	1325	.10	B. Camacho
Sucre	CP1	9500	.35	B. Camacho
Sucre	CP51	1420	.25	B. de Chang
Tarija	CP23	6170 sw.	.10	R. Marquez
Tupiza	CP58	6140 sw.	.13	H. Bernal

# BRAZIL

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Alegrete	ZYE-9	1510	0.1	E. R. Radio Cultura de Alegrete
Amparaio	ZY	1600	0.1	Radiodifusora Amparo Ltda.
Anapolis	ZYJ3	1480	0.5	Radio Caraja Ltda.
Andradina	ZY	1010	0.25	Radio Andradina Ltda.
Apucarana	ZY	1510	0.1	Radiodifusora Apucarana Ltda
Aracaju	PRJ6	630	1.	Jose Nunes Robello
Aracatuba	PRJ8	1330	0.5	Joao Ferraz S. br.
Araguari	ZYG3	930	5.0	Dr. Arcino Santos
Araraquara	PRD4	1370	0.5	Romulo Lupo
Araxa	ZYI4	1460	0.25	Radio Imbiara de Araxa
Assis	ZYA9	1530	0.1	
Avare	ZY	1570	0.1	Radio Avare Ltda.
Bage	ZY	1460	0.25	Soc. Difusora Radio Cultura
Barbacena	ZY	1530	0.1	Radio Barbacena Ltda.
Barra do Pirai	ZY	1600	0.1	Radio Dif. Vale do Paraiba Ltda.
Barra Mansa	ZY	970	0.25	Radio Sul Fluminense Ltda.
Barretos	PRY7	1530	0.1-0.25	
Batatais	ZY	1540	0.1	Soc. Radio Dif. de Batatais
Bauru	PRG8	1210	1.0	Joao Simonetti
Bebedouro	ZYG6	1580	0.1	Radio Bebedouro S. A.
Belem	PRC5	1450-4865 sw.	0.25	Roberto Camelier
Belo Horizonte	PRC7	690	3.	Dr. Alberto Deodato
Belo Horizonte	PRH6	1340	3.	Lauro Souza Barros
Belo Horizonte	PPI3	880	25.	Luis Bessa
Blumeneau	PRC4	1330	0.25	Joao Medeiros, Jr.
Botucatu	PRF8	1540	0.1	Emilio Pedute
Braganca	ZY	1540	0.1	Radio Braganca Ltda.
Cachoeira de Itapemerin	ZY	1.	0.5	Radio c. de Itapemerin Ltda.
Cachoeira do Sul	ZYF-4	1250	0.25	E. R. Radio Cultura C. do Sul
Cambara	ZYA3	1590	0.1	
Campinas	PRC9	1170	1.	Antonio Tepedino Pagino
Campos	PRF7	1110	5.0	Dr. Marro Ferraz Sampaio
Campo Grande	PRJ7	1510	4.25	Dr. Antonio A. Campos
Carangola	ZY	1510	0.1	Radio Carangola Ltda.
Carazinho	ZYF-8	1550	0.1	E. R. Radio Cultura de Carazinho
Catanduva	ZYD5	1510	.1	
Caxambu	ZYC2	1570	4.1	
Caxias do Sul	ZYF-3	1460	0.25	E. R. Radio Cultura de Caxias do Sul
Convencao de Itu	ZY	1530	0.1	Radio Emisora Convencao de Itu
Corumba	ZYA2	1490	2.0	Tedomiro Serra
Cruz Alta	ZYF-9	1530	0.1	E. R. Radio Cultura de C. Alta
Cruzeiro	PRG6	640	0.5	Romoaldo Canevari
Ciuaba	PRH3	1160	1.	A Voz do Oeste
Curityba	PRB2	1440	5.	Epaminondas Santos
Divinopolis	ZYH2	1550	0.1	Radio Cultura de Divinopolis
Erechim	ZYF-7	1250	0.25	E. R. Radio Cultura de Erechim
Formiga	ZYB6	1530	0.1	
Fortaleza	PRE9	1200	10.	Waldemas Cartolano
Fortaleza	ZY	1420	0.25	Radio Educadora do Ceara Ltda.
Franca	PRB5	1240	.5	
Friburgo	ZY	1550	0.1	Radio Soc. Friburgo Ltda.
Goiania	ZYD8	1320	2.0	
Guaratingueta	ZYG2	1250	.25	
Guaruja	ZY	....	0.1	Radio Guaruja Paulista Ltda.

• • •      **LATIN-AMERICAN STATIONS**      • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Irati .....	ZY	1510	0.1	Radio Club Pontagrossense S. A.
Itajuba .....	ZY15	1570	0.1	
Itajuba .....	ZY	1330	0.5	Radio Educadora de Itajuba Ltda.
Itapetininga .....	PTD9	970	0.25	
Itaperuna .....	ZY	1570	0.1	Radio Itaperuna Ltda.
Itapeva .....	ZY	1520	0.1	Radio Club de Itapeva
Itarare .....	ZYA7	1550	0.1	
Ituiutaba .....	ZY	1550	0.1	Radio Platina Ltda.
Jaboticabal .....	PRG4	1250	0.25	Oswaldo Fernandes
Jacarezinho .....	ZY	1560	0.1	Soc. Radio Dif. Jacarezinho Ltda.
Jau .....	PRG7	1010	0.25	Ulisses Newton Ferreira
Joacaba .....	ZY	1510	0.1	Radio Soc. Catarinense Ltda.
Joazeiro .....	ZY	1250	0.25	Radio Joazeiro Ltda.
Joao Pessoa .....	PP14	1110	1.0	Dr. Abelardo Juruema
Joao Pessoa .....	ZY	1160	5.	Radio Cariri Ltda.
Joinville .....	ZYA5	1600	0.1	
Juiz de Fora .....	PRB3	1010	0.5	Pedro Concalves de Oliveira
Jundiai .....	ZYE6	1570	0.1	Radio Difusora Jundiaense
Laguna .....	ZY	970	0.25	Radio Dif. de Laguna Ltda.
Lavras .....	ZY16	1560	0.1	Radio Cultura do Oeste S. A.
Leopoldina .....	ZY	1560	0.1	Radio So. Leopoldina Ltda.
Limeira .....	PPJ5	1550	0.1	Ary Levy Pereira
Lins .....	ZYB3	1550	0.1	
Livramente .....	ZY	1250	0.25	Soc. Difusora Radio Cultura
Londrina .....	ZYD4	820	0.25	
Lorena .....	ZYH9	1580	0.1	Radio Club de Lorena S. A.
Lucelia .....	ZY	1540	0.1	Radio Difusora Lucelia Ltda.
Macapa .....	ZY	1460	0.25	Radio Govrno do T. de Amapa
Manaos .....	PRF6	4895 sw.	0.25	Dr. V. Pareto Neto
Marillia .....	PP12	1090	1.0	
Montes Claros .....	ZYD7	680	5.0	
Muriae .....	ZYD2	1590	0.1	
Natal .....	ZYB5	1270	1.	
Nittheroy .....	PRD8	1030	5.	Jose Augusto Mendes
Olimpia .....	ZYG8	1500	0.1	Radio Difusora Olipa Ltda.
Paranagua .....	ZYC5	1460	0.25	
Parnaiba .....	PRE6	1470	1.	Tte. Custodio Fontes
Passos .....	ZY	1550	0.1	Radio Soc. de Passos Ltda.
Paso Fundo .....	ZYF-5	580	0.25	E. R. Radio Cultura de P. Fundo
Patos .....	ZYB4	1530	0.1	
Pelotas .....	PRH4	1320	0.5	
Pelotas .....	PRC3	580	0.25	Carlos G. Sica
Petropolis .....	PRD3	1480	1.0	Atakualpa Dias
Piau .....	ZY	1510	0.1	Piau Radio Club Ltda.
Pirajui .....	ZY	1520	0.1	Radio Perajui Ltda.
Perassununga .....	ZY13	1520	0.1	Radio Difusora de Pirassununga
Piricicaba .....	PRD6	820	0.25	Carlos Rodrigues Viana
Pocos de Calda .....	PRH5	1160	0.25	Joao Sampaio Goes
Ponta Grossa .....	PRJ2	1250	0.5	Benedito Meira Borges
Ponte Nova .....	ZY	1550	0.1	Radio Soc. Ponte Nova Ltda.
Porto Alegre .....	PRH2	600	25.	Dearios Associados
Porto Alegre .....	PRF9	640	5.	Arthur Pizoli
Porto Alegre .....	PRC2	680	5.	Dr. Leslis Espartel
Pouso Alegre .....	PRJ5	1530	0.1	Jose Nunes Rebello
Presid. Wencelau .....	ZYH7	1510	0.1	Radio Presid, Wenceslau Ltda.
Prudente .....	PR15	970	0.25	Manoel Bussacos

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Recife	PRA8	720	25.	Oscar Moreira Pinto
Recife	ZY	6012 sw.	5.	
Recife	ZY	780	10.	Radio Jornal do Comercio
Ribeirao	PRA7	730	0.5	Jose da Silva Bueno
Rio Brnaco	ZYD9	1460	0.25	
Rio Clara	PRF2	1460	0.25	Waldemas Carolano
Rio de Janeiro	PRA2	800	25.	Ministerio Educacao Saude
Rio de Janeiro	PRA3	860	10.	Dr. Rolpho Estevan deSiqueira
Rio de Janeiro	PRA9	1220	25.	Edmar Machado
Rio de Janeiro	PRB7	900	5.	Alceu Mario de Sa Freire
	ZYC7	6200 sw.	25.	
	ZYC8	9610 sw.	25.	
	ZYC9	15370 sw.	25.	
Rio de Janeiro	PRC8	1360	5.	Guilherme Manes
Rio de Janeiro	PRD2	1439	5.	
Rio de Janeiro	PRD5	1400	1.	Francisco Gomes-Marciel Pinheiro Pinheiro
Rio de Janeiro	PRE2	1060	10.	
Rio de Janeiro	PRE3	1180	7.5	Dr. Elisio Dantas
Rio de Janeiro	PRE8	980	25.	Dr. Gilberto de Andrade
Rio de Janeiro	PRF4	940	10.	Ernesto Fereira Carneiro
Rio de Janeiro	PRG3	1280	50.	Dr. Teofilo de Barros
Rio de Janeiro	PRL7	9505	50.	
	PRL8	11720	50.	
	PRL9	17850	50.	
Rio de Janeiro	PRH8	1130	5.	Francisco Xavier Filho
Rio Grande	ZYG3	1520	0.1	
Rio Negro	ZYG9	970	0.25	Radio Club Pontagrossense S. A.
Rio Preto	PRB8	640	0.25	Andrassy Ribeiro
Rio Verde	ZY	1460	0.25	Radio Rio Verde Ltda.
S. Felix	ZY	1460	0.25	Radio Paraguacu Ltda.
S. Joao da Boavista	ZY	1580	0.1	Soc. R. Dif. S. J. da Boavista
S. Joao Del Rei	ZY17	1510	0.1	Radio Club S. Joao Del Rei S. A.
S. Jose des Campos	ZY	1580	0.1	Radio Club S. Jose dos Campos
S. Ritadee Sapucaí	ZY	1550	0.1	Radio Dif. Santarritense Ltda.
S. Vicente	ZY	1510	0.1	Soc. Radio C. S. Vicente Ltda.
Santa Maria	ZY	970	0.25	Radio Imembui S. A.
Santos	PRB4	1450	1.	Hermenegildo da Rocha Brito
Santos	PRG5	580	0.75	Carlos Baccarat
Santo Angelo	ZYF-6	1460	0.25	E. R. Radio Cultura de S. Angelo
Santa Cruz	ZYF-8	1510	0.1	E. R. Radio Cultura de S. Cruz
Sao Borja	ZY	590	0.25	Radio Fronteira do Sul S. A.
Sao Carlos	ZYA6	1590	0.1	
Sao Jose do R. Pardo	ZYA6	1570	0.1	
Sao Luiz	PRJ9	1490	5.	Jose Ribamar Pinheiro
Sao Manuel	PR16	1510	0.1	Vitorino Ribeirro
Sao Paulo	PRE7	1410	5.	Dr. Joao Ferreira Fontes
Sao Paulo	PRB9	1000	50.	Dr. Paulo Machado de Carvalho
Sao Paulo	PRG2	1040	25.	Dr. Antonio Herman Dias Menezes
Sao Paulo	PRG9	1100	25.	Mons. Dr. Francisco Bastos
Sao Paulo	PRH7	620	5.	Pedro de Camargo
Sao Paulo	PRH9	840	5.	Jose Niccolini
Sao Paulo	PRA5	1260	5.	Joao Baptista de Amaral
Sao Paulo	PRA6	890	5.	Dr. Oswaldo Costa, Director
Sao Paulo	PRB6	1200	5.	Oscar P. Seckler
Sao Paulo	PRE4	1300	5.	Olavo C. Fontoura
Sao Paulo	ZYB7	6095 sw.	25.	
	ZYB8	11765 sw.	25.	

## LATIN-AMERICAN STATIONS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Sao Salvador	PRA4	740	20.	
Sao Salvador	ZYD8	820	5.	
Sao Sebastiao	PRJ3	970	0.25	
Soracaba	PRD7	1080	0.5	Orlando da Silva Reitas
Taubate	ZYA8	1530	0.1	
Taubate	ZY	590	0.5	Radio Difusora Taubate Ltda.
Teofilo Otoni	ZY	1080	0.25	Radio Teofilo Otoni Ltda.
Tiete	ZY	1560	0.1	Radio Tiete Ltda.
Tres Coracoes	ZY	1540	0.1	Radio Club de Tres Coracoes
Tres Rios	ZY	1540	0.1	Radio Tres Rios Ltda.
Tupaciguara	ZYH4	1590	0.1	Radio Tupaciguara Ltda.
Tupan	ZY	1570	0.1	Radio Club de Tupan Ltda.
Uba	ZYC4	1460	.25	
Uberaba	PRE5	1390	1.0	Quintiliano Jardim
Uberlandia	ZY	1470	0.5	Radio Dif. Brasileira S. A.
Ulberlandia	PRC3	1510	0.1	Aristides Figueiredo
Union da Vitoria	ZYD3	1530	0.25	
Uruguziana	ZYC6	1460	0.25	
Varginha	ZYD2	1590	0.1	
Vitoria	PR19	1350	1.0	Dr. Ciro Veira da Cunha

## BRITISH GUIANA

Georgetown	ZFY	6000	1.	British Guiana Broadcasting Co., Ltda.
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## BRITISH HONDURAS

Belize	ZIK-2	10600	0.2	Government
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## CHILE

Antofagasta	CAI41	1410	1.	Angel Garcia y Cia. Ltda.
Antofagasta	CAI27	1270	0.25	Horus Predreny Palma
Chillan	CCI38	1380	0.15	Adriana Pagueguy de Logos
Chillan	CC127	1270	0.1	Rafael Barrios
Concepcion	CC141	1410	0.1	Chilena de Comunicaciones (rented for 1 year to Rafael Arjona N.)
Concepcion	CC117	1170	1.0	Federico Sanchez
Concepcion	CC64	640	1.	Mario Saez Lagoa
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
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
		1031		

<i>Location.</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
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
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.	
		1032		

## COLOMBIA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Armenia	HJFG	1330	1.0	Publicidad Americana
Armenia	HJFI	1540	1.	Bernardo Santacoloma Rios
Armenia	HJFH	4875 sw.	.75	Botero & Cia. (Braulioo Botero Londono)
Armenia	HJFM1210			
Armenia	HJFS	1425	.55	Palacio & Uribe Cia.
Barranquilla	HJAG	4905	.75	M. A. Blanco Cia.
Barranquilla	HJAH	1050	1.	
Barranquilla	HJAK	1310	1.0	Clemente Vassalio Gomez
Barranquilla	HJAB	4785 sw.	1.	Rafael Roncallo V.
Barranquilla	HJAN	1190	1.	
Barranquilla	HJAS	1500	0.25	Miguel A. Ruiz
Barranquilla	HJAT	1275	.5	Delfina V. de Haayen
Barranquilla	HJAJ	1220	.5	Julio Blderrana
Barranquilla	HJAL	1430	.5	Direduccion Nacional
Bogota	HJCB	1105	1.0	Robet. Ramirez
Bogota	HJCD	6160	5.0	
Bogota	HJCC	870	5.	Gustavo Uribe Th.
Bogota	HJCE	1000	1.	
Bogota	HJCF	6073 sw.	0.75	
Bogota	HJCG	1060	1.0	Hernando Bernal A.
Bogota	HJCI	810	2.5	Alfonso Gaitan C.
Bogota	HJCH	4895 sw.	5.0	
Bogota	HJCH	1380	0.5	Alfonso Gaitan C.
Bogota	HJCK	1290	0.5	Anez & Tobon Sierra
Bogota	HJCN	1335	1.0	Roberto Laingnelet
Bogota	HJCO	1160	1.	Jesus M. Garcia
Bogota	HJCW	4945 sw.	.75	
Bogota	HJCQ	4955 sw.	1.0	Ministerio de Economia Nacional
Bogota	HJCR	1200	5.0	Colombian Govt.
Bogota	HJCT	6180 sw.	s.5	
Bogota	HJCU	720	5.	Cristobal Paez G. y Cia. Ltda.
Bogota	HJCA	4855 sw.	1.	
Bogota	HJCY	1450	0.5	
Bogota	HJCX	6018 sw.	0.75	Voz de Colombia
Bogota	HJ CZ	1040	2.5	
Bogota	HJCS	920	10.	Jaime Restrepo
Bogota	HJKE	4885 sw.	2.5	Jaime Restrepo
Bucaramanga	HJGE	1130	2.5	Gustabo Sorzano Jimenez
Bucaramanga	HJGF	4845	1.0	Gustavo Sorzano
Bucaramanga	HJGB	4775 sw.	2.5	Francisco A. Bueno
Bucaramanga	HJGK	1280	0.5	
Buenaventura	HJES	1525	0.25	Josege Berrio
Buga	HJEI	1410	0.25	Bernando Buena Delgado
Buga	HJEP	1485	0.5	Hernando Azcarate M.
Cali	HJEG	1510	0.5	Luis C. Velasco M.
Cali	HJEB	1150	1.0	Eduardo Cordoba
Cali	HJED	4825 sw.	1.0	
Cali	HJEC	1300	0.5	Rafael Angulo
Cali	HJEE	1090	0.5	Jose T. Calderon N.
Cali	HJEF	1260	0.5	Hernando Bueno Delgado
Cali	HJEL	1340	0.5	
Cali	HJER	1395	0.5	Mario Arango M.
Cali	HJEX	4865 sw.	2.5	
Cali	HJEW	1530	.5	Luis E. Cajiao
Cali	HJEN	1370	0.5	Alfonso Mese Vargas
Cartagena	HUAE	4965 sw.	0.75	Laoratorios Fuentes,
Cartagena	HJAF	1240	0.5	Rafael Fuentes owner.
Cartagena	HJAP	4935 sw.	0.75	Lequerica Hermanos
Cartagena	HJAR	1400	0.5	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Cartagena	HJAAQ	1370	.5	Victor Meto Nunez
Cartago	HJEO	1230	0.5	Daniel Dozman
Campoalegre	HJFR	1480	.25	Ricardo Fierro
Cucuta	HJBB	4815 sw.	0.75	Pompilio Sanchez
	HJBC	1270	0.5	
Fusagasuga	HJKB	1520	.1	Elias Martinez
Florencia	HJIB	1360	.1	Eduardo Plata
Girardot	HJCL	1460	0.5	Celestino Cienfuentes
Honda	HJFS	1410	.25	Ramon Rojas
Ibague	HJFT	1370	.5	Antonio Barrios M.
Ibague	HJFC	1500	0.25	Vicente Vaitan Rondon
Ibague	HJFL	1440	0.25	Luis E. Martinez
Ibague	HJFP	1500	.075	Mario Cadavid
Jerico	HJDH	1530	.25	Roberto Laverde
Manizales	HJFX	600	.1	Antonio Pinzon H.
Manizales	HJFB	6105 sw.	5.00	Alberto Hoyos A.
	HJFD	1390	0.5	
Medellin	HJDA	1285	0.25	Humberto Restrepo A.
Medellin	HJDC	1360	0.5	Francisco Cuartas
	HJDX	4795	.75	
Medellin	HJDE	6145 sw.	5.	William Gil
	HJDK	1250	.5	
Medellin	HJDG	1020	.5	Jose Nichols V.
Medellin	HJDB	1215	.5	Raul Mejia M.
Medellin	HJDL	1458	0.5	Jaime Tobon R.
Medellin	HJDM	1520	1.0	Prospero Aguirre
Medellin	HJDQ	1320	1.	Samuel Parrah
	HJDP	4885 sw.	1.0	
Medellin	HJDR	1380	0.5	Ramirez & Cia., Ltda.
Medellin	HJDT	1150	0.5	Jaime Garcia
Medellin	HJDV	1490	0.5	Universidad de Antioquia
	HJDU	4805 sw.	.75	
Neiva	HJFP	1520	.25	Antonio Cruz
Palmira	HJEF	1460	0.3	Rafael Angulo
Palmira	HJEQ	1180	0.5	Humberto Dorronsoro
Pasto	HJHA	1070	2.5	Alfonso Delgado Z.
Pasto	HJHB	1350	0.5	Antonio J. Meneses
Pereira	HJFA	6054 sw.	1.0	Bernanardo Tobon de R.
	HJFE	1470	1.	
Pereira	HJFQ	1120	.5	Juan Mejia Duque
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	0.5	Mercedes M. de Valencia
Quibedo	HJDG	4805 sw.	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	0.5	Manuel C. Conde
Santa Marta	HJBJ	1140	0.5	Julio A. Sanchez
Santander	HJEH	1550	0.1	Escuela Rafael Tello
Tocaima	HJCP	1530	0.092	Ruperto Aguilera Leon (Catholic Station)
Tulda	HJEK	1340	.1	Hernando Bueno Delgado
Tunja	HJGA	1425	.25	Gabriel Cardenas R.

## COSTA RICA

Alajuela	TI5JJM	575	1.5	Emilio E. Martinez
Cartago	TI3MC	1175	.5	Manuel Carazo Gonzalez
Cartago	TI3LC	1215	.9	Jose Francisco La Fuente Canossa
Cinco Esquinas Tibas	TIHB	690	2.0	Roger Barahona Gomez
Limon	TIQ	555	.2	Francisco Garron S.
Puntarenas	TIWS	900	1.0	Manuel Campos J.
Puntarenas	TICM	1200	0.5	Camilo Moya X.
San Jose	TIRCC	6180	.3	Prbo. Carlos Borge
San Jose	TINRH	9692	.75	Amando Cespedes Marin

• • •      **LATIN-AMERICAN STATIONS**      • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
San Jose.....	TILYM	1015	1.0	Roberto Meses Q.
San Jose.....	TI4NRH	710	.75	Amando Cespedes Marin
San Jose.....	TICJ	735	5.0	Carlos Madrigal Mora/Jorge Ortiz
San Jose.....	TIBG	750	0.5	Narcisco Garcia
San Jose.....	TIW	775	.45	Lola Monge P.
San Jose.....	TIGPH2	800	3.	Gonzalo Pinto H.
	TIGPH	605	6.5	
San Jose.....	TIPG	625	5.0	Caludia Martinez M.
		9615 sw.	20.	
San Jose.....	TILJ	955	1.0	Luis Jeronimo Cordero Gutierrez
San Jose.....	TIEP	6700 sw.	1.	Eduardo Pinto H.
San Jose.....		830	3.	
San Jose.....	TIRS	920	3.0	Orlando Sotela M.
San Jose.....	TIOS	940	0.5	Guillermo Castro
San Jose.....	TIRH	970	0.5	Rafael Hine Chavarria
		6150 sw.	0.25	
San Jose.....	TIFC	1000	1.0	Juana L. Mayoer de Cabezas
San Jose.....	TIDB	1250	1.0	Ricardo Dorado
San Jose.....	TIRM	1040	0.5	Rafael Merino
San Jose.....	TIUCR	1235	1.0	Universidad de Costa Rica
San Jose.....	TIMACHO	1100	1.0	Maximo Chaves Arias
San Jose.....	TINBC	1070	15.	Oscar Martinez N.
San Jose.....	TIJMP	855	3.	Margarita M. de Girton
San Jose.....	TIGPH	5875	1.0	Gonzalo Pinto H.
San Pedro.....	TILS	880	5.0	Luis Saenz Mata
San Juan Tibas.....	TIBAS	650	8.0	Gonzalo Pinto H.
San Francisco de Asis.....	TIBO	670	1.0	Carlos Francisco Jimenez

**DOMINICAN REPUBLIC**

Ciudad Trujillo.....	HIZ	1350	0.1	Frank Hatton
	HI1Z	6312 sw.	0.2	Frank Hatton
Ciudad Trujillo.....	HIN	1090	0.15	Partido Dominicano
	HI1N	6243	0.7	
Ciudad Trujillo.....	HI1G	6124 sw.	0.1	A. Cordero Puerlo
	HI2G	9290 sw.	0.1	
Ciudad Trujillo.....	HIL	6187 sw.	0.6	J. C. Pellicer
Ciudad Trujillo.....	HIT	7200 sw.	0.1	F. A. Sanabria
Ciudad Trujillo.....	HI2T	7275	.20	Jose Arismendi Trujillo M.
	HI3T	1040	10.	
Santiago.....	HI1A	6180 sw.	.75	Rafael Western
Santiago.....	HI9B	6383 sw.	0.2	Jacinto L. Sanchez
Santiago.....	HI8Z	7225	0.2	Luis F. Moscoso
Santiago.....	HI2A	7215	0.25	Expedi Pou
Puerto Plata.....	HI9T	6170 sw.	.10	Luis A. Pelegrin
	HI9U	7205	.1	
San Cristobal.....	HI1R	6140	.20	Luis Alberti
San Pedro de Macoris.....	HI1J	6025	.1	Fausto Donastorg
Romana.....	HI3C	6660 sw.	.030	Antonio Herrero Hernandez

**ECUADOR**

Cuenca.....	HC5BU	4715		Cia. Radio Universal
Guayaquil.....	HC2BC	1300		Randolfo Sierra
Guayaquil.....	HC2FB	1140		Roberto Hernandez
Guayaquil.....	HC2FH	1200		Cia. Radiod. El Milagro
Guayaquil.....	HC2AU	1350	0.2	Cia. Radio Atalaya
Guayaquil.....	HC2ET	1131 sw.	0.5	Jose Santiago Castollo
Guayaquil.....	HC2CM	900		Julio Sanchez

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Guayaquil	HC2RB	1250	0.1	Luis F. Rodriguez
Guayaquil	HC2AK	1050	1.0	Compania de Ecuador
Guayaquil	HC2AW	975	.0025	Alfonso Wilmont
Guayaquil	HC2FD	600		Gonzalo Enderico
Guayaquil	HCJB	700		Wordl Radio M. Fello
Guayaquil	HC2FY	810		Washington Rama
Guayaquil	HC2FZ	850		Pedro Chapilligenc
Guayaquil	HC2FL	1400		Gabriel Vergara J.
Ibarra	HC1FM	4725 sw.	0.3	Azael Teran
Portoviejo	HC4FA	4760		Soc. An.
Quito	HCJB	970	1.0	Wordl Radio M. Fello
Quito	HC1BD	1111		Rosendo Gavilanes
Quito	HC1PM	4780 sw.	0.15	Lenardo Ponce
Quito	HC1FJ	1210		Miguel Arregui y Cia.
Quito	HC1MJ	1410		Manuel Ocana
Quito	HCQRX	1340	0.25	Radio Quito
Quito	HCIGP	4790 sw.	0.2	Padre Elias Brito
Quito	HCIBS	1160	0.25	Cesar Mantilla
Quito	HC1AB	1280		Ariz Noe Mucarzel

## EL SALVADOR

San Salvador	YSF	9250	0.5	
		840	2.5	
San Salvador	YSR	900 sw.	2.5	Alberto Cevallos Sosa
	YSR	6265	0.5	
San Salvador	YSI	7215	.5	Ricardo Ramos
San Salvador	YSN	9655	.8	Ruben Menbreno
	YSO	1470	.8	
San Salvador	YSS	638	0.5	Direccion General de Comunicaciones, Govt. of El Salvador
	HUB	6150 sw.	.3	
San Salvador	YSP	780	.3	Fernando Alvayeros Sosa
	YSP-B	6150 sw.	.3	
San Miguel	YSHQ		.50	Alberto Cevallos Sosa

## GUATEMALA

Guatemala City	TGM	830	0.1	Roberto Castillo
	TGM1	6600	0.1	
Guatemala City	TG1	1310	0.3	Govt.
	TG2	6620 sw.	1.	Department of Communication
	TG3	1350	0.25	
Guatemala City	TGO	1140	0.5	La Vov de las Americas
	TGOA	1140	0.5	
Guatemala City	TGR	1211		Dn. General Guardia Civil, Gob. de Guatemala
	TGR	6255		
Guatemala City	TGW	640	10.0	Guatemala Govt.
	TGWA	9685 sw.	10.	
	TGWB	6460 sw.	1.	
	TGWC	1520 sw.	1.	
Guatemala City	TGK	1380		Pbro. Augusto Herrera A.
Guatemala City	TGL	1240	.25	Gilberto Marroquin Lucero
	TGLA	6295	.25	
Guatemala City	TGX	1410	0.05	Miguel Angel Mexicano
	TGX1	6190	.05	Novales
Quzaltenango	TGQ	1450	0.25	Govt.
	TGQA	6400 sw.	0.3	
Mezatenango	TGLB	6900		Gilberto Marroquin Lucero

## HAITI

Port-au-Prince	HHWB	9550		
		1036		

• • •      **LATIN-AMERICAN STATIONS**      • • •

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
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		
Port-au-Prince	HH2S	5945	0.4	
Port-au-Prince	HHEM	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	HON	1500	1.0	Jose Jaen y Jaen
Colon	HOW	1230	0.1	Radiodifusion Panamericana S. A.
Colon	HP5K	6005 sw.	0.8	Jose Jaen y Jaen
	HOK	640	0.25	
Colon	HOL	1390	.25	
	HOLA	9505 sw.	0.25	Anibal Galindo
Chitre	HOJ	1130	0.5	Fernando Jolly
David	HOU	1025	1.0	La Voz de Baru
Panama	HOX	900	1.	Raul Jimenez
	HOXA	15100	7.5	
	HOXB	11810	7.5	
	HOXC	9660	5.0	
Panama	HOG	840	.25	Radiodifusion Panamericana
Panama	HP5G	11870 sw.	.8	Radio Panamericana
	HOB	6175 sw.	0.6	
Panama	HOA	1090	1.0	
Panama	HOC	1440	1.	Jose Jaen y Jaen
Panama	HP5A	11700 sw.	.5	Jose Jaen y Jaen
Panama	HOQ	1250	0.25	Fernandez Jose Herrera, Jr.
Panama	HP5B	6030 sw.	0.25	Ernesto de la Guardia, Jr.
	HP5C	730	.5	
Panama	HP5H	6122 sw.	0.5	M. Lombardo Vega
Panama	HP5J	9607 sw.	0.25	Manuel Diaz
	HP6J	1358	0.25	
Panama	HOHA	900	0.32	M. Lombardo Vega

# PARAGUAY

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Asuncion	ZPA1	6030	2.5	Official Govt. Station
Asuncion	ZP1	1360	0.5	Official Govt. Station
Asuncion	ZP4	730	1.0	Saccarello y Ferreira
Asuncion	ZP8	900 sw.	0.1	
Asuncion	ZP6	1300	0.5	Emilio Jordan Livieres
Asuncion	ZP9	970	1.0	A. C. Bajac
Asuncion	ZP10	1330	0.5	A. Arbo Recalde
Asuncion	ZP11	1200	0.5	Juventud Antoniana
Asuncion	ZP13	1430	0.1	Julio Picossi Villagra
Asuncion	ZP3	700	10.	Teleco Paraguaya S. A.
	ZPA3	11850	1.2	
Encarnacion	ZP5	920	5.0	Sociedad Paraguaya de Radiodifusion
	ZPA5	11950	2.5	

# PERU

Arequipa	OAX6B	6035 sw.	0.15	Maximo J. Landa
Arequipa	OAX6C	1370	1.	J. Antonio Umberto 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
Huacho	OAX4D	840	.20	Juan P. Goicochea
Huancayo	OAX4P	5980	0.25	Alfredo Elejalde Granados
Huanuco	OAX3A	6116 sw.	0.4	Victor Priano Storace-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	
	OAX4G	6190 sw.	0.25	
Lima	OAX4Z	6082 sw.	15.	Gobierno del Peru
	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.
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# URUGUAY

Canelones	CW47	1470	0.3	Julio J. Rabasa
Canelones	CW4	610	5.	Diario Rural S. A.
Cerro Largo-Melo	CW53	1580	0.25	Ruben D. Lucas
Colonia	CW1	550	4.5	R. Berotti & R. Montellano

# LATIN-AMERICAN STATIONS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Colonia	CXA8	9640	3.0	Jaime Yankelovich
Durazno	CW25	14030	0.5	Artola Evangelisti & 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	CX6	650	25.0	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	5.0	Luis A. Artola
Montevideo	CX14	810	15.0	Difusoras del Uruguay
Montevideo	CX16	850	10.0	SADREP Ltda.
Montevideo	CX18	890	5.0	Difusorad El Espectador Ltda.
Montevideo	CX20	930	2.0	Maria Elvira S. de Romay
Montevideo	CX22	970	2.5	Harispuru Hnos.
Montevideo	CX24	1010	2.5	SADREY Ltda.
Montevideo	CX26	1050	5.0	Ministerio de Ganaderia y Agricultura
Montevideo	CX28	1090	3.0	Walfrido Figueira Moran
Montevideo	CX30	1130	2.0	Silva y Larrea
Montevideo	CX32	1170	0.5	Comp. Uruguaya de Publicidad
Montevideo	CX34	1210		
Montevideo	CX36	1250	1.0	Vazquez y Walder
Montevideo	CX38	1290	5.0	Servicio Oficial D.R.E. (Ministry P. E.)
Montevideo	CX40	1130	0.5	Julio J. Rabassa
Montevideo	CX42	1370	1.0	Hector Vernazza
Montevideo	CX44	1410	0.25	Juan Carlos Raffo
Montevideo	CX46	1450	1.5	Carlos Silva Rijo
Montevideo	CX48	1490	1.5	Sara Vazquez Alvarez
Montevideo	CX50	1530	0.3	Bernardino Avala
Montevideo	CXA3	6075	2.5	Leon y Landeira
Montevideo	CXA4	6125	10.0	Radio Electrica
Montevideo	CXA6	9620	20.0	Radio Electrica
Montevideo	CXA7	11735	0.5	Luis A. Artola
Montevideo	CXA10	11900	20.0	Radio Electrica
Montevideo	CXA11	27000	2.5	Radio Electrica
Montevideo	CXA13			M. de Ganaderia y Agricultura
Montevideo	CXA14			
Montevideo	CXA18	15300	20.0	Radio Electrica
Montevideo	CXA19	11835	50.0	Difusoras Uruguay Ltda.
Montevideo	CXA21	6170	1.0	Julio J. Raassa
Montevideo	CXA22	29500	2.5	Servicio Oficial de Difusion Radio Electrica
Montevideo	CXA23	43500	2.5	Radio Electrica
Montevideo	CXA24	58000	2.5	Radio Electrica
Montevideo	CXA30	6035	1.0	Silva y Larrea
Paysandu	CW35	1240	0.25	Alfonso M. Ordoqui
Paysandu	CW39	1320	0.1	Miguel Penna
Paysandu	CW47	1510	0.1	Fasola Riod y Tiboni
Rivera	CW43B	1480	.75	Walfrido Figuiera Moran
Rivera	CW19A	1340	0.06	Jorge Downton Garcia
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Ramon J. Vinci y Hector Jose Carbone
Salto	CW27	680	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	CE46B	1460	0.05	Roberto Tarucell
Tacuarembó	CW46A	1400	2.0	Luis S. Dini
Treina y Tres	CW45	1390	0.25	Marroche y Lacurcia

# 1948 'scope

## FOCUS OF THE YEAR...

When NBC announced network television on the first business day of 1948, remarkable things began to happen. Within two weeks, one manufacturer oversold a carload of sets in a southern city. A station in that same city found itself with sudden new contracts for \$1,000 worth of time a week. The station was not yet on the air with television and the people who bought the sets couldn't view any pro-

grams for a few months to come. These are just two items among many that happened because people were ready for television. NBC's culminating achievement of network television clicked with what the public wanted precisely when they wanted it. The eye of that public is clearly and enjoyably focused today on NBC's conviction and performance in . . . *1948—Television's Year.*

## FOCUS OF ANOTHER YEAR...

Television had a long infancy, an enthusiastic boyhood and a smartly paced entry into its year of grown-up action. And now it's possible even to be nostalgic about it. Remember *Business Week's* Special Report of 1939?

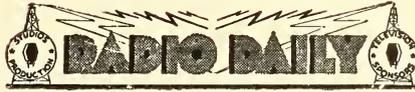
"Ending years of rumor and premature conjecture, television's birth was officially scheduled for the year 1939, when

David Sarnoff, president of the Radio Corporation of America, announced two months ago that home receiving sets would be put on sale by April and that the National Broadcasting Company, RCA's subsidiary, would begin a regular television broadcasting service when the New York World's Fair opens April 30, 1939."

## NBC Television

NATIONAL BROADCASTING COMPANY

*A Service of Radio Corporation of America*



PRESENTS

THE 1948  
YEAR BOOK  
OF  
TELEVISION

*Edited by*  
JACK ALICOATE

Copyright, 1948, by the Radio Daily  
1501 Broadway, New York 18, N. Y. Wisconsin 7-6336



For year-after-year top performance, money-making commercial telecasting . . .

**IT'S DU MONT FROM**

**A to Z**

▶ From camera to high-gain antenna system—including control units and consoles, film projectors and film cameras, portable image orthicon chains and relay transmitters, studio cameras, video and audio transmitters, etc.—it's DU MONT equipment all the way for that coordinated, smooth, economical performance. Du Mont installations in daily service best illustrate that story.

A decade and a half of outstanding

engineering, actual telecasting and electronic craftsmanship second to none, stands behind equipment bearing the famous DU MONT name. No other organization can match this pioneering saga.

Whatever your telecasting plans—low-power or high-power; modest or big investment; single station or network—regardless, make it DU MONT from A to Z for the "First with the Finest in Television."

▶ Bring your telecasting plans and problems to us for Du Mont "know-how." Visit our model station at Clifton for leisurely inspection and test—or the Du Mont Network in New York for the world's largest television studios in action.

*First with the Finest in Television*



Allen B. Du Mont Laboratories, Inc., Television Transmitting Equipment Division, 42 Harding Ave., Clifton, N. J. • Du Mont Network and Station WABD, New York • Station WTTG, Washington, D. C. • Main Offices and Plants, Passaic, N. J.

# TELEVISION

**A**dd a new dimension, perhaps the most important, to the dynamic field of entertainment. Television is HERE. While Motion Pictures, Opera, the Stage and Concert Field are having a trying time to hold their own, TELEVISION, the mightiest facet of all is moving forward with the grace of a rocket and the force of an atom bomb.

**N**ot so many years ago Gen. Sarnoff knowingly told us that practical television only awaited circulation. With a cyclone of sets and a nation wide coaxial network in the developmental stage it can now be said that the future of television is unlimited. And so the stage is set. From those now in television we can expect more maturity in production. To those in allied fields we suggest most serious attention to this thundering giant.

**T**he pages that follow, in somewhat abridged fashion, reflect the past and present picture of video, as well as an enlightening and constructive look-see into the television crystal ball of the future. This is the Third edition of the Year Book of Television. To those who have so cheerfully helped in its preparation the editor extends his grateful appreciation.

JACK ALICOATE,  
Editor.



*The eyes of the world are on Hollywood*

*and Hollywood's eyes are on* **KTLA**

In Hollywood there starts a custom, a fad, a fashion.

First thing you know, you find it spread to the far corners of the earth. But where does Hollywood get its ideas? Well, here's one clue: Hollywood's great, absorbing interest today is

television—and in Los Angeles, television means KTLA, on the air seven days a week with a wide variety of excellent programs.

**KTLA** *sells Hollywood*  
**HOLLYWOOD** *sells the world*

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Klaus Landsberg—West Coast Dir.



National Sales Representative  
George T. Shupert, 1501 Broadway, N. Y.  
BRyant 9-8700

A SERVICE OF PARAMOUNT PICTURES Inc.

# SCANNING AND PANNING

By FRANK BURKE, *Editor, Radio Daily and Television Daily*

**T**ELEVISION programming techniques both from an advertising and entertainment point of view progressed during 1947 but there is still need of showmanship in the development of the sight and sound art.

Program progress of the past year included improvement in special events coverage; more intelligent use of visual commercials; the advent of daytime programs designed for kiddie viewing and the use of documentary, news and educational films.

Some of the major advertising agencies such as Foote, Cone and Belding, J. Walter Thompson, and N. W. Ayer have made excellent use of movie commercials in the television field. The use of films to sell Lucky Strike cigarettes, the Ford film commercials and U. S. Rubber's treatment of sports events on film are some of the notable examples of good taste and excellent merchandising using movie techniques.

Another important step on the progressive side noted the past year which holds promise for further expansion this year is the increasing number of program hours on stations. The complaint that television gave little or no daytime programming is being answered by increasing schedules of daytime shows—afternoon programs of special appeal to women and children. Also by adding daytime special events coverage of events in Washington and New York.

The coming of the Republican and Democratic National conventions to Philadelphia in July are heralded in television circles as two events that will give great impetus to the new art. Extensive plans for network and station coverage on the Atlantic seaboard and tele film coverage for stations in other sections of the country have been worked out. In addition the major manufacturers of television receiving sets in February made plans for an extensive advertising and promotion campaign designed to step up the sale of receivers for the forthcoming political conventions.

Greatest problem from an audience standpoint in 1948 is the installation bottleneck which the major manufacturers up till now have not been able to solve. The demand for receivers, particularly the

table models produced by Du Mont, RCA, Philco, Farnsworth, Emerson, General Electric and others have been great but the distributors and dealers have not been geared to handle the installation and servicing in many instances.

Despite the set installation bottleneck the television industry made amazing progress during 1947 and will climb to still greater heights in 1948. With prospect of nearly 50 television stations in operation before the end of 1948 and nearly a million sets in the hands of the growing video audience the new industry will become a nation-wide entertainment and commercial enterprise this year.

Two organizations have done much to further the new art the past year. These are the Television Broadcasters Association and the American Television Society. The TBA under the leadership of Jack Poppele, president, have represented both the manufacturers and the broadcasters and the ATS with Don McClure as president and have brought together all segments of video into a closely knit progressive society of television experts and newcomers to the field. Their impact, unquestionably, have been of immeasurable value in establishing television as a dramatic, growing industry.

Probably one of the biggest needs of the new art is the establishment of an authoritative survey system which will give broadcasters, manufacturers and advertisers alike a true picture of the growing television audience from month to month. Broadcast Measurement Bureau, industry sponsored research organization, has plans for rendering this service and both the Hooper and Nielsen organizations are working to the end of providing such a service. The only figures available at this writing are the monthly estimates of the Radio Manufacturers association on set production by their member manufacturers and the fluctuating figures of the Federal Communications Commission on station applications, CPS and commercial licenses. These figures are available from day to day at the FCC as the television actions are disposed of by the commission.

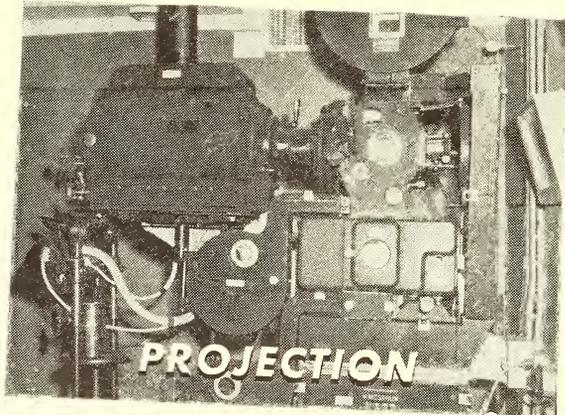
Television is no longer around the corner. It's here and growing daily. By the end of 1948 it may enter the charmed circles of the first fifteen major industries in the United States.

# emil **VELAZCO**

I N C O R P O R A T E D

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**FOR ALL PRODUCERS . . .**

*offering the finest and  
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- RERECORDING STUDIOS
- SCREENING ROOMS
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Sound Effects Library  
Extensive Music Library  
16mm-35mm Optical Effects  
Film Vault Service

**OUR COMPREHENSIVE  
FACILITIES and KNOW-  
HOW REDUCE TELEVISION  
and MOTION PICTURE FILM  
PRODUCTION COSTS!**

# Television Today — Facts and Figures

**N**INETEEN television stations are now operating in 12 key cities of the United States. Thirty more stations were expected to begin regular video service this year.

Cities having daily TV program service were: New York, Schenectady-Albany, Philadelphia, Baltimore, Washington (D.C.), Cincinnati, Cleveland, Detroit, Chicago, Milwaukee, St. Louis and Los Angeles.

Major manufacturers report production of approximately 225,000 receivers during 1947 with prospects of 750,000 sets being produced during 1948.

It is estimated that upwards of 200,000 receivers are in use in private homes, with an approximate audience of 1,500,000.

Price of television receivers range from around \$200 for small table models to \$2,500 for deluxe all-purpose models.

Coaxial cable now links New York with Philadelphia, Baltimore, and Washington with an extension to Richmond, Va., in prospect during the spring of 1948.

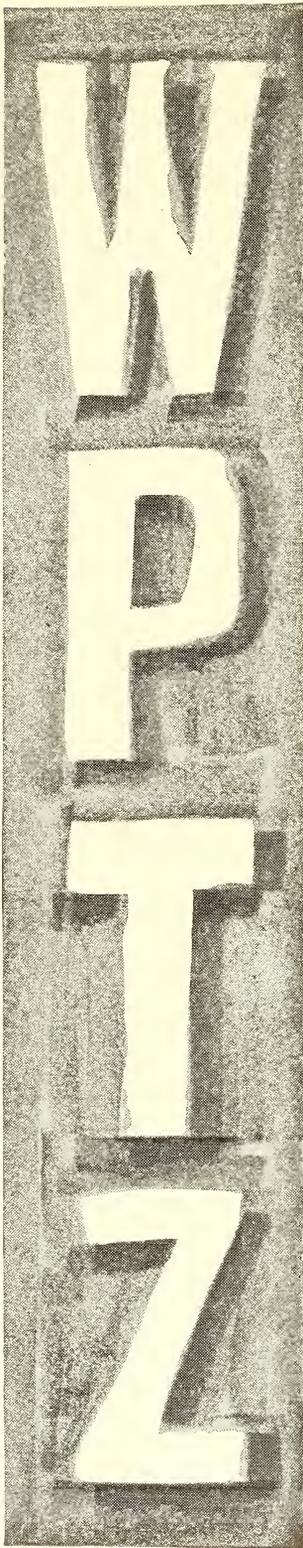
Radio relay links now in operation include one from South Bend, Ind., to Chicago; another from New York to Schenectady, a third linking Philadelphia with New York City, and a fourth connecting the latter with Boston, Mass.

Top programs during '47 included telecasts of the World Series, Louis-Walcott heavyweight championship fight, and first video pickup from the White House.

Plans were made to televise the national conventions of the Democrats and Republicans in Philadelphia. Proposal involved all broadcasters on the eastern network who will participate via an industry pool.

Over 200 top national advertisers were using television on a regular basis, several of which were represented in all 12 cities with video service at the start of the year.

AT&T announced plans to link the east and midwest with coaxial cable and radio relay by December of 1948. Plan called for regional network service to be expanded in both areas, with connections extending from Buffalo in the north through Cleveland and west to St. Louis, Mo.



FIRST IN TELEVISION IN  
**PHILADELPHIA**

**PHILCO**

TELEVISION BROADCASTING  
CORPORATION



TELEVISION  
AFFILIATE

1800 Architects Building  
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# TELE SPONSORS SHOW INCREASE

By DON McCLURE, N. W. Ayer & Sons



McClure

ABOUT a year has passed since the first new long-awaited post war television set has been enthusiastically received to a home. The ever alert manufacturer optimistically forecast fantastic figures as to the number of sets that would be made for

the coming year. Considerable increase in new sponsors' expanding activities, as well as the old standbys, was a logical follow up. In order, success story after success story, although ever so small as to the number of people reached, proved what we in Television have long believed—"It's here to stay!" Long before this new era was twelve months old, Crosley's, Hooper's, Roslow's, audience panels, Televisor and Television Magazine surveys piled up evidence so complete that even the hardest headed anti-video die-had had to admit the new electronic child was far from anemic.

This first firm step into a new era was not unlike the first firm step of a child . . . solid, positive, with an objective in view . . . then back to crawling. As the months rapidly dropped from the calendar, so did the earlier set estimates—so did program experimentation—so did station applications—so did opening dates for new stations. Even many so called far seeing and daring advertisers took the easy and short way out—"Let's wait." The public, when the chips are down, are the only ones that count, and they continued to buy every set the manufacturer produces. At this late date it's rather foolish to observe that John Q. (in this country at least) usually gets what he wants . . . and commercial happens to be on his list.

With the coming of spring, the long promised sets in quantity began to be a reality. Baseball, the national sport, was for the first time tried in all cities having television and big league teams on a regularly scheduled basis. Some of the experienced television sponsors—and many new ones—became even more aware of the genuine interest the public had in this new bill of fare. By the end of the

summer, almost every ball park where television was permitted to telecast games admitted that turnstile attendance had reached an all-time high.

Comes the spring, besides being necessary to a "young man's fancy", there was a stimulating effect on other types of professional programming. Some national advertisers bought top professional talent only to find it paid off. Other producers offered types of television programs that were a logical step from sport and news events into entertainment in the home and at a cost that made economic sense even at this stage of the game.

At this point, we feel it advisable to indicate that spring also offered encouragement to what we believe can become a menace in station programming—the minute spot!—not too obvious a pitfall, but from a station's programming standpoint, once they break their time into segments of one minute—in the extreme it could well become a problem of public relations to prevent 59 one minute commercials during an hour of programming. The second, and by far the most serious as far as the sponsor is concerned, once a one-minute spot has been shown, the impact and remembrance of a good commercial is pretty complete. It's second showing begins to create a nuisance in the mind of the viewer. The 3rd, 4th and 5th showings can easily cause the audience to switch to another station. Naturally, this is a negligible problem in radio but, unfortunately, some sponsors are already treating television like radio—with pictures attached.

The 1947 World Series—topped in interest probably only by the Louis vs. Conn fight, drove set demands into the stratosphere. The request for time on stations reached a peak, Advertisers and their agencies began to speak of television in terms above a whisper. Segwaying into this annual baseball classic was another top American sport—football! Sponsors were fighting for positions, options, renewals—and sets were still miles behind the demand.

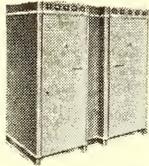
Looking into television's future at this time, the view is reasonably clear. With little effort on the manufacturers' part, all sets can be sold to an eager public.

# In every field of radio

## LOOK TO THE GENERAL ELECTRIC COMPANY

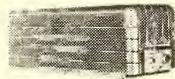


**AM** Among the first to design, build and operate transmitters in the AM field, General Electric has always maintained its interest in advancing the art and technical development of this phase of broadcasting. The 250 watt AM transmitter shown here is the first of General Electric's completely new 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.



**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.

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LEADER IN RADIO, TELEVISION AND ELECTRONICS

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# TELEVISION-LEADERS

— 1947 - 1948 —

*Thumbnail sketches of industry executives whose activities during the past year have contributed to the dramatic development of the new art, whose leadership assures television of early maturity.*



## ALLEN B. DuMONT



An early industry pioneer, Dr. DuMont, president of Allen B. DuMont Laboratories, Inc., gives active leadership to the company's five divisions: research, cathode-ray tubes, cathode-ray oscillographs, television receivers,

television transmitters, and the DuMont television network. His name is synonymous with television through his contributions to the industry.

## DAVID SARNOFF



A name synonymous with all phases of advancement in the communications field for the past quarter-century and one of America's most respected and influential business men. Sarnoff's career is as dramatic as the story of radio itself, having risen from the ranks to his present post as president and chairman of the board of RCA. He's also distinguished himself in two wars, presently holds the rank of brigadier general.

## FRANK E. MULLEN



One of the most influential and widely-known executives in the business world, Frank Mullen, executive vice president of NBC, is responsible for much of the present degree of progress made in the medium by the network. At the helm

of NBC's television activities the past year, Mullen is responsible for plans and development for the network's establishment of a coast-to-coast video hookup.

## LAWRENCE W. LOWMAN



Operational head of CBS Television and a board member of the Television Broadcasters Association, Lowman is celebrating his 16th year as a CBS vice-president and his 20th with the organization. WCBS-TV has made great commercial strides and has won industry-wide recognition for imaginative programming, experimentation and research in the short time Lowman has been at its helm.

# Where Are You Going —in TELEVISION?

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● Established in New York, Washington, Cincinnati and Hollywood, the partners and staff consultants of **RICHARD W. HUBBELL & ASSOCIATES** have enjoyed the confidence of television, radio, scientific and business leaders for many years. They are now assisting the leaders of television in the field of economic and financial analysis; programming and program service; engineering; public relations; sales development; and other management problems



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• **JOHN F. ROYAL** •



One of America's great showmen and most popular industry leaders, he's held top posts in all segments of broadcasting, including programs, news and now—television. Closely associated with show business during

much of his career, Royal's far-flung contacts have played a vital role in helping NBC build top-quality television standards. He is an NBC vice-president.

• **MARK WOODS** •



Dapper, dynamic and one of the best-liked men in the industry, ABC's Mark Woods is the main driving force behind the network's activity in television as well as radio. In the thick of the race

to establish a nation-wide video network, Woods early in '48 outlined ABC's plans to connect New York and the Coast.

• **J. R. POPPELE** •



One of the industry's pioneers, Jack Poppele is also one of television's leading figures. He is vice president, secretary and chief engineer of the Bamberger Broadcasting Service, a member of the board of directors of the Mutual

Broadcasting System and president of the Television Broadcasters Association, Inc. Poppele was instrumental in staging many broadcasting "firsts."

• **DR. PETER C. GOLDMARK** •



Young physicist and inventor who joined CBS 11 years ago, Goldmark is accredited with that network's achievements in ultra-high frequency television, including color video transmission. For his work in this regard and in

electronics research he was awarded the Morris Liebmann Memorial Prize in '46 by the Institute of Radio Engineers. Currently heads CBS' tele engineering research and development.

• **DR. V. K. ZWORYKIN** •



Internationally acclaimed for his achievements in all phases of electronics, Zworykin is a pioneer in the development of all-electronic television. He invented the iconoscope, video's sensitive "eye," and developed

the kinescope—picture tube of the tele receiver. A member of every important engineering society and recipient of numerous major awards, Zworykin contributed heavily to World War II in science.

• **JAMES H. CARMINE** •



Nationally-known sales and merchandising expert, and a leading industry executive since 1923, Carmine is vice president in charge of distribution for the Philco Corporation. As such he is responsible for all Philco sales, merchandising

and advertising, including the firm's complete line of television receivers. He has a keen business sense and unrivaled knowledge of the American market.

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• **WALTER J. DAMM** •



years, and an early enthusiast of television, Damm has applied the same intelligence and industry to the new medium.

Vice president and general manager of radio for the Milwaukee Journal Company, Damm directs entire operation of W T M J - T V, W T M J and W T M J - F M in that city and WSAU in Wausau. A pioneer in radio for many

• **LAWRENCE G. PHILLIPS** •



sharpened up the web's operation in a short time, hypood program activities and is credited with DuMont's recent surge to the fore in New York and Washington.

Widely-experienced business exec and one of the best-known showmen during the war as head of the USO, Phillips brought an impressive background to tele when he took over the reins of the DuMont television network last year. He

• **HARRY BANNISTER** •



its commercial operation to new highs, and in 1941 became its general manager. Has supervised its WWJ-TV's operations since its inception.

Veteran salesman in many competitive fields since World War I, he brought a wide and experienced merchandising talent to radio in 1930 when he joined W M B C, Detroit. Later joined WWJ in the motor city, helped increase

• **G. EMERSON MARKHAM** •



Manager of GE's pioneer station in Schenectady (N. Y.), WRGB, and a company executive since 1923. Joined GE's WGY in that city in 1925, established two of the oldest farm radio services in broadcasting. Responsible for much of WRGB's success as one of the first video outlets in the east, Markham is also vice president of the TBA.

• **FRANK M. FOLSOM** •



As executive vice president in charge of RCA Victor, manufacturing division of Radio Corp. of America, Frank Folsom translated television blueprints and laboratory developments into receivers and broadcast equipment to establish television on a national scale. Under his direction, RCA brought out in quantity the super-sensitive Image Orthicon pickup tube, new bright-picture kinescopes and other video advances.

• **PAUL RAIBOURN** •



One of the first motion picture execs to recognize the tremendous future of television, Paul Raibourn, as vice president of Paramount Pictures in charge of budgets and planning, heads up the company's entire tele subsidiary, Television Productions, Inc. An active and influential participant during video's pioneering stage, Raibourn is a director of the Television Broadcasters Association.

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• **LEWIS ALLEN WEISS** •



When Lew Weiss, chairman of the board of Mutual and executive vice-president of the Don Lee Network, began in radio in 1930, he saw in it a new and potent advertising medium that fascinated him. Now, as one of the pioneers in the development of tele-

vision, he is still concerned with the great potentialities of the visual-video art media.

• **WILLIAM CRAWFORD EDDY** •



Holder of more than 100 radio and electronic patents, Eddy brings to video a career as full of drama as the medium itself. A graduate of the U. S. Naval Academy, he spent several years with the submarine service, later joined

Farnsworth Labs, NBC, then WBKB, Chicago. In the Navy during the war, Eddy rejoined WBKB in '46 as its director.

• **NORAN E. KERSTA** •



An NBC exec for more than 12 years, he's the network's director of television operations and one of the industry's youngest and most energetic officials. Pioneer in video statistical research and development of business methods for the new art,

his work has run the gamut of all matters video-wise. Marine Corps radar officer, Kersta took his present post in '47.

• **CHARLES C. BARRY** •



On the husky shoulders of "Bud" Barry, ABC's vice-president in charge of programs and television, fall the herculean task of programming the network's television stations. A former Presidential announcer, the 36-year-old Barry is responsible for the development of many of the network's top AM shows, will transfer much of his programming savvy to tele-

• **ERNEST B. LOVEMAN** •



Vice president of Philco Television Broadcasting Corp., which operates WPTZ, (Phila.) for the past three years, his career dates back to the early 20's when the company entered radio. For 18 years was ad manager of Philco, contributed

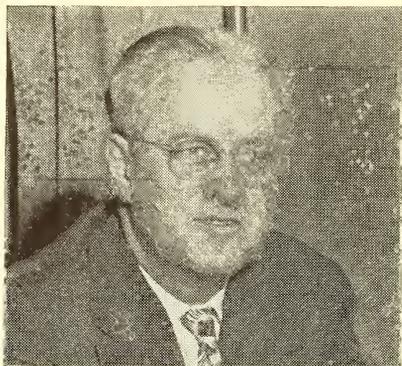
heavily to the firm's surge to the top in the industry. Loveman is one of the men who have made Philadelphia a vitally important video center.

• **WORTHINGTON C. MINER** •



Director, CBS Television, Miner handles over-all programming and film activities for the network's outlet, WCBS-TV, in New York. A prominent actor-producer-director for the legitimate theater and motion pictures from 1925-'39, during

which time he produced 27 Broadway shows, Miner handled the station's operation through the war years, last year inaugurated station's "on location" shows.



## BOB EMERY

Producer, Du Mont Television Network's

### "SMALL FRY CLUB"

*"... the hottest thing in town with kids  
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JIM OWENS, RADIO DAILY

*"... a program for youngsters ... both  
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JACK GOULD, NEW YORK TIMES

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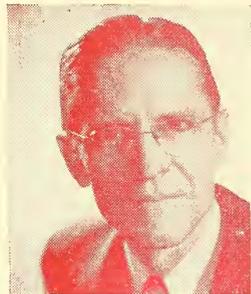
• **PAUL B. MOWERY** •



Few industry executives have done more to promote tele as an advertising and entertainment med than ABC's fireball, Paul Mowrey. A "young old-timer" in his early 30's, Mowrey has spent a decade in the industry, broke in with CBS

as a lighting expert back in '38. Joined ABC in 1944, is now its national director of television.

• **J. R. DUNCAN** •



Actively engaged in television engineering since 1931, Duncan is acting director of television operations for the Crosley Broadcasting Corporation. Supervising activity at WLWT when it operated under the experimental tag of W8XCT, Duncan

expanded the station's sked from one program a week in July of '47 to 20 hours weekly in January.

• **GEORGE M. BURBACH** •



General manager of the St. Louis Post-Dispatch broadcasting stations KSD, KSD-TV and KSD-FM, Burbach is one of the industry's pioneers. His early and intense interest in the development of television resulted in the first

auguration of KSD-TV as the nation's first completely post-war equipped television station on February 8, 1947. He was recently elected to the Board of TBA.

• **DR. LEON LEVY** •



Acknowledged industry leader for the past two decades, Levy heads activities at WCAU-TV (Phila.) as well as its AM, FM and facsimile interests. He and his brother, Isaac D. Levy sold their holdings in WCAU in '46, but remained as

operators for new owners, Philadelphia Record, and last year, The Bulletin. Born and bred in the Quaker City, he's a vet of both wars. Is on the CBS board.

• **ROGER W. CLIPP** •



One of the industry's top executives, Clipp runs a huge enterprise in the Quaker City for the Philadelphia Inquirer, including its video outlet, WFIL-TV. Influential in getting both national political conventions for Philadelphia in '48, Clipp is a live-wire broadcaster and businessman, enormously active in all

phases of industry. He's also a committee member of NAB, BMB, and a member of the stations planning and advisory committee of ABC.

• **DR. W. R. G. BAKER** •



Pioneer in the communications and electronics industry, he's vice president of General Electric. Joined the firm in 1917, helped set up its AM operations in Schenectady, Denver and Oakland, (Calif.), later joined

RCA-Victor to head radio engineering. Returned to GE in 1935, was elected a vice president six years later, now heads the electronics department in Syracuse.

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• **LEONARD F. CRAMER** •



Vice-president of the Allen B. DuMont Laboratories, Inc., and a member of its board of directors, Cramer's work for DuMont has been highly varied, including sales, promotion, advertising and station management.

Although he was originally interested chiefly in sales, diversified and thorough training and experience has also made him a top-notch production man.

• **DON McCLURE** •



One of the most energetic execs in the business, Don McClure was one of the first agency men to plan and set up an extensive tele campaign for a national advertiser, when the medium was still considered in the "experimental" stage.

Head of the television bureau of N. W. Ayer & Son, Don is also president of the American Television Society.

• **GEORGE T. SHUPERT** •



In television since 1943 as an executive assistant of Paramount Pictures Inc. and Television Productions Inc., Paramount's wholly owned television subsidiary, Shupert's duties include overall planning of Paramount's broadcast and theatre television operations.

He is also New York sales representative for Paramount's Chicago station, WBKB, and Los Angeles station KTLA.

• **ROBERT S. PEARE** •



Vice president in charge of advertising, broadcasting, and general publicity for GE, Peare joined the company in 1922. In 1940 was named manager of GE publicity, chairman of the Company's general advertising committee, and a vice president in 1944. Peare supervises the operations of WGY, GE's standard-AM station in Schenectady, and WRGB, its TV outlet.

• **FRANK P. SCHREIBER** •



Head of broadcast activities of WGN, Chicago, one of the Mutual network's key outlets, and is a member of the web's program board. Schreiber's had a wide career in the industry and newspaper work, broke in as a sports writer after

the first World War. He's been an important factor in air coverage of sports, now directs WGN-TV's operation.

• **EDGAR KOBAK** •



President of the Mutual network, and one of the most widely known men in the business world. Kobak's activities in video will expand this year with debut of several MBS stations in the medium, including WOR in New York. Was instrumental in acquiring video rights for the World Series last year, an occasion which bolstered the medium's importance to a high degree.

• **G. BENNETT LARSON** •



Director of tele operations for WCAU-TV, outlet owned by the Philadelphia Bulletin, and an executive with over 20 years experience in all phases of broadcasting. Has been with NBC as producer and director, later with

such top agencies as Y. & R., Ruthrauff and Ryan, was director of video for the former for some years. Re-entered the station field in '42, was with the Bulletin's WPEN until accepting his present post.

• **JOHN McNEIL** •



A veteran network sales and management executive, John McNeil brought to the Du Mont Television Network a wealth of know-how when he picked up the reins of commercial operation in May of 1947. His authority and responsibility embraces a wide area in the Du Mont operation, overseeing all commercial activities of WABD as well as the network itself.

• **REYNOLD R. KRAFT** •



Sales manager of NBC's tele department since 1945, he was named to his present post following heavy background as a time salesman for the web. Since he's headed the sales department Kraft has expanded it

from a local operation to one of the most effective sales operations in the industry. He's been responsible for obtaining many of NBC's top national video accounts.

• **ROBERT L. COE** •



Manager of WPIX, New York Daily News tele station, Coe is one of the nation's top-flight radio and video executives. Joined the St. Louis Post-Dispatch in 1924, became chief engineer of its radio outlet, KSD, in '33. Assisted in preparation and

debut of KSD-TV last year, later came to New York to assume his present post.

• **SAM CUFF** •



One of the first broadcasters to direct the early destiny of tele in the east, Cuff last year carved another industry milestone — supervision of the first nation-wide "road show." In cooperation with RCA, Cuff arranged a special

tour for the Allied Stores Corporation, exhibited the medium in 22 key cities. Before and during the war general manager of WABD.

• **KLAUS LANDSBERG** •



First commercial station on the west coast is headed by a young man whose career in radio and tele occupied most of his adult life. After a varied and active career in Europe, Klaus Landsberg came to the U. S.,

worked for several top firms, including NBC and Du Mont. In 1941 he was named director of Paramount Pictures' division and has headed KTLA's operation.

• **HARRY R. LUBCKE** •



Much of the history of television development on the west coast is a reprint of the career of Harry Lubcke, whose early work in the medium goes back to 1931 when he participated in reception of video images in an airplane. He established W6XAO almost 17 years ago. He's been director of the Don Lee television system ever since, and during the war was cited by the Army and Navy.

He established W6XAO almost 17 years ago. He's been director of the Don Lee television system ever since, and during the war was cited by the Army and Navy.

• **JAMES L. CADDIGAN** •



Manager of program planning for the Du Mont network as well as its key outlet, WABD, Caddigan is currently engaged in building programs, and an adequate staff to handle an increasingly expanded schedule. He is a firm believer in diversified

video fare and its important to a well-rounded station operation. Caddigan was a Paramount Pictures executive for 15 years.

• **J. LEONARD REINSCH** •



Widely - known in industry circles, more recently as radio adviser to President Truman, Reinsch began his career in Chicago in 1924, served with many top stations. Named managing director of the Cox radio properties in '42, Reinsch supervises

activities of three stations, including all television activities which will get under way this year.

• **GEORGE MOSKOVICS** •



Commercial manager, CBS television, Moskovics was named to the newly - created post of commercial manager at CBS Television in June of 1945. Since then, the list of sponsors at WCBS-TV has increased to a point where, in 1947, approximately 50 per cent of the programming was commercial. Moskovics, with CBS for 12 years, is a veteran ad sales exec.

• **JAMES C. HANRAHAN** •



General manager of WEWS, the Scripps-Howard FM-TV stations in Cleveland. He entered radio in 1932. In 1935 he helped organize Scripps-Howard Radio, Inc. of which he is now a vice-president, two years ago came to Cleveland to

set up WEWS. Hanrahan was also instrumental in establishing the Scripps-Howard AM stations in Cincinnati and Knoxville.

• **HAROLD C. BURKE** •



One of several top broadcasting execs whose career stems from association with newspaper advertising and editorial work, Burke has been a station man since 1930. He joined WISN, Milwaukee at that time, later became manager of the outlet. He's been

in radio on the Coast and joined WBAL, Baltimore in 1938. Burke is now general manager of the station, including tele.

• **LEONARD HOLE** •



Associate director, CBS Television, Hole currently supervises network station relations, sales promotion and advertising, plus numerous other important assignments. He made the first official announcement of CBS' web tele plans

last November before the Radio Executives Club in New York, described working agreements with stations in Washington and Baltimore.

• **IRVING R. ROSENHAUS** •



Guiding force of WATV, New Jersey's first tele station, Rosenhaus is president and general manager of Bremer Broadcasting Corp., owner-operator of the outlet. Sound and experienced broadcaster, he's managed the firm's AM and FM operations with conspicuous success, was an early enthusiast of video as a major force. Rosenhaus is a firm believer in tele's sales power.

• **FRANK M. RUSSELL** •



Vice prexy of NBC in charge of the network's Washington (D. C.) office, "Scoop" Russell has a long career in radio and newspaper work, helped to establish first radio news service in a government department—

the Agriculture section. Importantly concerned with early development of tele in Washington with the network's owned-and-operated station, WNBW.

• **KENNETH H. BERKELEY** •



Washington (D. C.) industry official, is vice president and general manager of The Evening Star Broadcasting Company, operator of WMAL-TV and WMAL, both ABC network affiliates. Managed WRC-WMAL for 12 years when both were NBC outlets, has headed latter station since '42 when it lined up with the old Blue Network. Berkeley's influence had made itself felt in Capital TV circles.

• **THEODORE C. STREIBERT** •



Sound and influential business exec, he's been a strong factor in the growth of WOR and establishment of the Mutual network, is currently president of the N. Y. station which will be on the air with tele this year. Formerly Assistant Dean of the Harvard Business School and a motion picture executive for many years, Streibert joined WOR in '33, became its chief in 1945

• **W. C. SWARTLEY** •



Management and operation of four mediums of radio in WBZ's imposing new Radio and Television Center in Boston is in the hands of an experienced veteran of Westinghouse broadcasting operation—Bill Swartley. He joined the company's outlet WOW, Fort Wayne, (Ind.) in '38, after an active period in various key posts, two years later assumed his present duties.

**EWELL K. JETT**



Director of radio and television activities for the Baltimore Sun, which operates WMAR-TV, and an FCC Commissioner from 1944 to 1948, Jett is one of the best-known men in the industry. He was chairman of the FCC after James L. Fly,

later was succeeded by Paul A. Porter, who was chief engineer for the Commission when he resigned.

**DOUGLAS A. DAY**



Vice president of Buchanan and Co., and one of the first agency execs to become actively involved with the merchandising of tele to the public as well as the advertiser. Since 1943 he has been concerned with the Allen B. Du Mont account, and to the extent

that the latter was among the first to receive advertisers Day is rightfully included among the early-birds of TV.

**LEE COOLEY**



Lee Cooley, director of television at McCann-Erickson, Inc., joined the agency in November of 1946 after six years at Ruthrauff & Ryan as director of daytime radio and television. Prior to that he was an Assistant Director at Paramount Pictures

and also in charge of program production at Don Lee Television in Hollywood. He has been an industry exec since 1930.

**RALPH B. AUSTRIAN**



One of the top motion picture executives to recognize the early potentialities of television, Austrian was for four years an RKO Pictures official, later became president of its television corporation. Firm believer in the use of films

in television programming and advertising, and a sound advertising exec, he's vice president in charge of television for Foote, Cone & Belding (N. Y.).

**CHARLES J. DURBAN**



Influential and enthusiastic tele executive, Durban is assistant director of advertising for one of the medium's earliest and most active sponsors — U. S. Rubber. Two years ago, when the rubber company began using video, Durban

wrote, directed and produced all its programs, later undertook the creation of a staff to handle its ever-widening activity.

**RICHARD W. HUBBELL**



Television management consultant to several broadcasters, he's been in the business since the mid-thirties when he joined CBS as a producer. He's been production manager at WLW and consultant to the Crosley operations, writer-director, and author of two books on the subject. Moderated two video sessions sponsored by the Radio Executives Club.

**WILL BALTIN**



Secretary-treasurer of the Television Broadcasters Association, since its inception in 1944, Baltin was first program manager of the Du Mont station WABD from June, 1940 to December, 1944. Among his television "firsts"

was the transmission of Missing Persons Bureau photographs and descriptions in cooperation with the N. Y. Police.

**HARVEY MARLOWE**



One of the most active young men in the industry, Marlowe currently heads up programming activities for WPIX, the Daily News station in New York. A veteran thespian, he was an important factor in the early development of video for ABC. He's expected to help make WPIX a dominant outlet within a short period.

**WILLIAM E. FORBES**



Manager of the tele department of Young & Rubicam, Forbes is one of the young industry's alert and able execs, has been the agency's video topper since 1944. Veteran network and station exec, serving with CBS for several years in New

York and Hollywood, and before that general manager of WCCO, Minneapolis, he's had a well-rounded background in all phases of advertising and broadcasting.

**WALTER CRAIG**



Experienced advertising and station executive, Benton & Bowles' tele-radio chief has had a wide and varied career, much of it in show business. As vice president of both activities as the agency, Craig supervises video activity of all clients, including time-buying, creation, and production of programs, etc. One time headed own radio producing firm, built shows for several of the nation's top advertisers.

**KENNETH YOUNG**



Agency executive who doubles in brass as director of television and radio activities for Campbell-Ewald in New York. Although associated with the medium only since his return from service, Young's been identified with some of the top

shows presented on NBC and Du Mont networks during the past two years. He's supervised U. S. Rubber programs, several special events and sports shows.

**WILLIAM J. MORRIS**



Head of the television and motion picture department of BBD&O, Morris is a veteran advertising executive, has worked on several national major accounts during his agency career, including Ford Motor Company's "Parade of Sports" TV schedule. His motion picture background dates back to 1923, since which time he's held key posts.

# **Television Organizations**

## **. . . personnel—functions**

### **Television Broadcasters Assn. Inc.**

500 FIFTH AVE., NEW YORK 18, N. Y.  
Lackawanna 4-4788

#### **OFFICERS**

President . . . . . Jack R. Poppele	Secretary-Treasurer . . . . Will Baltin
Vice-President . . . . . John F. Royal	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.; Lawrence W. Lowman, CBS; 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 . . . . . Don McClure	Treasurer . . . . Archibald U. Braunfeld
Vice-President . . . . . Herbert Taylor	Secretary . . . . . Dian Dincin

#### **DIRECTORS**

Charles Alicoate	Jack Levine	George Shupert
Charles Durban	Paul Mowrey	Ed Sobol
	Ed Stasheff	

#### **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.

# FILMS IN TELEVISION

By **JIM OWENS**, Associate Editor *Radio Daily and Television Daily*

**A** QUESTION, important and compelling as any in the formative stage of television's expansion during this, the third year of its post-war development, is the role films will play as an entertainment device and as a tool of effective selling.

Their place in the over-all structure of the medium was the subject of wide and vigorous discussion in 1947 and one on which segments of the industry were not always in accord. Already widely used as a vehicle of news and entertainment on many of the stations on the air last year, celluloid fare was becoming, at the year-end, a more imposing factor since it represented, in the opinion of several key executives, an appreciable reduction in the cost of reaching the public with a quality video presentation. For the broadcaster, films were an additional if not entirely satisfactory source of program material that offered many of the advantages of live production without the sometimes prohibitive cost; for the advertiser it represented a streamlined method of airing his sales message with economy, together with the invaluable advantage of repetitive consistency.

Films played an ironic role in television in 1947. Because of their physical affinity to the medium, they made up a significant portion of the broadcaster's schedule, in some cases as high as 25 to 30 per cent. Program material on celluloid ranged widely in scope, from travelogues to Hollywood features—reclaimed somewhat reluctantly from the archives—to individually-produced newsreels. The latter was later to become one of the most important phases of tele to be provided by films.

While their degree of importance in the programming future of television was a matter of diversified opinion, and usually stemmed from the financial position of the individual user, it was generally agreed during the past 12 months that films would play a role not too dissimilar, in many respects, to the electrical transcription in radio. Live programs and live commercials, while superior in principal because of their spontaneity—the very essence of television—were admittedly costly and perishable after one performance, economically speaking. Filmed-programs or commercials, on the other hand, remained

available for limitless use, could quickly amortize the initial investment for the producer.

Although broadcasters depended upon film material to a significant degree, and as such were an important source of revenue to the celluloid industry, exorbitant costs prevented their becoming an even more important segment of programming. Hollywood productions available to tele were conspicuously inferior, of ancient vintage and of questionable entertainment value. As such, broadcasters were loathe to use them with as much regularity as would have been possible if the opposite were true. The film capital's ban on use of their products by video, until they had exhausted other markets, had begun to make itself felt with sharper resentment as the number of stations increased. It was a curious interpretation of the law of supply and demand. Here was a new and vital market ready to absorb the residue of the motion picture industry but denied one of the ingredients with which it could rapidly mature.

There were, however, certain obscure signs of relief as the industry approached the new year. The film industry's attitude toward tele, once openly hostile, changed to one of interest, was later to become one of active association. Paramount Pictures, first of the major Hollywood companies to align itself with the new medium, with two stations plus a financial interest in an eastern network, developed a process of filming programs off the air which held promise of major importance to the advertiser as well as the broadcaster. NBC and Jerry Fairbanks Productions, a specialty film outfit, made the first official working agreement between the two industries with a long-term agreement by which the movie company would provide the network's entire celluloid video requirements, including newsreels. The trend was given further impetus when Twentieth Century-Fox Film Corp. became the first film outfit to provide a daily newsreel for television.

These developments came with sudden and agreeable surprise to the video industry, and were looked upon as indications that both industries had approached the point of economic juncture.

# ***Television Awards For 1947***

## **Television Broadcasters Association AWARDS FOR 1947**

To Dr. Frank G. Back, for outstanding technical improvement to television programming for the development of the Zoomar Lens, which makes possible instantaneous following of action by the camera.

To William C. Eddy, director of television station WBKB, Chicago, for outstanding application of a technical improvement to television programming for the application of existing microwave equipment to a relay between South Bend, Ind., and Chicago, thereby bringing to the Chicago television audience the Notre Dame football games.

To Paul M. Hahn, executive vice-president, American Tobacco Company, for contributions to commercial television programming, for the skillful application of commercial technique to television broadcasting.

To Ben R. Donaldson, in charge of passenger car advertising, Ford Motor Company, for contributions to commercial television programming, for the extensive experimentation with and support of commercial television in diverse market areas during the past year.

The Committee also made honorable mention and praise for the work of John H. Platt, vice-president in charge of advertising, Kraft Food Company, for the conception and execution of a series of highly entertaining and commercially successful dramatic telecasts.

## **American Television Society AWARDS FOR 1947**

To the Electric Association, Chicago (Felix Van Cleef, president) for organizing and co-ordinating a television committee made up of set and transmitter manufacturers, broadcasters, suppliers of power and transmitter facilities, retail distributors, and advertising agencies.

To the dramatists Guild of the Authors eague of America, Victor Wolfson, secretary, for "outstanding contribution to television programming."

To John R. Poppele, president of TBA, and vice-president and chief engineer of WOR, for his efforts in submitting a graduated programming schedule to the FCC which would bring relief to commercial television stations faced with the problem of 28 hours per week minimum operation; encouragement of the nation's television broadcasters to adopt a self-imposed code of ethics to forestall imposed censorship from without; rescinding of a proposed 20 per cent amusement tax on television receivers in public places and the spearheading of a TBA committee in overcoming objections to apartment house television antenna installations.

To George Shupert, eastern representative of Television Productions, Paramount station's KTLA, Los Angeles, and WBKB, Chicago, for his "unselfish efforts" on behalf of the Society.

# VIDEO STUMBLING BLOCKS

By RICHARD W. HUBBELL, of Richard W. Hubbell and Associates

THERE is a reason why advice to the love-lorn has been standardized in newspaper columns in the form of questions and answers. So universal a subject defies the general and theoretical approach.

Television likewise.

This article is therefore limited to a list of questions and answers. They cover stumbling blocks which we usually encounter in the analysis of many television operations. They are fundamental to any master plan for television.

*Question #1—A station owner asks:*

*Should we swing into television?*

*Can we ride along without it?*

*Answer:* At different times in different markets and under different circumstances there will come a time when radio broadcasting as we know it now will be unprofitable. Survival as a general advertising medium requires a shift to television. Every indication of popular interest shows the mass audience is shifting this way.

*Question #2—A general manager asks:*

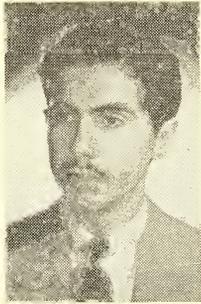
*What should we plan to do with our AM and FM operations? Liquidate them over a period of years? If so, what period?*

*Answer:* Plan ahead for AM and FM operation for at least fifteen years. Sound radio should continue to be profitable—but on an entirely different basis from present operations. Sound broadcasting seems headed toward a service operation, a principal feature of which will be the distribution of vital public messages. Sound receivers will eventually develop electronic memory for the retention of these messages, in which a visual record is not necessary. This will entail an entirely different method of organization, entirely different circulation, entirely different techniques of obtaining revenue.

*Question #3—An investment syndicate asks:*

*We have applied for a television construction permit and license. What are our chances of getting it?*

*Answer:* Your Washington lawyer or con-



Hubbell

sulting engineer can advise you—but be sure you can support your claim that you can really operate a television station. Be sure also that your plans are so developed that you can actually produce results after the CP is granted. Make no mistake—many CPs will be lost, because licensees do not act aggressively enough to stand up against fierce competition, whose aim is to secure that coveted franchise for itself.

*Question #4—A bank president asks:*

*Will profits in television approach those of radio? Be less? Or greater?*

*Answer:* The most careful economic analysis we can make indicates profits will be far greater in television than in old-fashioned, "blind" radio. Within ten years the character of stations will have completely changed. The broadcasting industry is moving from simple, uniform broadcasting service to complex, consolidated services which will play an enormous part in the social and economic life of the nation and every community therein. Capital investment will be six to ten times as great; capital turnover somewhat slower; gross income many times larger; ratio of profits to gross income somewhat smaller; actual dollar profits many times as large. We are headed for bigger, more stable, more diversified operation.

As a result of this trend, the capital structure of most broadcasting organizations will change. One feature of this change should logically be broader stock ownership—more shares and more stockholders—per station. This should prove to be one of the major rewards to the television pioneer: the increase in capital value of stock holdings which can be realized through subsequent sale of shares.

*Question #5—A regional network executive asks:*

*How should we finance our investment in television?*

*Answer:* First, re-examine your capital structure. In many cases the issuance of preferred stock provides the best solution. This permits the expansion of the business, providing the larger operating capital now necessary and assuring continued dividend payments out of AM radio profits during the transition period.

Small, and even medium-sized broadcasters who plunge into television with expectancy of paying for equipment and deficit operations out of AM radio profits are in for a rude shock.

# WEST COAST TELE PICTURE

By RALPH WILK, *West Coast Representative, Radio Daily*

AT THIS writing, KFI-TV is slated to be the third television station in Southern California and it is expected to start operations in the spring of his year. Its RCA transmitter has been installed atop Mt. Wilson and the equipment for the transmitter building represents a cost of more than \$500,000.

NBC expects to have its video station, KNBH, in operation July 1 of this year. Its RCA transmitter will be located on Mt. Wilson and a two-story building has been erected at a cost of \$150,000. The Otto K. Olesen building, north of NBC headquarters on Vine Street, Hollywood, will be converted into a studio for the television activities.

NBC's outlay for equipment and buildings will total \$1,300,000. Hal Bock is in charge of NBC's Western division video plans.

The Los Angeles Times-Mirror Company, which will operate KTTV, is hopeful of having its station telecasting by the end of 1948. Its RCA transmitter will be installed on its site on Mt. Wilson, while at this writing the site for the studio is yet to be selected.

The Times-Mirror will work closely in co-operation with the Pasadena Community Playhouse and a room in the Pasadena building has already been converted into a training studio. A potential staff is expected to be created and some of the Playhouse talent may be used in future programming on KTTV. R. A. Montfort, who was with NBC in the East, heads the Times-Mirror active video plans.

KTLA, which was formerly W6XYZ and which is owned and operated by Television Productions, a subsidiary of Paramount Pictures, has been on the air commercially since Jan. 22, 1947. It is offering 40 to 50 hours of programming weekly, with a little more than 20 hours sponsored.

KTLA has been televising the feature race of each Saturday's program of the 1948 ten-week season at the Santa Anita racetrack. The Union Oil Company has been sponsoring the televising of the event. Klaus Landsberg has been in charge of Television Productions' video operations since their inception.

Construction of three new units on Don Lee's W6XAO transmitter atop Mt. Lee has been completed. Result is a heavy increase in signal strength and it provides

sharp reception from Malibu to San Diego and from the Sierra Madre coastal mountain range to Catalina Island.

Harry R. Lubcke, who is still in charge of television for Don Lee, organized the Thomas S. Lee television system in November, 1930. The initial 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 first 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 move was the purchase of a Hollywood mountain, right in the heart of the city, and the erection there of the first built-for-television studios in the world.

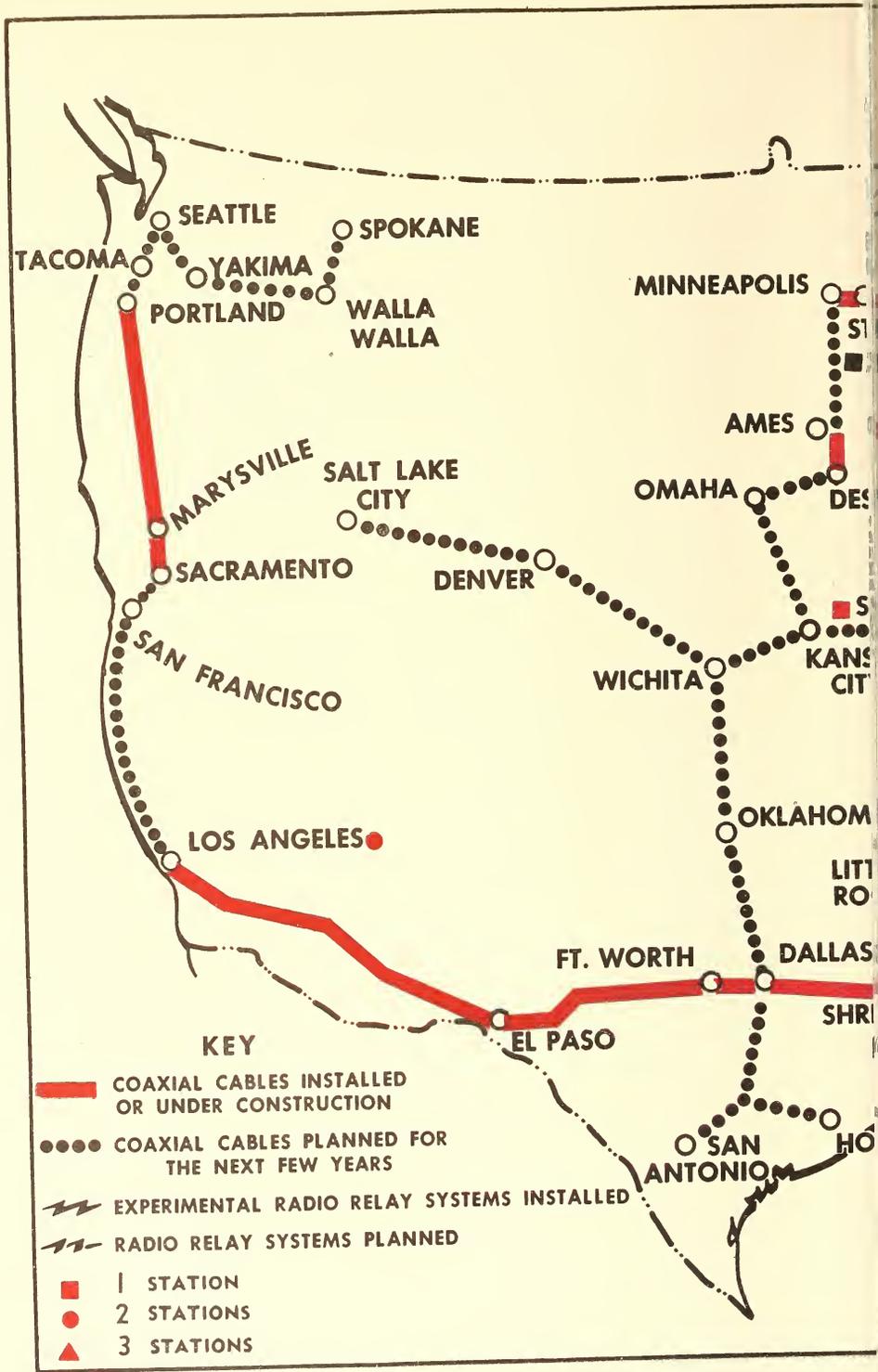
KLAC, Los Angeles, has ordered an RCA transmitter and expects to be operating KLAC-TV late in 1948. Its site for its transmitter building is on Mt. Wilson. KLAC's sister station, KYA, San Francisco, also has permission to telecast, but its video activities will not get underway until KLAC-TV becomes active.

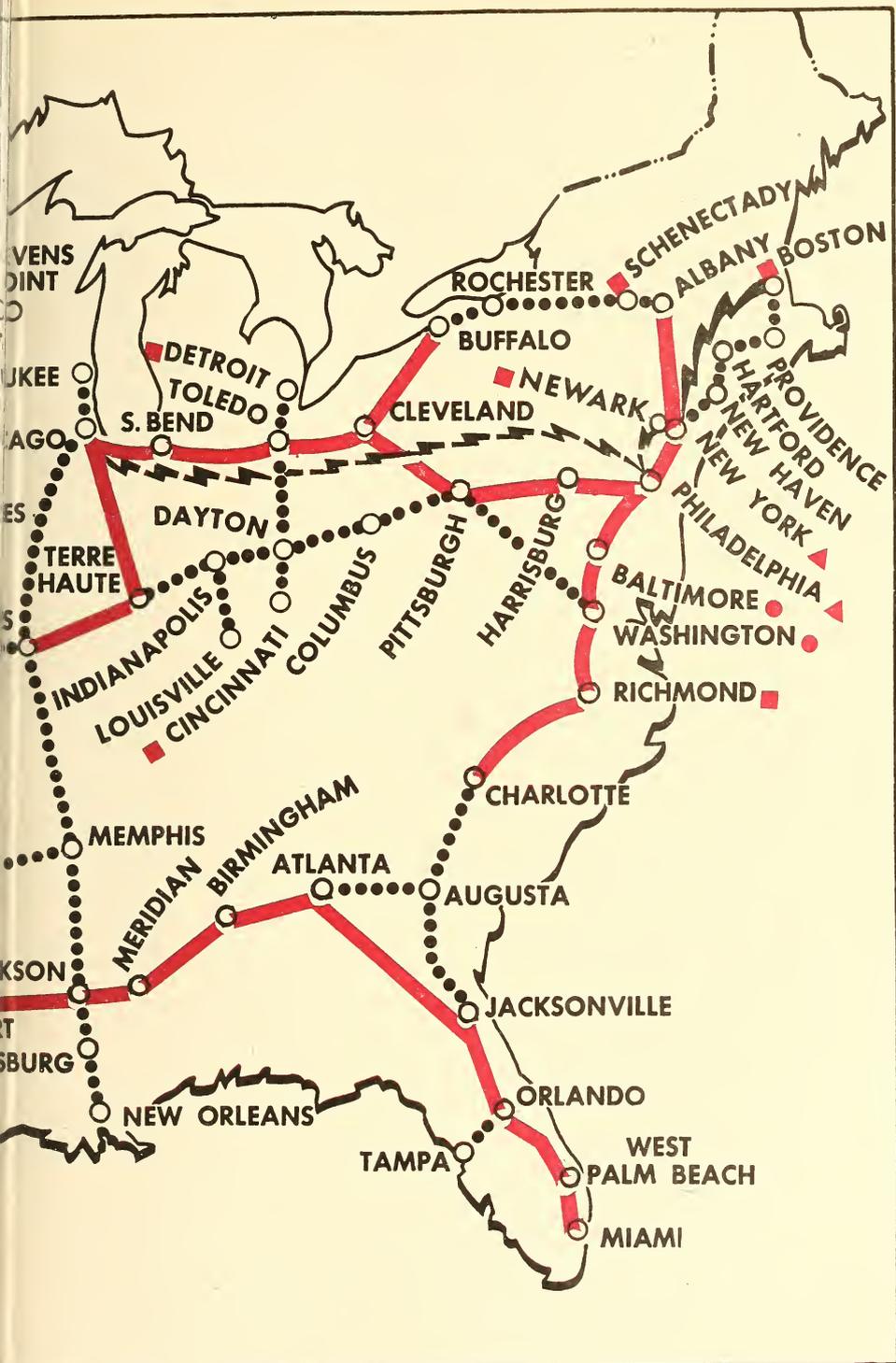
ABC, which operates KECA, Los Angeles, and KGO, San Francisco, is making active video plans and expects to launch television stations in both cities simultaneously by the end of 1948 or early part of 1949.

KECA has a transmitter site on Mt. Wilson, and \$1,000,000 has been earmarked for a transmitter, field equipment, studios and offices.

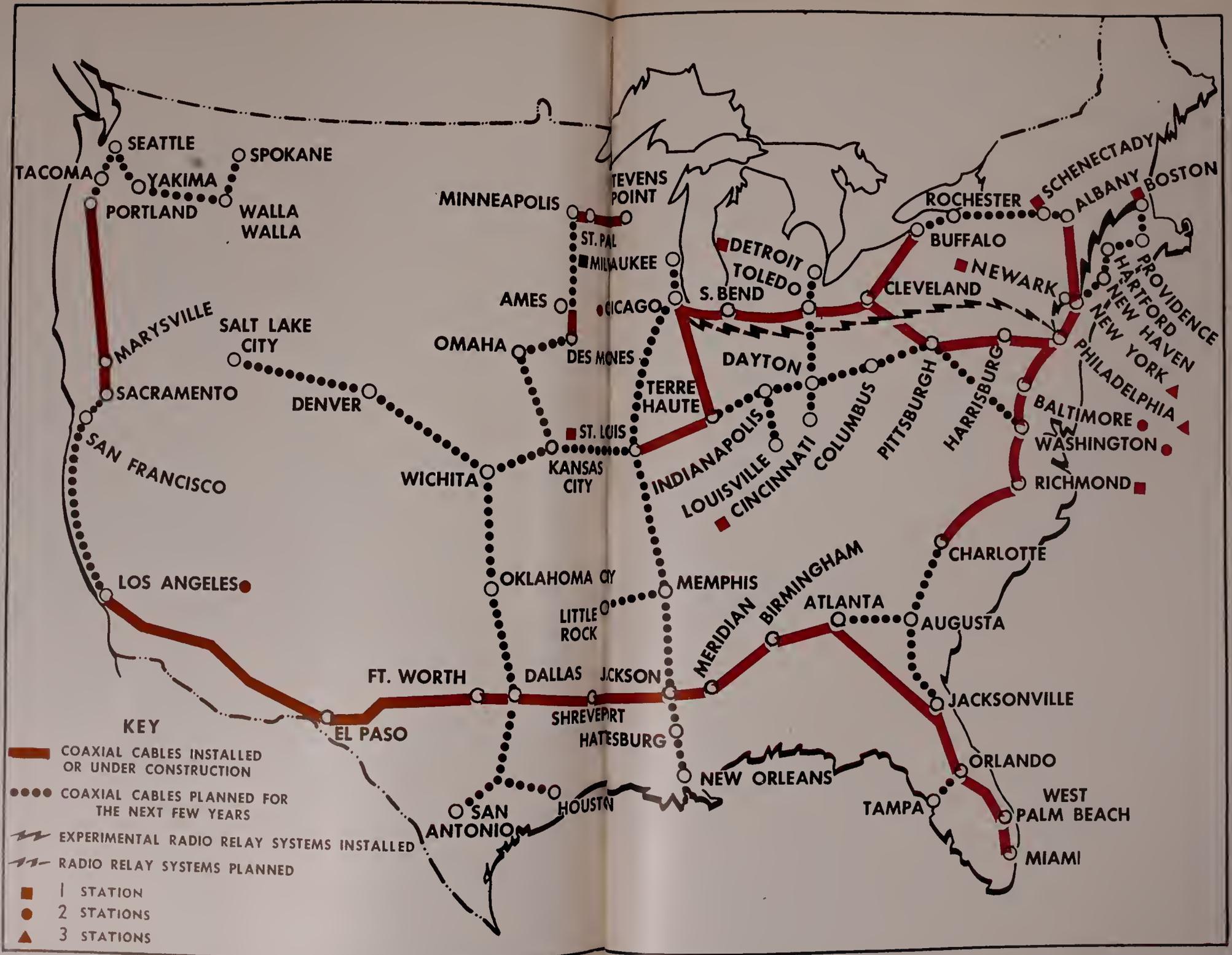
Telecasters estimate that 200,000 receivers will be in use in Southern California by the end of this year, with five spectators for each set. The threat of video to theatre grosses has circuit and independent exhibitors in this area giving serious thought to the blending of television into normal theatre operation.

Exhibitors showed keen interest in the video demonstration of the New Year's Day Pasadena Rose parade and Rose Bowl football game, which grossed an estimated \$9,000 at the Shrine auditorium, Los Angeles. The demonstration was arranged by Bert D'Orsay, local custom receiver maker. At this writing, Rodeny Pantages, owner-operator of the Hollywood Pantages, has been experimenting with large screen tele in his theater.









TACOMA, SEATTLE, SPOKANE, YAKIMA, WALLA WALLA, PORTLAND, MINNEAPOLIS, STEVENS POINT, MILWAUKEE, ST. PAL, DETROIT, TOLEDO, S. BEND, CLEVELAND, NEWARK, ROCHESTER, SCHENECTADY, ALBANY, BOSTON, PHILADELPHIA, PROVIDENCE, HARTFORD, NEW HAVEN, NEW YORK, BALTIMORE, WASHINGTON, RICHMOND, PITTSBURGH, HARRISBURG, DAYTON, CINCINNATI, COLUMBUS, INDIANAPOLIS, LOUISVILLE, TERRE HAUTE, ST. LOUIS, KANSAS CITY, WICHITA, DENVER, SACRAMENTO, MARYSVILLE, SALT LAKE CITY, LOS ANGELES, SAN FRANCISCO, OKLAHOMA CITY, MEMPHIS, BIRMINGHAM, ATLANTA, AUGUSTA, CHARLOTTE, FT. WORTH, DALLAS, JACKSON, MERIDIAN, JACKSONVILLE, EL PASO, SHREVEPORT, HATESBURG, NEW ORLEANS, TAMPA, ORLANDO, WEST PALM BEACH, MIAMI, SAN ANTONIO, HOUSTON

# 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 amplitude in a circuit in accordance with some signal transmitted. Used for television picture.

**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 arithmetical difference between the maximum and minimum frequencies 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 the bottom to the top of the picture.

**BLOCKING OSCILLATOR**—A type of oscillator which generates a saw-tooth shaped signal used for scanning in a 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. Because of a high positive voltage applied, 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 from the video 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.

**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—that is, direct current.

**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 which attracts electrons. 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. For television 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 new, distinct bands of frequencies appear, of frequencies higher and lower than 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 line reproductions only, it is now considered to include processes producing halftone and shaded effects as well.

**FADE-OUT**—A camera technique in which a scene is gradually dimmed from view.

**FIDELITY**—The faithfulness with which a system reproduces audio or video signals.

**FIELD**—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

**FLUORESCENT SCREEN**—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

**FLYBACK**—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line. It is necessary to restore it to the 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, and the voltage to accomplish it is called flyback voltage.

**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. In television, thirty are sent each second.

**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. Used for television sound.

**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 often 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 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.

**IMPEDANCE**—A combination of electrical resistance and reactance, analogous to mechanical friction and inertia.

**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, FM and short wave stations, 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.

**MULTIPATH 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. This is the present U. S. method.

## 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. Also applied to certain sweep voltage wave shape characteristics.

**PEDESTAL**—A portion of the television video 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 transmitting station. In present television standards the channel is 6 megacycles.

**RASTER**—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

**REFLECTOR**—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

**RELAXATION OSCILLATOR**—A type of circuit which oscillates periodically. Used to generate scanning voltages.

**RETURN TRACE**—The lines on the cathode ray screen formed as the cathode ray beam moves back to its starting position. Not visible when a signal received.

S

**SAW-TOOTH**—A voltage or current whose variation with time follows a saw-tooth outline. This is the basic wave shape used to sweep the spot over the cathode ray tube screen.

**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.

# LOOKING BACK — AND AHEAD

by LEONARD CRAMER, Executive Vice President, Allen B. DuMont Laboratories

MANY times an individual, a business organization or an industry welcomes a new year because it represents a clean slate. Resolutions are lofty and the year behind is forgotten. The resolutions of the past year are rarely examined in the light of what was actually accomplished during that year because the accomplishments seldom come up to the resolutions.

Strange as it may seem our youthful television industry dares to look back with a feeling of pride in its accomplishments during 1947.



CRAMER

Television began 1947 with a mere 12,000 receivers in the hands of the public. Various estimates were made 12 months ago of the number of receivers which would be manufactured and sold during 1947. Only Du Mont and RCA were actually in production at the beginning of the year but the consensus of opinion indicated approximately 300,000 receivers by the end of 1947. Among others Philco, General Electric, Crossley and Andrea entered the field to add receivers to meet the total estimate and while the production figures picked up by RMA amount to between 175,000 and 200,000 the production of other manufacturers not reporting should swell this total to better than 250,000 for the year. This is an accomplishment to which the industry can point with pride. Manufacturing television receivers in large quantities is a tough trick at best and even tougher without sufficient "know-how" and trained personnel to go around, but we rose to the occasion. This measure of success is indicative of much more than just meeting a forecast. It proves that 1948 can and will be much bigger. The industry has acquired "know-how" and has trained personnel. Its initial success is attracting much attention and as a result new talent and financing.

1948 will see practically every major established radio company and many new and smaller ones in production on television receivers.

Many industry estimates put the goal for 1948 at 750,000 receivers to be installed in American homes and I will go along with this figure. The manufacturing end of television has donned its first long pants and is starting its climb to its rightful position among the great industries of the world.

What about the broadcasting end of television?

At the beginning of 1947 only 9 stations were operating regularly but by the end of this year this total will have reached 18. There is no reason to believe that we cannot double this figure again in 1948. Throughout the industry there is a feeling of optimism. Just under the surface there is a ripple of excitement. Great days lie ahead. For years we have stared at ever increasing budgets with little more than an idea, a hope, a prayer and faith to go on. But that's behind us. We've taken the bumps, or most of them; the road ahead should be smooth and fast.

The established television broadcasters have done some heavy pioneering over the years and in 1947 great strides were made in operations and programming. These broadcasters have made it easier and less costly for those about to enter the field. They have established procedures through trial and error, they have trained personnel and they have field tested the equipment and contributed ideas for improvement. Today the prospective broadcaster can buy proved equipment and begin operations on a budget within reason. Never again will the unusual opportunities of 1948 be available to those desiring to enter this promising new business.

Television is the number one candidate for public popularity. We're building an industry that will make a profound impression on the economic and social life of the world. Let's continue to build it on a sound basis.

# Commercial Television Programs—1947

Following is a list of commercial television programs on leading stations during the year ending Dec. 31, 1947. 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.

## A

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Adventure Serial	Philco		KTLA	Cecil Noble Adv. Agcy.
All For Fun	Philco		KTLA	Cecil Noble Adv. Agcy.
All Men Are Created	Muller's Macaroni	Live	WABD	Duane Jones Co., Inc.
Amadee Quiz	Reardon Co. Paints	Cartoons Quiz	KSD	Oakleigh R. French
Amateur Show	Michaels Brothers	Live	WABD	Direct
America Goes Bowling	American Bowling & Billiard Corp.	Sports	WCBS	Direct
The American Home	U. S. Rubber Co.	Film	WNBT (NBC Network)	Campbell-Ewald Co., Inc.
Announcements	Botany Ties Men's Neckwear	Announcements	KSD	Silberstein-Goldsmith
Announcements	Bulova Watch Watches	Announcements	KSD	Biow Co.
Announcements	Elgin Watch Watches	Announcements	KSD	J. Walter Thompson
Announcements	Lucky Strike Cigarettes	Announcements	KSD	Foote-Cone & Belding
Announcements	Seven Up Soft Drink	Announcements	KSD	Oakleigh R. French
Announcements	Walco Lens Television Lens	Announcements	KSD	Oakleigh R. French
Army-Notre Dame Game Film	American Tobacco Co.	Film	WNBT (NBC Network)	N. W. Ayer & Son, Inc.
At Home With Tex & Jinx	Bristol-Myers Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
The Author Meets the Critics	General Foods Corp.	Live	WNBT	Benton & Bowles, Inc. Young & Rubicam, Inc.

# B

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Balto Colts Games	American Oil Co.	Sports	WNBW	The Joseph Katz Co.
Barn Dance	New Era Potato Chip Sales Corp. Potato Chips	Studio Variety	WBKB	Tom Schroeder
Baseball	Atlantic Refining Automotive Products	Sports	WPTZ	N. W. Ayer
Baseball	Commonwealth Edison Co. Institutional	Sports	WBKB	J. R. Pershall
Baseball	Ford Motors Autos	Sports	KSD	J. Walter Thompson
Baseball	Ford Motor Co. Automobiles	Sports	WBKB	J. Walter Thompson
Baseball	Goebel Brewing Co. Beer	Sports	WWJ	Brooke, Smith, French & Dorrance
Baseball	Philco Distributors, Inc. Electrical Appliances	Sports	WPTZ	Direct
Baseball	Purity Bakeries Bread	Baseball	KSD	Young & Rubicam
Baseball	Schulte Motor Autos	Baseball	KSD	Jerrold & Assoc.
Baseball (Dodgers)	Ford Motor Co. Autos	Sports (L)	WCBS	J. Walter Thompson
Baseball (Dodgers)	General Foods (Post Cereals)	Sports (L)	WCBS	Benton & Bowles Young & Rubicam
Baseball (World Series)	Ford Motor Co.	Remote	WNBT (NBC Network)	J. Walter Thompson Co.
Basketball	Atlantic Refining Co. Automotive Products	Sports	WPTZ	N. W. Ayer
Basketball	General Electric Supply Corp. GE Television Sets	Sports	WWJ	Simons-Miichelson
Basketball	Shell Oil Gas and Oil	Sports	KSD	J. W. Thompson
Basketball (College)	Brown Williamson Tobacco Co. Kool Cigarettes	Sports	WBKB	Russel M. Seeds

Basketball (High School)	Broadway House of Music Radio-Television Sets	Sports (L)	WTMJ	None
Basketball (Marquette Univ.)	Wadham's Div. Socony-Vacuum Oil Co. Gas and Oil	Sports (L)	MTMJ	Scott-Telander
Basketball (Phila. Warriors)	T. Trilling Montague Norge Distributors	Sports	WFIL	Campbell-Ewald
Basketball (Wash. Capitol)	National Brewing Co. Beer	Sports	WTTG	Owen & Chappell, N. Y.
Bendix Home Laundry Clinic	Southern Wholesalers Instruction	Instruction	WNBW	Henry J. Kaufman & Associates
Betty and Bill	Aluminum Ore Institutional	Musical	KSD	Direct
Billiards	Brunswick-Balke-Collender Co.	Sports	WCBS	Direct
Birds Eye Open House	General Foods Corp.	Live	WNBT	Young & Rubicam, Inc.
The Borden Show	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Boston Relay Dedication	American Telephone & Telegraph Co.	Opening Ceremony	WCBS	N. W. Ayer
Boxing	Globe Brewing Co. Arrow Beer	Sports (L)	WMAL	Joseph Katz Co.
Boxing	Ned's Auto Supply Appliances	Sports	WWJ	Garrish Albert
Boxing	Perma-Stone Corp. Building Material	Sports (L)	WTMJ	None
Boxing	Winston Radio & Television Corp.	Remote	WABD	Sternfield Godley
Boxing	Ford Motor Co.		KTLA	J. Walter Thompson
Boxing (Amateur)	Atlas Brewing Co. Beer	Sports	WBKB	Olian Adv. Co.
Boxing (Amateur)	Keeley Brewing Co. Beer	Sports	WBKB	Malcolm Howard
Boxing (Professional)	Motorola Television Receivers	Sports	WBKB	Malcolm Howard
Boxing from Jamaica Arena	American Shops	Remote	WABD	Wm. N. Scheer Adv. Agency
Boys Week	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Bubble Gum Contest	Bowman Gum Co.	Live	WPTZ	Foote, Cone & Belding

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Campus Hoopla	U. S. Rubber Co.	Live	WNBT (NBC Network)	Campbell-Ewald Co., Inc.
Catch The Act	Gilbar Sales Co.	Remote	KTLA	Cecil Noble Adv. Agcy.
Cavalcade of Sports (World Series)	Gillette Safety Razor Co.	Remote	WNBT (NBC Network)	Maxon, Inc.
Christmas Day	Hamilton Watch Co.	Remote	WNBT (NBC Network)	Batten, Barton, Durstine & Osborn, Inc.
The Christmas Dream	U. S. Rubber Co.	Film	WNBT (NBC Network)	Campbell-Ewald Co., Inc.
Circle "C" Ranch	L. K. Ward Stores	Live	KTLA	Cecil Noble Adv. Agcy.
Clown Alley	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
CBS Television News	Gulf Oil Corp.	News	WCBS	Young & Rubicam
Walter Compton & the News	General Electric Supply Corp. Radio and Tele Sets	News	WTTG	M. Belmont Ver Standig
Counter Talk	Trimfoot Mfg. Co. Shoes	Fashion	KSD	Gardner Adv.
<b>D</b>				
Dancing on Air	Standard Brands, Inc.	Live	WNBT	J. Walter Thompson Co.
<b>F</b>				
Face to Face	Standard Brands, Inc.	Live	WNBT	J. Walter Thompson Co.
Far Better Sports	Mort Farr Appliances	Sports	WFIL	Edward Shapiro
Fashion Revue	Klines Women's Wear	Fashions	KSD	Direct
Feature Film	Southern Wholesalers	Film	WNBW	Henry J. Kaufman & Associates
Film Fun	George's Radio Electrical Appliances Institutional	Film	WMAL	Robert J. Enders
Film	Monsanto Chemical	Film	KSD	Gardner Adv.
Film	U. S. Rubber Co. Tires	Film	WWJ	Campbell-Ewald

Film Trailers	Universal Pictures Co., Inc.	Film.	WNBT (NBC Network)	Monroe Greenthal Co., Inc.
Financial News Service	Bache & Co.	News	WABD	Direct
The Florist Shop	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Food for Thought	St. L. Independent Packing Meats	Film	KSD	Gardner
Jane Foster Comes to Call	Commonwealth Edison Co. Electrical Appliances	Cooking School	WBKB	J. R. Pershall
Fun and Fables	RCA-Victor Distributing Co. RCA Television Sets	Children's Show	WWJ	William I. Denman, Inc.
Fun at Four	Southern Wholesalers	Variety	WNBW	Henry J. Kaufman & Associates
Funtime	Dazey Mfg. Co. Kitchenware	Audience Participation	KSD	Gardner
Football	American Oil Co. Petroleum Products	Sports (L)	WMAL	Joseph Katz Co.
Football	Columbia Wholesalers & Good Housekeeping Stores Philco Products	Sports (L)	WMAL	Kal, Ehrlich & Merrick
Football	Atlantic Refining Co. Automotive Products	Sports	WPTZ	N. W. Ayer
Football	Broadwood Hotel Hotel Facilities	Sports	WPTZ	Deane Klein Davidson
Football	Philco Distributors, Inc. Electrical Appliances	Sports	WPTZ	Direct
Football	Pontiac Dealers Assoc. Pontiac Cars	Sports	WPTZ	Direct
Football (College)	American Tobacco Co. Lucky Strike	Sports	WBKB	N. W. Ayer
Football (College)	American Tobacco Co.	Remote	WNBT (NBC Network)	N. W. Ayer & Son, Inc.
Football (Professional—Bears)	Canadian Ace Brewing Co. Beer	Sports	WBKB	Direct
Football (Professional—Cardinals)	Atlas Brewing Co. Beer	Sports	WBKB	Olan Adv. Co.
Football (Professional—N. Y. Giants)	Pabst Sales Co.	Remote	WNBT	Warwick & Legler, Inc.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Football (Professional)— Rockets)	Keeley Brewing Co. Beer	Sports	WBKB	Malcolm Howard
Football (Columbia U.)	Knox The Hatter	Sports (L)	WCBS	Geyer, Newell & Ganger
Football (U. of Detroit)	General Electric Supply Corp. GE Television Sets	Sports	WWJ	Simons-Michelson
Football (U. of Mich.)	Odsmobile Automobiles	Sports	WWJ	D. P. Brother
Football (Yankee)	Spring Mills	Remote	WABD	Direct
Football Preview	Globe Brewing Co.	Commentary	WNBW	The Joseph Katz Co.
Frozen Freshness (Ameri- can Business on Parade)	Frigidaire Div.—General Motors	Film	WNBT (NBC Network)	Foote, Cone & Belding
/				
The Gentle Art of Meat Cookery (American Busi- ness on Parade)	Armour & Co.	Film	WNBT	Foote, Cone & Belding
Gimbel's Views the News	Gimbel's Department Store Dept. Store	Newsreel (F)	WTMJ	None
Glamorous Christmas Morning	James McCreery & Co.		WNBT	Direct
Golden Gloves Amateur Boxing Tournament	The Hecht Co.	Sports	WTTG	Harwood Martin
//				
Handy Man	Gimbel Brothers Department Store Products	Live	WPTZ	Direct
Harness, Racing	Peter Fox Brewing Co. Beer	Sports	WBKB	Jones-Frankel
Hecht Co., Silver Spring Store Opening	The Hecht Co.	Variety	WNBW	Harwood Martin Adv.
High School Basketball	Southern Wholesalers	Sports	WNBW	Henry J. Kaufman & Associates
Hockey	Emergency Radio App. Television Receivers	Sports	WBKB	Direct
Hockey	Norge Appliances	Sports	WWJ	Campbell-Ewald

Hockey	Philco Distributors Television Receivers	Sports	WBKB	Direct
Home Economics	Philco Distributor	Sports	KTLA	Cecil Noble Adv. Agcy.
Horse Races	Grissom Chevrolet Dealer	Sports	WWJ	DuMahaut
Horse Racing	Canadian Ace Brewing Co. Beer	Sports	WBKB	Critchfield Adv. Agency
The Hourglass	Standard Brands, Inc.	Live	WNBT	J. Walter Thompson Co.
Hudson Shad Fishing	King of the Sea	Live & Film	WABD	Loewry Associates

## I

I Love To Eat	The Borden Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
Illustrated News	Arcade Pontiac Inc.	News	WNBW	Kal, Ehrlich & Merrick Adv.
In the Kelvinator Kitchen	Kelvinator Div.—Nash Kelvinator Corp.	Live	WNBT (NBC Network)	Geyer, Newell & Ganger, Inc.
INS Television News	Good House Stores, Inc. Household Appliances	News	WPTZ	Julian Pollock
INS Television News	Philco Distributors, Inc. Electric Appliances	News	WPTZ	Julian Pollock
INS Television News	Superfine Appliances Co. Household Appliances	News	WPTZ	Solis S. Cantor
INS Television News	Wilf Brothers Appliances Household Appliances	News	WPTZ	Philip Klein

## J

Junior Jamboree	RCA Victor Television Receivers	Studio Children's Show	WBKB	J. Walter Thompson
Junior Jamboree	RCA-Victor Distributing Co. RCA TV Sets	Children's Show	WWJ	J. Walter Thompson Co.
Juvenile Jury	General Foods Corp.	Live	WNBT	Benton & Bowles, Inc.

## K

Mary Kay & Johnny King's Party Line	Jay, Jay, Jr., Inc. Bristol-Myers Co. Ipana, Vitals	Live	WABD	Direct
		Audience-Participation	WCBS	Doherty, Clifford & Shenfield

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Know Your New York	Bonded Auto Sales	Live	WABD	Wm. Warren Agency
Kraft Television Theatre	Kraft Foods Co.	Live	WNBT	J. Walter Thompson Co.
<b>L</b>				
Leave It To The Girls	General Foods Corp.	Live	WNBT	Benton & Bowles, Inc.
Let's Face It	Terman Television Sales Television Receivers	Studio Quiz	WBKB	Direct
Let's Learn to Dance	George's Radio & Tv. Co.	Instruction	WNBW	Robert J. Enders Adv.
Let's Pop the Question	Bartel's Appliances	Quiz	WFIL	Edward Shapiro
Life at the Boston Store	The Boston Store Department Store	Instructional	WTMJ	Mark Mautner & Berman, Inc.
Local Crowd	Southern Wholesalers	Live	WNBW	Henry J. Kaufman & Associates
Look Upon a Star	Comet Candies, Inc.	Live	WABD	Direct
Lucky Strike Spots	American Tobacco Co.	Film	WCBS	Foote, Cone & Belding
<b>M</b>				
Mad. Sq. Garden	Ford Motor Co.	Sports (L)	WCBS	J. Walter Thompson
Mad. Sq. Garden	General Foods (Maxwell House Coffee)	Sports (L)	WCBS	Benton & Bowles
Mad. Sq. Garden	Knox The Hatter	Sports (L)	WCBS	Geyer, Newell & Ganger
Magic Carpet	Alexander Carpet Co.	Live & Film	WABD	Anderson, Davis & Platte
Man on the Street	Harry Suftrin Clothier	Live	WWJ	Simons-Michelson
Mayorality Campaign	Democratic Campaign Committee Dilworth for Mayor	Live	WPTZ	Thomas J. LaBrum & Assoc.
Mayorality Campaign	Republican Campaign Committee Samuel for Mayor	Film	WPTZ	Benjamin Eshelman
Meat and Romance	American Packing Meats	Film	KSD	Foote, Cone & Belding
Meet Me Under the Tree	Lacey's Electrical Appliances	Interview	WMAL	Kal, Ehrlich & Merrick
Meet Your Neighbor	Sams, Inc. Department Store	Live	WWJ	Stockwell & Marcuse

Miracle In The Rain	The Borden Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
Miss Television of Philadelphia	Max Rusoff, Inc. Furriers	Live	WPTZ	Solis S. Cantor
Missus Goes A-Shopping	B. T. Babbitt, Inc. Bab-O	Audience Participation	WCBS	Duane Jones
Missus Goes A-Shopping	Coburn Farm Products Sondra Brand Mdse.	Audience Participation	WCBS	Modern Merchandising Bureau
Missus Goes A-Shopping	Manhattan Soap Co. Sweetheart Soap	Audience Participation	WCBS	Duane Jones
Missus Goes A-Shopping	C. F. Mueller Co. Macaroni, Spaghetti & Egg Noodles	Audience Participation	WCBS	Duane Jones
Money At Work	Merrill Lynch, Pierce, Fenner & Beane	Film	WCBS	Direct
Mummers Parade	Sears, Roebuck Co. Household Furnishings	Parade	WPTZ	Benjamin Eshelman
Music Room	Philco Distributor		KTLA	Cecil Noble Adv. Agcy.
<b>N</b>				
Nat'l Amateur Tennis Matches	Lacey's	Sports	WNBW	Henry J. Kaufman Associates
Navy Day Celebration	George's Radio & Tv. Co.	Variety	WNBW	Robert J. Enders Adv.
New Year's Eve from Time Square	Hamilton Watch Co.	Remote	WNBT (NBC Network)	Batten, Barton, Durstine & Osborn, Inc.
News	Detroit Edison Public Utility	News	WWJ	Campbell-Ewald
News	Norge Div.—Borg Warner Appliances	News	WWJ	Campbell-Ewald
News	Reed Candy Co. Candy	Studio	WBKB	Reineke, Meyer & Finn
News	Television Specialists Television Receivers	Studio	WBKB	Direct
News Reel	U. S. Rubber	Newsreel (F)	WMAL	Campbell Ewald
News Roundup	Peake Motor Co.	Commentary	WNBW	Henry J. Kaufman & Associates

ADVERTISING AGENCY

STATION

TYPE

SPONSOR-PRODUCT

TITLE

Olympic Winter Games Chevrolet  
 On The Town Television Distributors of Southern Calif.  
 Opening of Boston Link American Tel & Tel Remote  
 Our Lady's Juggler U. S. Rubber Co. Film  
 Campbell-Ewald  
 J. Walter Thompson  
 N. W. Ayer & Son, Inc.  
 Campbell-Ewald Co., Inc.

**P**

Pantomime Quiz Time General Electric  
 Paper Bemis Bros. Film  
 Party Line Bristol-Myers Co. Live  
 Phila.—A Great City Philip Klein Advertising Agency Studio  
 Philco News & Views Radio Specialty Co. (Philco) News  
 Radio—Television Sets  
 Polly Parker Party Arnold Contable Co. Fashion Show (L)  
 Allen Prescott—The Wife General Foods Corp. Live  
 Saver  
 Presentation by ABC American Broadcasting Co. Variety (L)  
 Pro Tennis Championships U. S. Rubber Co. Sports (L)  
 Campbell-Ewald  
 Ross, Gardner & White  
 Gardner  
 Doherty, Clifford & Shenfield, Inc.  
 Philip Klein  
 Gustav Marx Adv. Agency  
 Direct  
 Young & Rubicam, Inc.  
 Direct  
 Campbell-Ewald

**R**

R. U. R. MKT Railroad Institutional Mystery Play  
 Rhythm Steps Johnson Shoe Fashion  
 Shoes  
 Royal Wedding Chevrolet Film  
 Campbell-Ewald  
 KSD  
 KSD  
 WMAL  
 Direct  
 Gardner  
 Campbell-Ewald

**S**

St. Albans Naval Hospital Hamilton Watch Co. Live  
 Show  
 Batten, Barton, Durstine & Osborn, Inc.  
 WNBTV (NBC Network)

School of Sports	Gunther Brewing Co.	Instruction	WNBW	Booth, Vickery & Schwinn
Scoreboard	Kass Clothiers Clothing	Studio	WBKB	Malcolm-Howard
Serving thru Science	U. S. Rubber	Live & Film	WABD	Campbell-Ewald Co.
Seven Arts Quiz	General Foods Corp.	Live	WNBT	Young & Rubicam, Inc.
Shoes	Melville Shoe Corp. Thom McAn Shoes	Film	WCBS	Neff-Rogow
Shopping At Home	Sears, Roebuck & Co.		KTLA	The Mayers Co.
Shopping At Home	The May Co.		KTLA	Milton Weinberg Agcy.
Shopping At Home	Sleep Shops		KTLA	Direct
Shopping At Home	Radio Corp. of America		KTLA	Direct
Shopping At Home	Park Camera Co.		KTLA	Direct
Shopping At Home	Schwabacher-Frey		KTLA	Direct
Shopping At Home	Hendan Shirts		KTLA	The Mayers Co.
Shows (Series of Life and Film)	General Foods Corp.	Live & Film	WNBT	Young & Rubicam, Inc.
Singing Smiths	Terman Television Sales Television Receivers	Studio	WBKB	Direct
Small Fry Club	American Pipe Cleaners	Film	WABD	Ruth Brooks Adv.
Small Fry Club	Fischer Baking Co.	Live	WABD	Scheck Adv. Agency
Small Fry Club	Various (Participating)	Spot	WTTG	Various
Soccer Game from Yankee Stadium	Goodman Products	Remote	WABD	Al Paul Lefton Co., Inc.
Sport Names to Remember	Austin Nichols	Slides	WABD	Alfred Lilly Co., Inc.
Sport News	Keystone Plating & Rust Proofing Corp.	News	WABD	Direct
Sports	Hyde Park Brew. Beer	Sports	KSD	Gardner
Sports	Philco Dealers Television Sets	Sports	KSD	Marjorie Wilten, Inc.
Sports Close-Ups	Griesedieck Bros. Beer	Sports	KSD	Ruthrauff & Ryan
Sports Commentary	George's Radio & Tv. Co.	Sports	WNBW	Robert J. Enders Adv.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Sports Film	Lacey's Electrical Appliances	Sports (L)	WMAL	Henry J. Kaufman
Sports News	George's Radio & Tv. Co.	Commentary	WNBW	Robert J. Enders Adv.
Sports Parade	A. Gettelman Brewing Co. Beer	Sports (F)	WTMJ	Scott-Telander
Sportsmen's Show	U. S. Rubber Co.	Sports	WCBS	Campbell-Ewald
Spots	American Tobacco Co. Lucky Strike Cigarettes	Spot Announcements	WTTG	Foote, Cone & Belding
Spots	Automobile Club of Michigan Auto Insurance	Spots	WWJ	Stockwell & Marcuse
Spots	American Tobacco Co. Lucky Strikes	Spots	WWJ	Foote, Cone & Belding
Spots	Bulova Watch Co. Bulova Watches	Spots	WWJ	Biow & Co.
Spots	Allen B. DuMont Labs, Inc. DuMont Telesets	Spot Announcements	WTTG	Direct
Spots	Hat Research Hats	Spots	WWJ	Grey Adv.
Spots	Hot'N Kold Shops Appliances	Spots	WWJ	Gabriels
Spots	Tivoli Brewing Co. Beer	Spots	WWJ	McCann-Erickson
Star Views	Richards Radio		KTLA	Cecil Noble Adv. Agcy.
Stars Dressing Room	E-Z Thread., International Thread Co.	Live	WNBT	Redfield-Johnstone, Inc.
Streamliner Parade	Chicago Northwestern R.R. Transportation	Remote Interview	WBKB	The Caples Co.
Streamliner Parade	Union Pacific R.R. Transportation	Remote Interview	WBKB	The Caples Co.
Studio Show	J. L. Hudson Co. Department Store	Demonstration	WWJ	Wolfe, Jinkling, Dow & Conckey
Sunset Room	Philco		KTLA	Cecil Noble Adv. Agcy.
Sunshine Sportsmen's Show	Barbey's, Inc. Sunshine Beer	Sports (F)	WPTZ	Gray & Rogers

The Swift Home Service Club	Swift & Co.	Live	WNBT (NBC Network)	McCann-Erickson, Inc.
Swimming Meet (Central AAU)	American Television Lab. Training	Sports (L)	WBKB	Turner Adv.
Swing Into Golf	Wm. Perry Blouse, Inc.	Live & Film	WABD	Sterling Adv. Agcy.
Swiss Family Robinson	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Telechats	The Fair Store Department Store	Studio	WBKB	J. R. Pershall
Telenews	Chevrolet Automobiles	Film	WBKB	Campbell-Ewald
Teletquizcals	Commonwealth Edison Electrical Appliances	Studio	WBKB	J. R. Pershall
Tele-Sports	Gunther Brewing Co.	Sports	WNBW	Booth, Vickery & Schwinn
Tele-Varieties	Bristol-Myers Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
Telenews Digest	Chevrolet Automobiles	News	WWJ	Campbell-Ewald
Telephone Hour	Southwestern Bell Institutional	Film	KSD	Direct
Teletquizcals	Union Electric Electric Appliances	Quiz Show	KSD	Gardner Adv.
Television Matinee	Philadelphia Electric Co. Utilities	Live & Film	WPTZ	Direct
Television Matinee	Philco Distributors Philco Television Sets	Live	WWJ	William I. Denman, Inc.
Television Party	Grinnell's Department Store	Live	WWJ	Simons-Michelson
Television Press Release	Holt-Deland, Inc.	Slides & Commentary	WNBT	Miller Adv. Agcy., Inc.
Tennis Matches	U. S. Rubber Co.	Remote	WABD	Direct
Thanksgiving Day Parade	R. H. Macy & Co.	Remote	WNBT	Direct
Time Signals	Benrus Watch Co.		WNBT	J. D. Tarcher & Co., Inc.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Time Signals	Bulova Watch Co.		WNBT	The Biow Co., Inc.
Time Signals	Bulova Watch Co.	Spots	WCBS	Biow Co.
Time Signals	Elgin National Watch Co.	Spots	WNBT	J. Walter Thompson Co.
Time Signals	Elgin National Watch Co.	Spots	WCBS	J. Walter Thompson
Time Signals	Gruen Watch Co.	Spots	WCBS	McCann-Erickson
Time Signals	Hanneil Food Products Popcorn Chips	Spots	WCBS	Raymond E. Nelson
Time Spot	Barr's Jewelry	Correct Time (F)	WPTZ	Edward Prager
Time Spot	Beneficial Saving Fund Bank Bank	Correct Time (L)	WPTZ	Richard A. Foley
Time Spot	Broadwood Hotel Hotel Facilities	Correct Time (F)	WPTZ	Deane Klein Davidson
Time Spot	Dewco Tire Service Co. Tires	Correct Time (L)	WPTZ	Raymond E. Nelson
Time Spot	Elizabeth Davidson Home Furnishings	Correct Time (F)	WPTZ	Solis S. Cantor
Time Spot	Elgin Watch Co. Watches	Correct Time (F)	WPTZ	J. Walter Thompson
Time Spot	Marcus & Co. Printers	Correct Time & News	WPTZ	Ralph A. Hart
Time Spot	Philco Distributors, Inc. Electric Appliances	Correct Time (L)	WPTZ	Julian Pollock
Time Spot	David T. Robinson Plymouth-Dodge Cars	Correct Time (L)	WPTZ	Solis S. Cantor
Time Spot	Ryan's Army-Navy Store Men's Furnishings	Correct Time (L)	WPTZ	Stewart-Jordan
TobaccoLand U. S. A.	Liggett & Myers Chesterfields	Film	WCBS	Newell-Emmett
Trader Horn	Better Cars, Inc.	Spot (L)	WCBS	Lester L. Wolff
Twelfth Night	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.

Uncle Phil

Philco

KTLA

Cecil Noble Adv. Agcy.

Various	Crosley Co. Television Sets	Sports	KSD	M. Hirsch
Various	RCA Dealers Television Sets	Junior Jamboree	KSD	Direct
Various	RCA Dealers Television Sets	Man on the Street		Young & Rubicam
The Versatile Wool	International Wool Secretariat	Film	WCBS	Direct
Visi Quiz	Sears, Roebuck & Co. Household Furnishings	Audience Participation (L)	WPTZ	Raymond E. Nelson
Voice of Firestone Televeus	The Firestone Tire & Rubber Co.	Film	WNBT (NBC Network)	Sweeney & James Co.
Washington Home Show	Potomac Electric Power Co.	Exposition	WNBW	Henry J. Kaufman & Associates
Weather Forecasts	Brentwood Sportswear	Film	WNBT	John Falkner Arndt & Co., Inc.
Weather Reports	The B. V. D. Corp.		WNBT	Grey Adv. Agcy.
Weather Reports	B. V. D.		KTLA	Grey Adv. Agcy.
Weather Reports	Botany Mills		KTLA	Silverstein, Goldsmith
Weather Reports	Botany Worsted Mills		WNBT	Alfred J. Silberstein-Bert Goldsmith, Inc.
Weather Spot	Botany Mills Woolen Goods	Weather Forecast (F)	WPTZ	Silverstein-Goldsmith
Weather Spot	Brentwood Men's Sportswear	Weather Forecast (F)	WPTZ	John Falkner Arndt
Weather Spot	M. Buten & Sons Paints	Weather Forecast (L)	WPTZ	Philip Klein
Weather Spot	Canine Food & Products Co. Trim Dog Food	Weather Forecast (L)	WPTZ	Packard Adv.
Weather Spot	Chex Candy Co. Mints	Weather Forecast (F)	WPTZ	Solis S. Cantor
Weather Spot	Jiffy Products Zippy Starch	Weather Forecast (L)	WPTZ	Martin & Andrews
Weather Spot	Philco Distributors, Inc. Electric Appliances	Weather Forecast (L)	WPTZ	Julian Pollock

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Weather Spot	Superfine Fuels Co. Fuel	Weather Forecast	WPTZ	Solis S. Cantor
Welcome Jeremiah	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Western Feature Film	Chevrolet	Film	WABD	Campbell-Ewald Co.
What's New in the Stores	Cluett-Peabody Sanforized	Fashion	KSD	Young & Rubicam
The Bob Wolff Show	Southern Venetian Blind Co. Venetian Blinds	Sports	WTTG	Direct
The World In Your Home	Radio Corp. of America	Film	WNBT (NBC Network)	J. Walter Thompson Co.
World Series	Ford Motor Co. &	Remote	WABD	J. Walter Thompson Maxon, Inc.
Wrestling	Gillette Safety Razor Co. Harry Alter Co.	Sports	WBKB	Malcolm Howard
Wrestling	Crosley Television & Radio	Sports	KTLA	J. Walter Thompson
Wrestling	Ford Motor Co.	Sports	WWJ	J. Walter Thompson
Wrestling	Ford Motor Co. Automobiles	Sports (L)	WTMJ	Scott-Telander
Wrestling	A. Gettelman Brewing Co. Beer	Sports	WBKB	Malcolm Howard
Wrestling	Keeley Brewing Co. Beer	Remote	WARD	Raymond Adv.
Wrestling Bouts	Teldisco, Inc.	Sports	WFIL	J. Walter Thompson
Wrestling from Jamaica Arena	Scott & Grauer Ballentine Beer	Remote	WABD	Wm. N. Scheer Adv. Agency
	American Shops			
You Are An Artist	Gulf Oil Corp.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
You Should Ride a Hobby Horse	Arbee Food Products Co. Scrap Trap	Studio	WBKB	Direct
Your Esso Reporter	Standard Oil Co. of N. J.	Film	WNBT (NBC Network)	Marschalk & Pratt Co.
Your Television Shopper	Stern & Co. Department Store	Remote pickup	WPTZ	Direct

# COMMERCIAL TELEVISION STATIONS

PERSONNEL • FACILITIES

## WBAL-TV

BALTIMORE  
CHANNEL 11  
NBC

Power ..... 32 Kw.  
Owned-Operated By ..... Hearst Radio, Inc.  
Business and Studio Address ..... 2610 North  
Charles St.,  
Phone Number ..... Hopkins 3000  
Transmitter Location .. Cottage and Violet Aves.  
Air Time ..... Variable  
News Service ..... AP; INS; UP  
Transcription Service ..... Thesaurus  
Representative ..... NBC  
General Manager ..... Harold C. Burke  
Director of Television ..... Harold P. See  
Commercial Manager ... Harold W. Batchelder  
Production Manager ..... James S. McMurry  
Tele Operations Engineer ..... George G. Jacobs

## WMAR

BALTIMORE  
EST. 1947  
CHANNEL 2

Frequency ..... 54-60 mcs.; Power: 17.9 Kw  
Owned-Operated By ..... The A. S. Abell Co.  
Business and Studio Address ..... Baltimore  
and Charles Sts.  
Phone Number ..... LExington 7700  
Transmitter Location ..... O'Sullivan Bldg.,  
Baltimore and Light Sts.  
Air Time ..... Variable  
Transcription Service ... Associated, Lang-Worth  
Service Accepted from ..... CBS, DuMont;  
ABC, WMAL, WFIL-TV, others.  
Executives-President ..... Paul Patterson,  
Neil H. Swanson.  
Commercial Manager ..... Ernest A. Lang  
Program Director ..... Robert B. Cochrane  
Chief Engineer ..... Carlton G. Nopper

## WBZ-TV

BOSTON  
EST. 1948  
NBC  
CHANNEL 4

Frequency ..... 66-72 mc.; Power: Aural—  
7.15 Kw., Visual—14.3 Kw.

Owned-Operated By ..... Westinghouse Radio  
Stations, Inc.  
Business Address ..... WRS—1619 Walnut St.,  
Phila. 3, Pa.  
Phone Number ..... RIttenhouse 6-6870  
Station Address ..... 275 Tremon St., Boston;  
after June 1948: 1170 Soldiers Field Rd.,  
Allston 34, Mass.  
Station Phone ..... Hancock 6-4261  
Transmitter Location ..... 1170 Soldiers Field  
Rd., Allston.  
Air Time ..... Variable  
President ..... Walter Evans  
Vice-President ..... Walter E. Benoit  
General Manager ..... J. B. Conley  
Station Manager ..... W. C. Swartley  
Sales Manager ..... C. Herbert Massé  
Asst. Sales Manager ..... Lynn Morrow  
Program Manager ..... W. Gordon Swan  
Production Manager ..... Stephen Burke  
Publicity Representative ..... Wendell A. Davis  
Chief Engineer ..... W. H. Hauser

## W9XZV—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 7503  
Transmitter & Antenna Location .. 6001 Dickens  
Ave.  
Air Time ..... Unlimited license  
President-General Mgr. .... E. F. McDonald, Jr.  
Station Manager ..... J. E. Brown

## WBKB

CHICAGO  
EST. 1942  
CHANNEL 4

Frequency ..... 66-72 mc.; Power 13.7 Kw.  
Owned-Operated By ..... Balaban & Katz Corp.  
Business and Studio Address ... 190 N. State St.  
Phone Number ..... Franklin 6446  
Transmitter Location ..... 190 N. State St.  
Air Time .... Variable Afternoon and Evening  
News Service ..... AP; UP  
Transcription Service ..... World

Membership ..... TBA  
 President ..... John Balaban  
 General Manager ..... William C. Eddy  
 Chief Engineer ..... A. H. Brolly

## WGN-TV

CHICAGO  
 EST. 1948  
 MBS

Frequency: 186-192 Mc. .... Power: 18.4  
 Owned-Operated By ..... WGN, Inc.  
 Business Address ..... 441 N. Michigan Ave.  
 Phone Number ..... FINancial 0011  
 Transmitter Location ..... 400 W. Madison  
 News Service ..... AP, INS, Transradio, UP  
 Owner ..... Col. Robert R. McCormick  
 General Manager ..... Frank P. Schreiber  
 Director of Operations ..... Vern Brooks  
 Director Sales ..... Wm. A. McGuinness  
 Program Coordinator ..... Edwin Mills  
 Publicity Director ..... Bruce Dennis  
 Director of Engineering ..... C. J. Meyers  
 Form Editor ..... Hal Totten

## WLWT

CINCINNATI  
 EST. 1939  
 CHANNEL 4

Power ..... 500 Kw.  
 Owned-Operated By ..... Crosley Bcstg Corp.  
 Business Address ..... Cincinnati 2, Ohio  
 Phone Number ..... Cherry 1822  
 Studio Address ..... Chickasaw and Warner  
 Sts., Clifton Heights.  
 Transmitter Location ..... Carew Tower, Fifth  
 and Vine Sts.  
 Air Time ..... Average 19 hrs. weekly  
 President ..... James D. Shouse  
 Acting Director ..... J. R. Duncan  
 Chief Engineer ..... Howard Lepple

## WEWS

CLEVELAND  
 EST. 1947  
 CHANNEL 5

Frequency ..... 76-82 mc.; Power: 16.2 Kw  
 Visual, 8.1 Kw Oral; Antenna 642' effective  
 height.  
 Owned ..... Scripps-Howard Radio, Inc.  
 Business and Studio Address ..... The WEWS  
 Bldg., 1816 East 13th St.  
 Phone Number ..... Superior 6111  
 Transmitter Location ..... 7080 State Rd.,  
 Parma, Ohio.  
 Air Time ..... Varies  
 News Service ..... UP; Acme  
 Transcription Service ..... Associated  
 President (N. Y.) ..... Jack R. Howard  
 General Manager ..... James C. Hanrahan  
 Station Manager ..... J. Harrison Hartley  
 Commercial Manager ..... John R. Schmunk

Program Director ..... Patrick Crafton  
 Musical Director ..... Helen Lott  
 Chief Engineer ..... Joseph B. Epperson

## WWJ-TV

DETROIT  
 EST. 1947

Frequency ..... 66-72 mc.; Power: Video 5000,  
 Audio 2500.  
 Owned-Operated By ..... The Evening News  
 Association.  
 Business and Studio Address ..... 630 West  
 Lafayette.  
 Phone Number ..... Randolph 2000  
 Transmitter Location ..... Penobscot Tower  
 Air Time ..... Variable  
 News Service ..... AP; UP  
 Transcription Service ..... Lang-Worth; Standard  
 Representative ..... George P. Hollingsberry  
 Chief Executive ..... W. J. Scripps  
 General Manager ..... Harry Bannister  
 Assistant General Manager ..... Edwin K. Wheeler  
 Commercial Manager ..... Willard Walbridge  
 Sales Promotion Manager ..... Jack Albert  
 General Program Manager ..... Melvin Wissman  
 Production Supervisor ..... Robert P. Ritter  
 Production Manager ..... Thomas L. Riley  
 Publicity Director ..... Richard S. Spencer, Jr.  
 Chief Engineer ..... E. J. Love

## KTLA

EST. 1942  
 LOS ANGELES  
 CHANNEL 5

Frequency ..... 76-82 mc.; Power: 8 Kw.  
 Owned-Operated By ..... Television Productions,  
 Inc.,  
 Business and Studio Address ..... Paramount  
 Studios, 5451 Marathon St., Hollywood 38  
 Phone Number ..... Hollywood 6363  
 Transmitter and Antenna Location ..... Mount Alta  
 Air Time ..... Variable Afternoon and Evening  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... George Shubert  
 Membership ..... TBA  
 President ..... Paul Raibourn  
 West Coast Dir.-Station Mgr. .... Klaus Landsberg  
 Sales Manager ..... George Shupert  
 Program Director ..... Philip Booth, Albert V. Cole  
 Production Manager ..... J. Gordon Wright  
 Publicity Director ..... Jonathan Rice  
 Chief Announcer ..... Keith Hetherington  
 Film Director ..... Leland Muller  
 Musical Dir. .... Rex Kepple  
 Engr. Supervisor ..... Raymond M. Moore

## W6XAO-(KTLA)

LOS ANGELES (HOLLYWOOD)—  
 EST. 1931  
 CHANNEL 2

Frequency ..... 54-60 mc.; Power: 4 kw.  
 Effective Signal Radiated ..... 5600

# COMMERCIAL TELEVISION STATIONS

**Owned-Operated By** . . . . Don Lee Broadcasting System  
**Business Address** . . . . .1313 N. Vine St.  
**Phone Number** . . . . .Hollywood 8255  
**Transmitter & Antenna Location** . . . . 3800 Mount Lee Drive  
**Air Time** . . . . .Varied  
**News Service** . . . . .AP, INS, CNS, UP  
**Transcription Service** . . . . .World  
**Representative** . . . . .John Blair  
**Membership** . . . . .TBA  
**President** . . . . .Thomas S. Lee  
**Vice-President and General Manager** . . . . .Lewis Allen Weiss  
**Vice-President and Assistant General Manager** . . . . .Willet H. Brown  
**Director of Television** . . . . .Harry R. Lubcke  
**Program Director** . . . . .Jack Stewart  
**Producer** . . . . .Stuart Phelps  
**Publicity Relations Director** . . . . .Mark Finley  
**Chief Announcer** . . . . .Ken Barton  
**Stage Director** . . . . .Ted Driscoll  
**Chief Engineer** . . . . .Harold Jury  
**Film Director** . . . . .Lois Prober  
**Video Pickup Operator** . . . . .Bob Fonarow

## WTMJ-TV

MILWAUKEE  
EST. 1947  
CHANNEL 3

**Frequency** . . . . .60-66 mc.; **Power:** Aural 17.0 Kw.; Visual 16.1 Kw.  
**Owned-Operated By** . . . . .The Journal Co.  
**Business Address** . . . . .333 W. State St.  
**Phone Number** . . . . .Marquette 6000  
**Transmitter Studio Location** . . . . 720 E. Capitol Drive  
**Air Time** . . . . .Wednesday's through Sunday's (Varies).  
**News Service** . . . . .AP  
**Representative** . . . . .Edward Petry  
**General Manager** . . . . .W. J. Damm  
**Asst. General Manager** . . . . .L. W. Herzog  
**Station Commercial Mgr.** . . . . .R. G. Winnie  
**Program Director** . . . . .E. J. Robertson  
**Publicity Director** . . . . .R. B. Wallace  
**Chief Engineer** . . . . .Phil Laeser

## WABD

NEW YORK CITY  
EST. 1941

DU MONT TELEVISION NETWORK  
CHANNEL 5

**Frequency** . . . . .76-82 mc.  
**Power** . . . . .video: 14.25 kw Effective radiated power; sound: 9.45 kw. Effective radiated power  
**Owned By** . . . . .Allen B. Du Mont Laboratories, Inc.

**Operated By** . . . . Du Mont Television Network  
**Business Address** . . . . .515 Madison Ave.  
**Phone Number** . . . . .PLaza 3-9800  
**Studio Address** . . . . .Wanamakers Studio Broadway & 9th  
**Transmitter Location** . . . . .515 Madison Ave.  
**Air Time** . . . . .Approx. 35 hrs. weekly  
**News Service** . . . . .INS  
**Transcription Service** . . . . .Associated  
**Membership** . . . . .TBA  
**President-Owner** . . . . .Allen B. Du Mont  
**Commercial Manager** . . . . .John H. McNeil  
**Sales Promotion Manager** . . . . .Charlotte Stern  
**Program Director** . . . . .James Caddigan  
**Chief Announcer** . . . . .Don Roper  
**Chief Engineer, Du Mont Television Network** . . . . .Scott Helt  
**WABD** . . . . .S. R. Patremio

## WCBS-TV

NEW YORK CITY  
EST. 1931  
CHANNEL 2

**Frequency** . . . . .54-60 mc.  
**Owned-Operated By** . . . . Columbia Broadcasting System  
**Business & Studio Address** . . . . 15 Vanderbilt Ave.  
**Phone Number** . . . . .Murray Hill 6-6340  
**Transmitter Location** . . . . .Chrysler Tower  
**Air Time** . . . . .Minimum 12 hrs. weekly  
**News Service** . . . . .AP  
**Representative** . . . . .Radio Sales  
**Vice-President** . . . . .Lawrence W. Lowman  
**Director of Television** . . . . .Worthington C. Miner  
**Assoc. Dir. of Tele.** . . . . .Leonard Hole  
**Commercial Manager** . . . . .George L. Moskovics  
**Program Operations** . . . . .Merriitt H. Coleman  
**Manager of Technical Operations** . . . . Paul Wittlig  
**Manager of Press Information** . . . . James J. Kane  
**Dir. of News — Special Events** . . . . Robert Bendick  
**Film Manager** . . . . .Ed Evans  
**Sales Promotion Manager** . . . . .Halsey Barrett

## WNBT

NEW YORK CITY  
EST. 1941  
NBC  
CHANNEL 4

**Frequency** . . . . .66-72 mc.  
**Power** . . . . .Sight, 5000 Watts; Sound, 3000 Watts  
**Owned-Operated By** . . . . National Broadcasting Co.  
**Business Address** . . . . .30 Rockefeller Plaza  
**Phone Number** . . . . .Circle 7-8300  
**Studio Address** . . . . .30 Rockefeller Plaza  
**Transmitter & Antenna Location** . . . . .Empire State Bldg. Tower  
**Air Time** . . . . .Approx. 20-35 hrs. weekly

President (NBC) . . . . . Niles Trammell  
 Exec. V.P. (NBC) . . . . . Frank E. Mullen  
 V.-P. & Chief Engineer . . . . . O. B. Hanson  
 Dir. Tele. Engr. Operations . . . . . Robert E. Shelby  
 Dir. Tele. Operations . . . . . Noran E. Kersta  
 Executive Producer . . . . . Warren Wade  
 Television Press Editor . . . . . Allan H. Kalmus  
 Sales Manager . . . . . Reynold R. Kraft

**WPIX\***  
**NEW YORK CITY**  
**EST. 1948**

Frequency: . . . . . Channel No. 11, 198-204 mc.  
 Power: . . . . . Audio 8.17 kw.; Video 16.3 kw.  
 Owned-Operated By . . . . . News Syndicate Co., Inc.  
 Phone Number . . . . . MUrray Hill 2-1234  
 Business-Studio Address . . . . . 220 East 42nd St.  
 Air Time . . . . . Undetermined  
 Transmitter Location . . . . . 220 East 42nd St.  
 News Service . . . . . Undetermined  
 Transcription Service . . . . . Undetermined  
 Membership . . . . . TBA  
 President and General Manager . . . . . F. M. Flynn  
 Station Manager . . . . . Robert L. Coe  
 Commercial Manager . . . . . B. O. Sullivan  
 Manager of News and  
 Special Events . . . . . Carl E. Warren  
 Program Director . . . . . Harvey Marlowe  
 Mgr. Research and  
 Development . . . . . Clifford E. Denton  
 Publicity . . . . . Frank Young  
 Chief Engineer . . . . . Thomas E. Howard

\*On the air on or about June 15, 1948.

**WATV**  
**NEWARK**  
**EST. 1947**

Frequency . . . . . 210-216 mc.  
 Owned-Operated By . . . . . Bremer Bcstg. Corp.  
 Business and Studio Address . . . . . 1020 Broad St.  
 Phone Number . . . . . Mitchell 2-6400; Rector 2-5878  
 Pleasant Avenues, West Orange, N. J.  
 Transmitter Location . . . . . Marcella and Mt.  
 Air Time . . . . . 24 hrs. weekly  
 News Service . . . . . AP  
 Membership . . . . . TBA  
 Pres., Gen. & Station Mgr. . . . . Irving R. Rosenhaus  
 Chief Engineer . . . . . Frank V. Bremer  
 Supervisor . . . . . Hank Dabrowski

**WCAU-TV**  
**PHILADELPHIA**  
**EST. 1948**  
**CBS-TV**

Frequency: . . . . . Channel 10, 192-198 mc.  
 Power: . . . . . Aural 26.4 kw.; Visual 25 kw.

Owned By . . . . . The Philadelphia Bulletin  
 Operated By . . . . . WCAU, Inc.  
 Business Address . . . . . 1622 Chestnut St.  
 Phone Number . . . . . Locust 7-7700  
 Transmitter Location . . . . . PSFS Bldg., 12 S. 12th St.  
 Air Time . . . . . Undetermined  
 News Service . . . . . AP, UP  
 General Manager . . . . . Leon Levy  
 Commercial Manager and  
 Program Director . . . . . G. Bennett Larson  
 Sales Promotion Manager . . . . . Robert N. Pryor  
 Production Manager . . . . . Roy Meredith  
 Publicity Director . . . . . J. J. "Chick" Kelly  
 Chief Engineer . . . . . J. G. Leitch

**WFIL-TV**  
**PHILADELPHIA**  
**EST. 1947**  
**CHANNEL 6**

Frequency . . . . . 82-88 mc.; Power: Visual  
 18.1 Kw, Sound 10 Kw rad.  
 Owned-Operated By . . . . . Triangle Publications,  
 Philadelphia Inquirer Division.  
 Business and Studio Address . . . . . 46th and  
 Market Sts.  
 Phone Number . . . . . Evergreen 6-8090  
 Transmitter Location . . . . . Widener Bldg.  
 Air Time . . . . . Approximately 28 hrs. weekly  
 Representative . . . . . The Katz Agency  
 General Manager . . . . . Roger W. Clipp  
 Television Director . . . . . Kenneth W. Stowman  
 Sales Manager . . . . . John E. Surrick  
 Asst. to Sales Mgr. chg of Tele Sales  
 Max E. Solomon  
 Sales Promotion Manager . . . . . James T. Quirk  
 Publicity Director . . . . . George A. Koehler  
 Chief Engineer . . . . . Louis E. Littlejohn  
 Asst. Chief Engr. Chg of Tele . . . . . David J. Miller, Jr.

**WPTZ**  
**PHILADELPHIA**  
**EST. 1941**  
**NBC**  
**CHANNEL 3**

Frequency . . . . . 60-66 mc.;  
 Power: Visual 2280; Aural 2315.  
 Owned-Operated By . . . . . Philco  
 Television Broadcasting Corp.  
 Business and Studio Address . . . . . 1800 Architects  
 Bldg., 17th and Sansom Sts.  
 Phone Number . . . . . Locust 7-7136  
 Transmitter Location . . . . . 1300 E. Mermaid  
 Ave., Wyndmoor, Pa.  
 Transcription Service . . . . . Lang-Worth  
 Vice-Pres. & Gen. Mgr. . . . . Ernest B. Loveman  
 Asst. Gen. Manager . . . . . Rolland V. Tooke  
 Commercial Manager . . . . . James D. McLean  
 Program Manager . . . . . Ernest Walling  
 Chief Engineer . . . . . Raymond J. Bowley

## KSD—TV

ST. LOUIS  
EST. 1947

NBC  
CHANNEL 5

Frequency...76-82 mc.; Power: Video 20,000,  
Audio 10,000.

Owned-Operated By...Pulitzer Publishing Co.  
Business and Studio Address...1111 Olive St.  
Phone Number.....MAin 1111  
Transmitter Location.....1111 Olive St.  
Air Time.....Approximately 20 hrs. weekly  
News Service.....AP; NBC Tele NEWSREEL  
Transcription Service.....Thesaurus, World  
Representative.....Free & Peters  
Membership.....TBA  
President.....Joseph Pulitzer  
General Manager.....George M. Burbach  
Sales Manager.....Guy E. Yeldell  
Chief Engineer.....Robt. L. Coe

## WRGB

SCHENECTADY, N. Y.

NBC  
CHANNEL 4

Frequency..66-72 mc.; Power: 18.25 kw. Visual,  
9.125 kw. Aural

40,000 Watts, Oral, 20,000 Watts

Owned-Operated By.....General Electric Co.  
Business Address.....60 Washington Ave.  
Phone Number...(Studio) 4-2211, Ext. 4926;  
Sales 3-2121, Ext. 44

Transmitter & Antenna Location....New Scot-  
land, N. Y.

Air Time.....Daily except Sat., Approx.  
6:50 a.m.-10:30 p.m.

News Service.....INS, INP  
Transcription Service..Thesaurus, Lang-Worth  
Membership.....NAB

Vice President G. E. Adv., Publicity &  
Broadcasting.....R. S. Peare

Asst. Manager Adv., Publicity &  
Broadcasting.....B. J. Rowan

Station Manager.....G. E. Markham  
Supervisor, Station Sales &

Promotion.....A. G. MacDonald  
Supervisor, Programs.....A. G. Zink  
Supervisor, Music.....A. O. Coggeshall  
Supervisor, Farm Programs.....R. B. Child  
Chief Engineer.....W. J. Purcell

## WMAL—TV

WASHINGTON, D. C.

EST. 1947

CHANNEL 7

Frequency.....174-180 mc.  
Owned-Operated By.....The Evening Star  
Bcstg Co., Inc.

Business Address.....724 14th St., N.W.  
Phone Number.....National 5400  
Studio Address.....201 Commonwealth Bldg.

Transmitter Location.....Campus American  
University, Nebraska and Mass Ave., N.W.

Air Time.....Variable  
News Service.....AP; UP

Membership.....NAB

President.....S. H. Kauffmann

General Manager.....K. H. Berkeley

Commercial Manager.....Ben B. Baylor

Director of Television.....Burke Crotty

Publicity Director.....Tom Dolan

Chief Engineer.....Daniel Hunter

Tele Operations Supervisor.....Frank Harvey

## WTTG

WASHINGTON, D. C.

EST. 1945

DU MONT TELEVISION NETWORK  
CHANNEL 5

Frequency.....76-82 mc.

Power.....5 video; kw.; audio: 2½ kw.

Owned By...Allen B. Du Mont Laboratories,  
Inc.

Operated By...Du Mont Television Network  
Business-Studio Address...12th & "E" Sts.,  
N. W.

Phone Number.....Republic 7816

Transmitter Location..Hotel Harrington, 12th  
& "E" Sts., N.W.

Air Time.....7 days a week; 5:45-11 p.m.

News Service.....Transradio

Membership.....TBA

President-Owner.....Allen B. Du Mont

General Manager.....Walter Compton

Commercial Manager.....H. E. Sheffers

Production Manager.....Roger Coelos

Chief Announcer.....Gordon Williamson

Chief Engineer.....Malcolm Burleson

## WNBW

WASHINGTON, D. C.

EST. 1947

NBC

CHANNEL 4

Frequency.....66-72 mc.

Power....20.5 kw. (Effective radiated power)

Owned-Operated By...National Broadcasting  
Company

Business Address.....714—14th St., N.W.

Phone Number.....Republic 4000

Studio-Transmitter Location...Wardman Park  
Hotel

Air Time..Average 24 hrs. per week of Pro-  
grams, plus 28 hrs. per week of Test Pattern

News Service.....AP

Transcription Service.....Thesaurus

Membership.....NAB

V.-P. Charge of NBC,

Washington.....Frank M. Russell

Television Program Mgr.....John E. Gaunt

Commercial Manager.....Mahlon Glascock

Publicity Director.....Jay Royen

Chief Engineer.....Donald Cooper

# TELEVISION PROGRAMMING

By LAWRENCE PHILLIPS, Director Du Mont Television Network

THERE is no longer any question but that television, as it develops, will become the most potent and effective means of mass communications so far devised by man; that it will soon exercise a profound influence upon the lives, habits and welfare of many millions of people.



Phillips

A review of the variety and scope of television programming already achieved in the two years of operation, since the end of the war, indicates the endless panorama of entertainment, information and education which will in time be made available to more than 80% of the people of the United States—tomorrow's television audience.

Drama, music, variety entertainment, movies and hundreds of original productions have formed the nucleus of television broadcasting schedules since the introduction of public service in 1939. Indoor and outdoor events of general public interest: boxing, wrestling, baseball, football, parades, circuses, etc., are already a mainstay in current television programming. The vast reservoirs of information and instruction: travel, art, public forums of debate, round-table discussions; political conventions, etc., are already being scanned by television cameras for the enjoyment and edification of thousands of viewers within the range of existing facilities in almost a dozen major cities in the United States.

To date, television broadcasting has been primarily a local operation. But now the time has come when networks must assume the responsibility of introducing and advancing the new art of sight-sound broadcasting and of making television program service available to independent stations that will be associated with their networks.

For it is only by the establishment of network service as quickly as is practicable, and the resulting distribution of costs, programs and experience over a number of stations—that television programs of network quality can be achieved and supported.

Experimental connections for networking are already available in television—between Boston, New York, Philadelphia, Baltimore, Washington, D. C., and Schenectady in the East, and between Chicago and South Bend in the middle West. These facilities will be expanded southwards to Richmond, Virginia sometime in 1948.

Television stations within range of these facilities are already finding it possible to exchange programs with other stations operating along these existing lines of communication.

But what about those television stations that are still within two to five years of network facilities? Stations in the south and middle west, for example. What do they do until the networks reach them?

It is our feeling at Du Mont, that here again the networks must take the responsibility and the initiative. In this connection, we are currently investigating details of a plan to make Du Mont Television Network affiliation—and Du Mont Network Program service available immediately to all stations regardless of their geographical location in the United States or their proximity to existing facilities.

Briefly: our service to these stations will begin with their own construction, if desired. It will include training of station personnel—technical, administrative, production, etc., in the intricacies of television station operation. It will extend to syndicated program service, surveys of local programming possibilities, sales surveys and audience and trade promotion assistance—as much or as little of such aid, assistance and cooperation as may be required to help independent stations get through the initial difficult period of operation with the least possible financial risk.

Having no other interests but television, and consequently no AM commitments, the Du Mont Television Network is in a position to offer such network service to any television station operator immediately. And it is our belief that by the end of 1948 we will have convinced enough stations throughout the country of the economic advisability of Du Mont Network affiliation, to have in efficient operating order regional networks along the Atlantic Coast, in the Mid-West and on the West Coast.

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# TELEVISION

## BROADCASTING STATIONS

As of January 1, 1948

### Construction Permits Granted for Commercial Tele Stations

#### CALIFORNIA

City	Applicant	Call Letters	Chan- nel No.	Fre- quency (mc)	ERP Visual-Aural (kw)
Los Angeles	American Bcg. Co. Inc.	KECA-TV	7	174-180	4.5—2.7
Los Angeles	Earle C. Anthony, Inc.	KFI-TV	9	186-192	16.1—17
Los Angeles	National Broadcasting Co. Inc.	KNBH	4	66-72	15—8
Los Angeles	Dorothy S. Thackrey	KLAC-TV	13	210-216	16—16
Los Angeles	Times-Mirror Co.	KTTV	11	198-204	19.15—19.15
Riverside	The Bcg. Corp. of America	KARO	1	44-50	1—1
San Francisco	American Bcg. Co. Inc.	KGO-TV	7	174-180	5.4—2.7
San Francisco	Associated Broadcasters, Inc.	KWIS	5	76-82	23.6—12.6
San Francisco	The Chronicle Publishing Co.	KCPR	4	66-72	18-24—19-2
Stockton	E. F. Pepper	KGDM-TV	8	180-186	1.93—1.80

#### CONNECTICUT

New Haven	Elm City Bcg. Corp.	WNHC-TV	6	82-88	1.82—.957
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#### DELAWARE

Wilmington	WDEL, Inc.	WDEL-TV	7	174-180	1—5
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#### DISTRICT OF COLUMBIA

Washington	Bamberger Bcg. Service, Inc.	WOIC	9	186-192	30.25—24.5
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#### FLORIDA

Miami	Southern Radio & Tele. Eqpt. Co.	WTVJ	4	66-72	1.57—.786
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#### ILLINOIS

Chicago	American Bcg. Co. Inc.	WENR-TV	7	174-180	30—15
Chicago	National Bcg. Co. Inc.	WNBY	5	76-82	21.8—21.8

#### INDIANA

Bloomington	Sarkes & Mary Tarzian	WTTV	10	192-198	1—1
Indianapolis	Wm. H. Block Co.	WWHB	3	60-66	14.00—7.6

#### IOWA

Ames	Iowa State College of Agr. & Mech. Arts	WOI-TV	4	66-72	13—10-4
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#### KENTUCKY

Louisville	Courier-Journal & Times Co.	WHAS-TV	9	186-192	9.6—7.2
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#### LOUISIANA

New Orleans	Maison Blanche Co.	WRTV	4	66-72	13.6—7.2
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#### MARYLAND

Baltimore	Radio-Television of Baltimore, Inc.	WAAM	13	210-214	31.65—20
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**● OUTSTANDING CP'S FOR COMMERCIAL TV ●**

**MASSACHUSETTS**

<i>City</i>	<i>Applicant</i>	<i>Call Letters</i>	<i>Chan- nel No.</i>	<i>Fre- quency (mc)</i>	<i>ERP Visual-Aural (kw)</i>
Boston	Yankee Network, Inc.	WNAC-TV	7	174-180	32.7—32.7
Waltham	Raytheon Mfg. Co.	WRTB	2	54-60	

**MICHIGAN**

Detroit	Fort Industry Co.	WTVO	2	54-60	14.26—7.51
Detroit	King-Trendle Bcg. Corp.	WDLT	7	174-180	32.1—16.7

**MINNESOTA**

Minneapolis	Minn. Bcg. Corp.	WTCN-TV	4	66-72	17.9—9.2
Saint Paul	KSTP, Inc.	KSTP-TV	5	76-82	13-68—6.48

**NEW JERSEY**

Newark

**NEW MEXICO**

Albuquerque	Albuquerque Bcg. Co.	KOB-TV	4	66-72	4.5—4.5
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**NEW YORK**

Buffalo	WBEN, Inc.	WBEN-TV	4	66-72	15—8
New York	American Bcg. Co. Inc.	WJZ-TV	7	174-180	16.25—8.25
New York	Bamberger Bcg. Service Inc.	WOR-TV	9	186-192	30-25—24.5
New York	News Syndicate Co., Inc.	WLTW	11	198-204	16.3—8.17

**OHIO**

Cleveland	Empire Coil Co. Inc.	WXEL	9	186-192	21—13
Cleveland	Nat'l Bcg. Co. Inc.	WNBK	4	66-72	18.8—9.6
Columbus	Crosley Bcg. Corp.	WLWL	3	60-66	15.5—5.25
Dayton	Crosley Bcg. Corp.	WLWD	5	76-82	30—25
Toledo	Fort Industry Co.	WTVT	13	210-216	27.4—14.4

**OREGON**

Portland	Oregonian Publ. Co.	KGWG	6	82-88	10—11.2
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**PENNSYLVANIA**

Johnstown	WJAC, Inc.	WJAC-TV	13	210-216	6.5—7
Philadelphia	Wm. Penn Bcg. Co.	WPEN-TV	10	192-198	25—26.4
Pittsburgh	Allen B. DuMont Labs. Inc.	WDTV	3	60-66	14.6—7.3

**RHODE ISLAND**

Providence	The Outlet Co.	WJAR-TV	11	198-204	50—50
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**TENNESSEE**

Memphis	Memphis Publ. Co.		4	66-72	13.6—7.12
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**TEXAS**

Dallas	KRLD Radio Corp.	KRLD-TV	4	66-72	46—TBD
Dallas	Lacy-Potter Tele. Bcg. Co.	KBTW	8	180-186	35—18.5
Fort Worth	Carter Publications, Inc.	KCPN	5	76-82	17.6—8.2

**UTAH**

Salt Lake City	Intermountain Bcg. Corp.	KDYL-TV	2	54-60	13.2—7
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**VIRGINIA**

Richmond	Havens & Martin, Inc.	WTVR	6	82-88	12.16—6.4
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**WASHINGTON**

Seattle	Radio Sales Corp.	KRSC-TV	5	76-82	18.95—9.79
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ALWAYS GOOD LISTENING

# WFMO

103.1 Megacycles

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Channel 276

FULL SCHEDULE 7 DAYS — 7:00 A.M. thru 1:00 A.M.  
18 Hours Daily



*Featuring*

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HOBBIES

POPULAR CONCERT — NOVELTY

AP NEWS — SPORTS

U. S. ARMY BAND — U. S. NAVY BAND

U. S. AIR CORPS CONCERT ORCHESTRA

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MEMBER OF CONTINENTAL FM NETWORK

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880 BERGEN AVENUE  
JERSEY CITY 6, N. J.

TRANSMITTER  
26 Journal Square

Telephone  
Journal Square 2-0330

# FREQUENCY MODULATION

*FM Showing Progress*

•

*FM Association—Personnel*

•

*Progress Of Educational FM*

•

*FAX Making Progress*

•

*FM Stations In Operation*

•

*Authorized CP's For FM Stations*

# ***FOR PRESTIGE ...***

Be able to tell listeners that  
your station is a member of



Radio members of The AP don't buy news!  
They share the news of the largest news-  
gathering organization on a *cost* basis.

# FM SHOWING PROGRESS

By IRWIN ROSTEN, Staff Writer, RADIO DAILY

THURSDAY, January 29, 1948, will go down in the annals of radio history as the turning point in the progress of frequency modulation broadcasting. On that day, in joint statement with the nation's four major networks, James C. Petrillo announced the end of his ban on FM duplication of AM live musical programs. Three days



Rosten

later, for the first time since October, 1945, listeners throughout the country were able to hear their favorite network shows with the higher fidelity that only FM can provide.

The day after the joint AFM-network announcement, Petrillo met with Everett Dillard, president of the Frequency Modulation Association and also of the first major FM web, the Continental Network. When the confab ended, Petrillo announced the removal of his ban on FM stations originating live music, and said that AFM locals may negotiate contracts with FM outlets.

This was the news for which FM broadcasters had long been waiting. No longer need they feel like unwanted stepchildren of the radio industry. For those who had patiently attended the FM infant for several years, it meant virtual assurance of their eventual success and hastened the day when red would no longer be the dominant color on their ledgers. For some, this happy switch to black ink will come during this year. For newcomers, for those licensees who had been holding back construction, the advent of music for FM meant that they would now try to get their stations on the air as soon as possible.

The breaking of the music czar's strangle hold on FM broadcasting is expected to provide strong stimulus for the ever-growing FM audience. A record-breaking total of 1,175,104 FM-AM receivers were produced last year, according to the RMA, as compared with only 181,485 in 1946. Early estimates of anticipated 1948 production

placed the number of FM sets at least double last year's figure. This, however, was before the lifting of the music bans. The RMA had gone on record as stating "that the day network programs are made available to FM, production of FM sets will be stepped up." Now that that day has arrived, some trade estimates of FM receiver output for 1948 are as high as four or five million.

The achievements scored by FM during 1947 offer added substance to the optimism prevalent in the trade. According to the 13th annual report of the FCC, "FM showed its biggest and most material gain" last year. As this is written, there are 371 FM stations on the air, 312 of which are affiliated with AM outlets. The total number of FM authorizations is more than 965.

Indications are that national advertisers are gradually growing more aware of FM's possibilities. A spot check made by RADIO DAILY in New York revealed that key executives of the three independent FM stations in that city agree that "the worst is over." All three outlets reported increased sales, broader programming and an appreciable jump in listener response. Although they are still operating in the red, hopes are high that they may be able to break even this year.

The FM system, however, will not gain its due prominence solely on its own merits. Although, in the words of former FCC Chairman Charles R. Denny, "FM is the finest aural broadcasting system attainable in the present state of the radio art," it must be promoted, sold, plugged and promoted again to assure universal acceptance in the shortest possible time. The story of FM must be kept before the public eye and ear at all times.

A unique plan to increase local FM audiences—and one that may well be followed by many stations—was developed towards the end of last year by a new outlet on Long Island. The station sponsored a contest among local retailers, with free air time awarded dealers selling the most FM receivers or tuners. First prize was 65 quarter-hour periods over 13 weeks, with runner-up receiving 39 quarter-hour shows. The next 15 stores each receive one 15-minute seg a week for 13 weeks, and all other entries get five spots each.

# FM Association

MUNSEY BUILDING, 1329 E. ST., N.W., WASHINGTON 4, D. C.  
Telephone: Republic 8532

J. N. (Bill) Bailey.....*Executive Director*

## OFFICERS

Everett L. Dillard.....*President*      E. J. Hodel.....*Secretary*  
William E. Ware.....*Vice-President*      Thomas F. McNulty.....*Treasurer*

## BOARD OF DIRECTORS Terms Expiring in 1950

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E. J. Hodel      William E. Ware  
Ben Strouse

## Terms Expiring in 1949

W. R. David      C. M. Jansky, Jr.  
Everett L. Dillard      Thomas F. McNulty  
Roy Hofheinz

## Terms Expiring in 1948

Leonard L. Asch      Morris S. Novik  
Frank A. Gunther      Stanley M. Ray, Jr.  
Raymond F. Kohn

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Everett L. Dillard..... *Chairman*  
E. Z. Jones      Ben Strouse  
C. M. Jansky, Jr.      David G. Taft

## COUNSEL

Leonard H. Marks... *General Counsel*      C. M. Jansky, Jr.... *Engin'g Counsel*

## RMA LIAISON COMMITTEE

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George W. Arnold, Jr.      Everett L. Dillard  
J. N. Bailey      C. M. Jansky, Jr.  
Matthew H. Bonebrake      Leonard H. Marks  
Sol Chain

## SPECIAL INDUSTRY MUSIC COMMITTEE

William E. Ware..... *Chairman*  
Ray E. Dady      Leonard H. Marks  
William Fay      Paul W. Reed  
J. N. Bailey, *Alternate*

# PROGRESS OF EDUCATIONAL FM

By GEORGE JENNINGS, Director, Radio Council—WBEZ, Chicago Public Schools

DESPITE some difficulties met with during the past year, such as changing of frequency and the lack of suitable radio receivers for classroom use, educational FM broadcasting has taken great strides. The change in frequency seriously affected the operation of station WBEZ in Chicago, for example, since it meant the purchase of



Jennings

new transmitter, new antenna system, new antenna tower and a new site for the location of the transmitter. Cleveland, Ohio's WBOE made the changeover without stopping service and is now broadcasting on both the low and the high FM band. New York City's WNYE did or will close down for the period of change over.

Some thirty applications for FM broadcast station license have been granted by the FCC to schools, school systems, teachers colleges, and universities. Among the new stations to get into operation were WDTR, Detroit Public Schools and KUSC, the University of Southern California. The increased interest in FM for schools is evidenced by the increase in attendance at such educational meetings as the School Broadcast Conference, held annually in Chicago; the Institute for Education by Radio, held annually at Ohio State University and the Regional Radio Conference sponsored by the University of Oklahoma.

Another outgrowth of the interest in FM is the number of teachers organizations, such as the National Council of Teachers of English and Social Studies, which have included the consideration of the classroom use of radio in their annual progress. That interest is not alone on the part of the teaching staff is evidenced by the inclusion of sessions on

radio broadcasting and use in the annual sessions of the American Association of School Administrators. It is the administrator who ultimately controls the school funds for the establishment of stations and studios.

The Association for Education by Radio, and organization of administrators and teachers has held two semi-annual meetings during the year on a national basis and has established local units in Cleveland, Indianapolis, Washington, Detroit, Philadelphia, Chicago, Portland, Klamath Falls (Oregon), Sacramento, and Atlanta.

With the increased local interest in FM broadcasting and the increasing availability of radio receivers suitable for classroom use the growth of FM broadcasting seems assured. A warning must be made, however, concerning the fact that school stations, as with all others, must be programmed. Years ago when schools and universities held all licenses to operate, programming was the greatest difficulty, and many boards of education and trustees of universities were not prepared to finance an adequate program. Consequently, many such AM licenses were returned to the FCC. Educators are stressing, therefore, the use of radio and are likewise stressing the programming of stations.

The state-wide FM network picture has lagged somewhat, with Wisconsin the only state at the moment which seems to have gone ahead with its plan for a statewide FM network. One station has been placed in operation at Madison and another is under construction at a site near Milwaukee. Despite the well-known advantages of such a state FM network for educational use, legislators are loath to use tax funds for what some of their constituents might think was in competition with other stations.

The ideal situation for FM educational broadcasting remains the large city school system, and some educators are doubtful if the smaller cities can not adequately be supplied with time for educational broadcasts by their own local AM and FM stations.

# FAX MAKING PROGRESS

By VAL ADAMS, Staff Writer, RADIO DAILY

RADIO gets more versatile every day. But a couple of decades ago a radio set was based on one little idea—AM broadcasting. Then they began to trick it up. A phonograph was put in. Along came FM. Television rightfully had to get in the act too. Now we're about to get facsimile, a fifth element in our radio sets which spews the printed word and lush layouts all over the living room floor, even while the events are in progress.

The home used to be a place where you slammed the door on the outside world. That era is over. Radio homes of the future will be communication centers in themselves, snowed under by incoming traffic via the eye, ear and printed page from the four corners of the earth. Walter Winchell's going to have to get a word better than "flash" or he'll be out of business.

This is an era when veteran newsmen are being tapped on the shoulder by managing editors and informed, "You're the facsimile editor. Get out a facsimile edition." And before those who are tapped can ask just what the heck they're supposed to do, they are informed that the managing editors are merely carrying out orders of the publishers. In other words, a lot of competent newsmen are suddenly getting titles they never even heard of before and they're strictly on their own.

It seems that those connected with the technical development and sale of facsimile facilities have made a successful pitch to broadcasters and publishers. Many of the latter are sold on the idea to the point of having laid their money on the line and some are already showing facsimile in their cities. As to whether or not this new medium has possibilities, there must be some significance in the fact that the New York Times and WQXQ staged the first postwar demonstration in that city early in 1948.

Facsimile newspapers won't be as common as the housing shortage overnight. But the trend of broadcasters and publishers making a decision to "Let's appoint a facsimile editor" is definitely growing. There are many who don't know just where facsimile is headed but they think it important enough to get their finger in the pie just in case.

Stations and newspapers starting facsimile today are not getting in on the

ground floor — they're in the basement. You write your own textbook as you go along. Technically, from the standpoint of scanners and recorders, facsimile is ready to go to the public. Next step is to work out a technique for making up facsimile newspapers. While some have done a little preliminary work, in general all are completely ignorant on this subject. But it's something that won't be learned or worked out in a laboratory. It must be done by actual operation—making up daily facsimile editions and putting them on the air. It will be learned only by hit and miss.

To sell an idea to the public, it normally must be a little different from a previous one, some new advantage must be added. Consequently, facsimile is not likely to sell itself publicly merely on the idea that now you can get your newspaper delivered into the home by radio instead of by boy. New kinds of formats, different from the average newspaper, must be worked out and probably new types of entertainment gimmicks particularly suited to facsimile.

News-wise, facsimile's greatest attraction lies in its possibilities as a picture medium. You can't lightly toss off the thought that with facsimile a housewife can hold a picture in her hand of a big fire with the caption reading, "Firemen are still fighting the blaze." The Miami Herald and WQAM-FM put a wet photo on the air of an attempted suicide, lying crumpled on the pavement, while an ambulance rushed the victim to the hospital.

If it's competition that makes business, then facsimile is going to be a big one. One of the hottest battles broke out in Philadelphia in 1947 between the Inquirer and the Bulletin and their FM outlets. Several weeks ahead, the Inquirer announced a public facsimile demonstration for early in May but about two days before the date the Bulletin suddenly staged its own. Late in December, the Inquirer started what it called the first daily facsimile newspaper but the Bulletin promptly exclaimed it had been doing it for eight months. It's an argument which might best be left for historians to decide but the real story seems to be that each can claim a first in separate ways. Technicalities, however, were overlooked in the rush for promotion.

# **FM Broadcast Stations In Operation As of Jan. 1, 1948**

**O**PERATION prior to March 1, 1948, on the frequency shown is contingent on clearance of image frequency interference in present aeronautical aid receivers.

## **ALABAMA**

Call Letters	Licensee—Location	Frequency (mc)
WAFM	Voice of Alabama, Inc. Birmingham .....	99.5
WJBY-FM	Gadsden Broadcasting Co., Inc. Gadsden .....	103.7
WRLD-FM	Valley Broadcasting Co. Lanett .....	102.9
WSFA-FM	Montgomery Broadcasting Co., Inc. Montgomery .....	103.3

## **CALIFORNIA**

KONG	Times-Star Publishing Co. Alameda .....	104.9
KRFM	J. E. Rodman Fresno .....	93.7
KHJ-FM	Don Lee Broadcasting System Los Angeles .....	101.1
KWBR-FM	Warner Bros. Oakland .....	97.3
KOCS-FM	The Daily Report Ontario .....	93.5
KAGH	Rose Bowl Broadcasters, Ltd. Pasadena .....	98.3
KPOR	The Broadcasting Corp. of America Riverside .....	97.5
KCRA-FM	Central Valleys Broadcasting Co. Sacramento .....	96.1
KXOA-FM	Sacramento Broadcasters Inc. Sacramento .....	107.9
KJBS-FM	KJBS Broadcasters San Francisco .....	98.9
KGO-FM	American Broadcasting Co., Inc. San Francisco .....	106.1
KLOK-FM	Valley Broadcasting Co. San Jose .....	98.5
KSJO-FM	Santa Clara Broadcasting Co. San Jose .....	95.3
KRJM	Santa Maria Daily Times Santa Maria .....	103.1
KGDM-FM	E. F. Peffer Stockton .....	92.9
KRKD-FM	Radio Broadcasters, Inc. Los Angeles .....	96.3
KPNI	Peninsula Newspapers, Inc. Palo Alto .....	101.7
KFXM	Lee Brothers Broadcasting Co. San Bernardino .....	95.1
KSFH	Pacific Broadcasting Company San Francisco .....	94.9

## **CONNECTICUT**

WDRC-FM	The Conn. Broadcasting Co. Hartford .....	93.7
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. . . FM STATIONS IN OPERATION . . .

Call Letters	Licensee—Location	Frequency (mc)
WTIC-FM	The Travelers Broadcasting Service Corp. Hartford .....	96.5
WKNB-FM	The New Britain Broadcasting Co. New Britain .....	103.7
WBIB	Colony Broadcasting Corp. New Haven .....	100.7
WNLC-FM	Thames Broadcasting Corp. New London .....	99.5
<b>DISTRICT OF COLUMBIA</b>		
WASH	Commercial Radio Equip. Co. Washington .....	97.1
WINX-FM	WINX Broadcasting Co. Washington .....	96.3
WRC-FM	National Broadcasting Co., Inc. Washington .....	93.9
WWDC-FM	Capital Broadcasting Co. Washington .....	101.1
<b>FLORIDA</b>		
WNDB-FM	News Journal Corp. Daytona Beach .....	94.5
WJHP-FM	The Metropolis Company Jacksonville .....	96.9
WIOD-FM	Isle of Dreams Broadcasting Co. Miami .....	97.3
WQAM-FM	Miami Broadcasting Co. Miami .....	94.9
WWPG-FM	Palm Beach Broadcasting Corp. Palm Beach .....	97.9
WCOA-FM	Pensacola Broadcasting Co. Pensacola .....	98.9
WTAL-FM	John H. Phipps Tallahassee .....	103.9
<b>GEORGIA</b>		
WBGE-FM	General Broadcasting Co. Atlanta .....	95.5
WGBA-FM	Georgia-Alabama Broadcasting Corp. Columbus .....	95.1
WRBL-FM	Columbus Broadcasting Co. Columbus .....	93.3
WBML-FM	Middle Georgia Broadcasting Co. Macon .....	100.7
WMAZ-FM	Southeastern Broadcasting Co. Macon .....	99.1
WRGA-FM	Rome Broadcasting Corp. Rome .....	106.5
WSAV-FM	WSAV, Inc. Savannah .....	100.3
WTOC-FM	Savannah Broadcasting Co. Savannah .....	97.3
WLET	R. G. LeTourneau Toccoa .....	102.9
<b>IDAHO</b>		
KIDO-FM	KIDO, Inc. Boise .....	106.1
KFXD-FM	Frank E. Hurt & Son Nampa .....	101.9
KSEI-FM	Radio Service Corp. Pocatello .....	96.5
<b>ILLINOIS</b>		
WJBC-FM	Bloomington Broadcasting Corp. Bloomington .....	101.5
WRGK	George M. Ives Brookfield .....	103.1
WBBM-FM	Columbia Broadcasting System Inc. Chicago .....	97.1

**FM STATIONS IN OPERATION**

<i>Call Letters</i>	<i>Licensee—Location</i>	<i>Frequency (mc)</i>
<b>WGNB</b>	WGN, Inc. Chicago	98.7
<b>WEFM</b>	Zenith Radio Corp. Chicago	99.5
<b>WSOY-FM</b>	Commodore Broadcasting Inc. Decatur	98.7
<b>WEAW</b>	North Shore Broadcasting Co., Inc. Evanston	96.7
<b>WFJS</b>	Freeport Journal Standard Publishing Co. Freeport	102.5
<b>WQDI</b>	Quincy Newspapers Inc. Quincy	105.1
<b>WCVS-FM</b>	WCBS, Inc. Springfield	102.9
<b>WEHS</b>	WHFC, Inc. Chicago	97.9
<b>WKIL</b>	Kankakee Daily Journal Company Kankakee	100.7
<b>WMIX-FM</b>	Mt. Vernon Radio & Television Company Mt. Vernon	94.1
<b>WBMD-FM</b>	Peoria Broadcasting Company Peoria	92.5
<b>INDIANA</b>		
<b>WCSI</b>	Syndicate Theatres, Inc. Columbus	93.7
<b>WOWO-FM</b>	Westinghouse Radio Stations, Inc. Ft. Wayne	96.1
<b>WABW</b>	Associated Broadcasters Inc. Indianapolis	94.7
<b>WSBF</b>	South Bend Tribune South Bend	101.3
<b>WMLL</b>	On the Air, Inc. Evansville	94.5
<b>WCTW</b>	Courier-Times, Inc. New Castle	103.1
<b>IOWA</b>		
<b>KBUR-FM</b>	Burlington Broadcasting Co. Burlington	92.9
<b>KSCJ-FM</b>	Perkins Bros. Co. Sioux City	94.9
<b>KANSAS</b>		
<b>KSBS</b>	Sunflower Broadcasting System Kansas City	105.9
<b>KTSJ</b>	The Topeka State Journal Inc. Topeka	99.5
<b>WIBW-FM</b>	Topeka Broadcasting Assn. Inc. Topeka	102.5
<b>KIMV</b>	Hutchinson Publishing Company Hutchinson	105.7
<b>KENTUCKY</b>		
<b>WRXW</b>	WAVE, Inc. Louisville	95.1
<b>WCJT</b>	WHAS, Inc. Louisville	99.7
<b>WPAD-FM</b>	Paducah Broadcasting Co., Inc. Paducah	96.9
<b>WKYC</b>	Paducah Newspapers Inc. Paducah	93.3
<b>LOUISIANA</b>		
<b>KPDR-FM</b>	Central Louisiana Broadcasting Co. Alexandria	99.7
<b>WBRL</b>	Baton Rouge Broadcasting Co. Inc. Baton Rouge	98.1
<b>WTPS-FM</b>	The Times Picayune Publishing Co. New Orleans	95.7

. . . FM STATIONS IN OPERATION . . .

<i>Call Letters</i>	<i>Licensee—Location</i>	<i>Frequency (mc)</i>
WRCM	Supreme Broadcasting System Inc. New Orleans	97.1
WSMB-FM	WSMB, Inc. New Orleans	102.7
<b>MARYLAND</b>		
WITH-FM	Maryland Broadcasting Co. Baltimore	104.3
WFMD-FM	The Monocacy Broadcasting Co. Frederick	101.5
WJEJ-FM	Hagerstown Broadcasting Co. Hagerstown	104.7
WGAY-FM	Tri-Suburban Broadcasting Corp. Silver Springs	102.3
<b>MASSACHUSETTS</b>		
WMNE	The Yankee Network Inc. Boston	100.5
WGTR	The Yankee Network, Inc. Boston	99.1
WBZ-FM	Westinghouse Radio Stations, Inc. Boston	92.9
WXHR	Harvey Radio Lab. Cambridge	96.9
WSAR-FM	The Fall River Broadcasting Co., Inc. Fall River	103.7
WCFR	Narragansett Broadcasting Co. Fall River	100.9
WFMR	E. Anthony & Sons Inc. New Bedford	98.1
WBZA-FM	Westinghouse Radio Stations Inc. Springfield	97.1
WTAG-FM	WTAG, Inc. Worcester	96.1
<b>MICHIGAN</b>		
WPAG-FM	Washtenaw Broadcasting Co. Ann Harbor	98.7
WELL-FM	Federated Publications, Inc. Battle Creek	102.1
WBCM-FM	Bay Broadcasting Co. Inc. Bay City	96.1
WJLB-FM	Booth Radio Stations Inc. Detroit	97.9
WWJ-FM	The Evening News Assn. Detroit	97.1
WJBK-FM	James F. Hopkins, Inc. Detroit	93.1
WFRS	The Grand Rapids Broadcasting Corp. Grand Rapids	92.5
WLAV-FM	Leonard A. Versluis Grand Rapids	96.9
WMLN	Macomb Publishing Co. Mt. Clemens	106.3
WMUS-FM	Greater Muskegon Broadcasters Inc. Muskegon	100.5
WSAL	Saginaw Broadcasting Co. Saginaw	98.1
WHFB-FM	The Palladium Publishing Co. Benton Harbor	99.9
WJJW	Wyandotte News Co. Wyandotte	103.1
<b>MINNESOTA</b>		
WTCN-FM	Minnesota Broadcasting Corp. Minneapolis	97.1
KROC-FM	Southern Minnesota Broadcasting Co. Rochester	94.7
KSTP-FM	KSTP, Inc. St. Paul	102.1

. . . FM STATIONS IN OPERATION . . .

**MISSOURI**

<i>Call Letters</i>	<i>Licensee—Location</i>	<i>Frequency (mc)</i>
<b>WMBH-FM</b>	Joplin Broadcasting Co. Joplin .....	96.1
<b>KMBC-FM</b>	Midland Broadcasting Co. Kansas City .....	100.5
<b>KOZY</b>	Commercial Radio Equipment Co. Kansas City .....	98.1
<b>KXOK-FM</b>	Star-Times Publishing Co. St. Louis .....	93.7
<b>WIL-FM</b>	Missouri Broadcasting Co. St. Louis .....	97.3
<b>KWK-FM</b>	Thomas Patrick, Inc. St. Louis .....	99.1

**NEBRASKA**

<b>KFAB-FM</b>	KFAB Broadcasting Co. Lincoln .....	97.9
<b>KOAD</b>	World Publishing Co. Omaha .....	92.9

**NEW HAMPSHIRE**

<b>WLOB</b>	Claremont Eagle Inc. Claremont .....	106.1
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**NEW JERSEY**

<b>WFMN</b>	Edwin H. Armstrong Alpine .....	93.1
<b>WCAP-FM</b>	Radio Industries Broadcasting Co. Asbury Park .....	107.1
<b>WBAB-FM</b>	Press-Union Publishing Co. Atlantic City .....	100.7
<b>WAAT-FM</b>	Bremer Broadcasting Corp. Newark .....	102.7
<b>WFMO</b>	Fidelity Media Broadcasting Corporation Jersey City .....	103.1

**NEW YORK**

<b>WNBF-FM</b>	Clark Associates Binghamton .....	100.5
<b>WEBR-FM</b>	WEBR Inc. Buffalo .....	96.9
<b>WBNY-FM</b>	Roy L. Albertson Buffalo .....	92.9
<b>WKNP</b>	Corning Leader Inc. Corning .....	106.1
<b>WHNY</b>	FM Broadcasting Corp. Hempstead .....	98.3
<b>WWHG</b>	The W. H. Greenhow Co. Hornell .....	105.3
<b>WBAM</b>	Bamberger Broadcasting Service Inc. New York .....	98.7
<b>WGHF</b>	Wm. G. H. Finch New York .....	101.9
<b>WCBS-FM</b>	Columbia Broadcasting System Inc. New York .....	101.1
<b>WQXQ</b>	Interstate Broadcasting Co. New York .....	96.3
<b>WMGM</b>	Marcus Loew Booking Agency New York .....	100.3
<b>WABF</b>	Metropolitan Broadcasting & Television Inc. New York .....	99.5
<b>WNBC-FM</b>	National Broadcasting Co. Inc. New York .....	97.1
<b>WHLD-FM</b>	The Niagara Falls Gazette Publishing Co. Niagara Falls .....	98.5
<b>WRNY-FM</b>	Monroe Broadcasting Co. Inc. Rochester .....	97.9

. . . FM STATIONS IN OPERATION . . .

<i>Call Letters</i>	<i>Licensee—Location</i>	<i>Frequency (mc)</i>
WHFM	Stromberg-Carlson Co.	
WHEF	Rochester	98.9
WBCA	WHEC Inc.	
WGFM	Rochester	96.5
WFBL-FM	Capitol Broadcasting Co. Inc.	
WAGE-FM	Schenectady	101.1
WSYR-FM	General Electric Co.	
WTRI	Schenectady	99.5
WFAS-FM	Onondaga Radio Broadcasting Corp.	
WGYN	Syracuse	93.1
WRUN	WAGE Inc.	
WIBX-FM	Syracuse	98.5
	Central N. Y. Broadcasting Corp.	
	Syracuse	94.5
	Troy Broadcasting Co. Inc.	
	Troy	102.7
	Westchester Broadcasting Corp.	
	White Plains	103.9
	WGYN, Inc.	
	New York	97.9
	Rome Sentinel Co.	
	Utica	105.7
	WIBX, Inc.	
	Utica	96.9

**NORTH CAROLINA**

WLOS-FM	Skyway Broadcasting Corp.	
WISE-FM	Asheville	104.3
WBBB-FM	Radio Station WISE Inc.	
WFNS-FM	Asheville	102.5
WBT-FM	Alamance Broadcasting Co. Inc.	
WAYS-FM	Burlington	101.1
WGBR-FM	Burlington Graham Broadcasting Co.	
WCTP	Burlington	93.5
WGBG-FM	Southeastern Broadcasting Co.	
WMFR-FM	Charlotte	99.9
WRAL-FM	Intercity Advertising Co.	
WSTP-FM	Charlotte	107.7
WAIR-FM	Eastern Carolina Broadcasting Co. Inc.	
WMIT	Goldsboro	93.3
WGTM-FM	Capitol Broadcasting Co.	
	Greensboro	98.7
	Greensboro Broadcasting Co. Inc.	
	Greensboro	100.3
	Radio Station WMFR	
	High Point	99.5
	Capitol Broadcasting Co. Inc.	
	Raleigh	101.5
	Piedmont Broadcasting Corp.	
	Salisbury	106.5
	WAIR Broadcasting Co.	
	Winston-Salem	93.1
	Gorden Gray	
	Winston-Salem	106.9
	Penn Thomas Watson	
	Wilson	106.7

**OHIO**

WFAH	Review Publishing Co.	
WATG	Alliance	101.7
WCMW-FM	Beer & Koehl	
WCTS	Ashland	101.3
WLWA	Stark Broadcasting Corp.	
	Canton	94.9
	The Cincinnati Times Star Co.	
	Cincinnati	101.9
	The Crosley Corp.	
	Cincinnati	101.1

**FM STATIONS IN OPERATION**

<i>Call Letters</i>	<i>Licensee—Location</i>	<i>Frequency (mc)</i>
WELD	Radio Ohio, Inc. Columbus	97.1
WFOB	Lawrence W. Harry Fostoria	105.5
WFRO	Robert E. Wolf Co. Fremont	99.3
WCLT	The Advocate Printing Co. Newark	100.3
WSTV-FM	The Valley Broadcasting Co. Steubenville	103.5
WTFM	Jay R. David Tiffin	98.3
WSPD-FM	The Fort Industry Co. Toledo	101.5
WWST-FM	The Wooster Republican Printing Co. Wooster	104.5
WFMJ-FM	WFMJ Broadcasting Co. Youngstown	105.1
WKBN-FM	WKBN Broadcasting Corp. Youngstown	98.9
WVAW	Suburban Broadcasting, Inc. Cheviot	96.7
WSTV-FM	The Valley Broadcasting Co. Steubenville	103.5

**OKLAHOMA**

KMUS	Muskogee Broadcasting Co. Muskogee	101.5
KBIX-FM	Oklahoma Press Publishing Co. Muskogee	98.5
KOCY-FM	Plaza Court Broadcasting Co. Oklahoma City	94.7
WKY-FM	WKY Radiophone Co. Oklahoma City	98.9
KTOK-FM	KTOK, Inc. Oklahoma City	104.3
KOMA-FM	KOMA, Inc. Oklahoma City	105.9
KTUL-FM	Tulsa Broadcasting Co. Tulsa	97.1
KAKC-FM	Public Radio Corp. Tulsa	95.5
KSEO-FM	Democrat Printing Co. Durant	107.3

**OREGON**

KGW-FM	Oregonian Publishing Co. Portland	100.3
KPFM	Broadcasters Oregon, Ltd. Portland	97.1
KPPA	Pacific Radio Advertising Service Portland	95.5
KUGN-FM	Valley Broadcasting Co. Eugene	99.1

**PENNSYLVANIA**

WSAN-FM	Lehigh Valley Broadcasting Co. Allentown	99.9
WFMZ	Penn-Allen Broadcasting Co. Allentown	95.9
WGPA-FM	The Bethlehem Globe Publishing Co. Bethlehem	95.1
WHP-FM	WHP, Inc. Harrisburg	97.3

. . . FM STATIONS IN OPERATION . . .

<i>Call Letters</i>	<i>Licensee—Location</i>	<i>Frequency (mc)</i>
WABX	Harold O. Bishop Harrisburg	100.9
WLAN-FM	Peoples Broadcasting Co. Lancaster	96.9
WGAL-FM	WGAL Inc. Lancaster	101.3
WMCK-FM	Mon-Yough Broadcasting Co. McKeesport	104.9
WPEN-FM	Wm. Penn Broadcasting Co. Philadelphia	98.1
WIP-FM	Penn. Broadcasting Co. Philadelphia	93.3
WCAU-FM	Philadelphia Record Philadelphia	102.9
KYW-FM	Westinghouse Radio Stations Inc. Philadelphia	92.5
WFIL-FM	Triangle Publishing Inc. Philadelphia	102.1
KDKA-FM	Westinghouse Radio Stations Inc. Pittsburgh	92.9
WMOT	WWSW, Inc. Pittsburgh	94.5
WPIC-FM	Sharon Herald Broadcasting Co. Sharon	102.9
WBRE-FM	Louis G. Baltimore Wilkes-Barre	98.5
WIZZ	Scranton-Wilkes-Barre-Pittson Broadcasting Co., Inc. Wilkes-Barre	103.3
WSBA-FM	Susquehanna Broadcasting Co. York	103.3

**SOUTH CAROLINA**

WCAC	Wilton E. Hall Anderson	101.1
WTMA-FM	Atlantic Coast Broadcasting Co. Charleston	95.1
WSPA-FM	Spartanburg Advertising Co. Spartanburg	98.9
WMRC-FM	Textile Broadcasting Co. Greenville	94.9

**TENNESSEE**

WOPI-FM	Radiophone Broadcasting Station WOPI, Inc. Bristol	96.9
WAPO-FM	WAPO Broadcasting Service Chattanooga	94.7
WTJS-FM	The Sun Publishing Co. Inc. Jackson	100.7
WROL-FM	S. E. Adcock Knoxville	97.3
WMC-FM	Memphis Publishing Co. Memphis	99.7
WSM-FM	WSM, Inc. Nashville	103.3

**TEXAS**

KRBC-FM	The Reporter Broadcasting Co. Abilene	96.9
KRIC-FM	KRIC Inc. Beaumont	99.5
WFAA-FM	A. H. Belo Corp. Dallas	97.9
KGBS-FM	Harbenito Broadcasting Co. Inc. Harlingen	94.7
KPRC-FM	The Houston Post Co. Houston	102.9

# FM STATIONS IN OPERATION

Call Letters	Licensee—Location	Frequency (mc)
KTRH-FM	KTRH Broadcasting Co. Houston	101.1
KISS	The Walmac Co. San Antonio	99.5
KYFM	Express Publishing Co. San Antonio	101.5
WOAI-FM	Southland Industries Inc. San Antonio	102.5
KCMC-FM	KCMC, Inc. Texarkana	98.1
KGKB-FM	East Texas Broadcasting Co. Tyler	101.5
KTRN	Times Publishing Co. of Wichita Falls Wichita Falls	97.3
<b>UTAH</b>		
KSL-FM	Radio Service Corp. of Utah Salt Lake City	100.3
KDYL-FM	Intermountain Broadcasting Corp. Salt Lake City	98.7
<b>VIRGINIA</b>		
WBTM-FM	Piedmont Broadcasting Corp. Danville	97.9
WSVA-FM	Shenandoah Valley Broadcasting Corp. Harrisonburg	100.7
WLVA-FM	Lynchburg Broadcasting Corp. Lynchburg	97.5
WTAR-FM	WTAR Radio Corp. Norfolk	97.3
WSAP-FM	Portsmouth Radio Corp. Portsmouth	99.7
WCOD	Havens & Martin Inc. Richmond	98.1
WINC-FM	Richard Field Lewis Jr. Winchester	92.5
WGH-FM	Hampton Roads Broadcasting Corp. Newport News	96.5
<b>WASHINGTON</b>		
KWLK-FM	Twin City Broadcasting Corp. Longview	103.9
KING-FM	Western Waves Inc. Seattle	94.9
KRSC-FM	Radio Sales Corp. Seattle	98.1
<b>WEST VIRGINIA</b>		
WCFC	Beckley Newspapers Corp. Beckley	101.3
WJLS-FM	Joe L. Smith, Jr. Beckley	99.5
WWVA-FM	West Va. Broadcasting Corp. Wheeling	98.7
WHIS-FM	Daily Telegraph Ptg. Co. Bluefield	104.5
WLOG-FM	C. H. Frey & R. O. Greever Logan	103.3
WKWK	Community Broadcasting, Inc. Wheeling	97.3
<b>WISCONSIN</b>		
WJPG-FM	Green Bay Newspaper Co. Green Bay	101.1
WTMJ-FM	The Journal Co. (The Milwaukee Journal) Milwaukee	93.3
WJMC-FM	WJMC, Inc. Rice Lake	96.3
WDUL	Head of the Lakes Broadcasting Co. Superior	92.3
WBNB	Daily News Publishing Co. Beloit	107.3
WCLO-FM	Gazette Printing Co. Janesville	99.9
WKBH-FM	WKBH, Inc. LaCrosse	93.1

# *Construction Permits For FM Stations*

**Granted By The FCC As Of Jan. 1, 1948**

## ALABAMA

City	Licensee	Frequency (mc)	Power (kw)
ANNISTON	Harry M. Ayers	100.5	19
BIRMINGHAM	Birmingham Broadcasting Co.	102.5	560
BIRMINGHAM	Johnston Broadcasting Co.	104.7	40
BIRMINGHAM	The Birmingham News Co.	93.7	370
BIRMINGHAM	Thomas N. Beach	106.9	276
BIRMINGHAM	Birmingham Broadcasting Co., Inc.	102.5	546
HUNTSVILLE	The Huntsville Times Co., Inc.	95.1	10
MOBILE	Mobile Daily Newspapers, Inc.	107.9	51
MOBILE	Pape Broadcasting Co.	94.9	102
MOBILE	Giddens & Rester	99.9	3
MOBILE	Nunn Broadcasting Corp.	97.5	8.8
MONTGOMERY	G. W. Covington, Jr.	94.5	15.5
MONTGOMERY	Dixie Broadcasting Co.	107.5	6
TUSCALOOSA	James R. Doss, Jr.	101.3	3.2

## ARIZONA

PHOENIX	Sun Country Broadcasting Co.	98.5	8
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## ARKANSAS

FORT SMITH	Southwestern Hotel Co.	94.9	9
FORT SMITH	Donald W. Reynolds	107.7	140
FORT SMITH	Arkansas-Oklahoma Broadcasting Corp.	102.1	33
FORT SMITH	KWHN Broadcasting Co., Inc.	104.1	43
SILAM SPRING	KUOA, Inc.	96.5*	2.6

## CALIFORNIA

BAKERSFIELD	McClatchy Broadcasting Co.	94.1	9.3
BURBANK	Burbank Broadcasters, Inc.	94.3	0.56
BERKLEY	Central Calif. Broadcasters, Inc.	102.9	6.8
CHICO	Golden Empire Broadcasting Co.	101.1	11
EUREKA	Redwood Broadcasting Co., Inc.	96.3	4.6
FRESNO	KARM, The Geo. Harm Station	101.9	24.5
FRESNO	Tulare-Kings Counties Radio Associates	99.5	3.2
HOLLYWOOD	Columbia Broadcasting System, Inc.	93.1	297
LONG BEACH	The Cerrites Broadcasting Co.	103.1	0.32
LOS ANGELES	Cannon & Callister, Inc.	105.1	36
LOS ANGELES	American Broadcasting Co., Inc.	95.5	290
LOS ANGELES	Los Angeles Broadcasting Co., Inc.	104.3	270
LOS ANGELES	E. C. Anthony, Inc.	105.9	265
LOS ANGELES	Standard Broadcasting Co.	99.5	14.9
LOS ANGELES	Echo Park Evangelistic Assn.	97.1	58
LOS ANGELES	Metro-Goldwyn-Mayer Studios, Inc.	98.7	49
LOS ANGELES	KMPC, The Station of the Stars, Inc.	100.3	460
LOS ANGELES	Consolidated Broadcasting Corp., Ltd.	101.9	10.5
LOS ANGELES	The Times Mirror Co.	103.5	185
LOS ANGELES	Unity Broadcasting Corp. of Calif.	94.7	44

**FM APPLICATIONS GRANTED**

<i>City</i>	<i>Licensee</i>	<i>Frequency (mc)</i>	<i>Power (kw)</i>
MARYSVILLE	Sacramento Valley Broadcasters	101.5	38
MARYSVILLE	Marysville-Yuba City Broadcasters, Inc.	99.9	4.7
MERCED	Merced Broadcasting Co.	97.5	2.9
MODESTO	McClatchy Broadcasting Co.	103.3	3.4
MONTEREY	Monterey Peninsula Broadcasting Co.	94.5	3.4
OAKLAND	Tribune Building Co.	101.3	20
OAKLAND	KROW, Inc.	95.7*	3.6
PASADENA	Southern California Broadcasting Co.	102.7	14.7
REDDING	Golden Empire Broadcasting Co.	103.9	1
SACRAMENTO	Harmco, Inc.	94.5	12.6
SALINAS	Luther E. Gibson	96.9	9.4
SAN BERNARDINO	The Sun Company of San Bernardino	99.9	6.4
SAN BRUNO	Radio Diablo, Inc.	100.5	250
SAN DIEGO	Airfan Radio Corp. Ltd.	94.1	33
SAN DIEGO	Studebaker Broadcasting Co.	104.7	16
SAN DIEGO	Balboa Radio Corp.	92.5	20
SAN DIEGO	Union Tribune Publishing Company	96.5*	48
SAN FRANCISCO	Pacific Agri. Foundation, Ltd.	103.7	44
SAN FRANCISCO	The Associated Broadcasters Ltd.	98.1	14
SAN FRANCISCO	National Broadcasting Co., Inc.	99.7	45
SAN JOSE	FM Radio & Television Corp.	92.3	340
SAN LUIS OBISPO	The Valley Electric Co.	99.9	16.7
SAN MATEO	San Mateo County Broadcasters	100.9	0.38
SAN MATEO	Amphlett Printing Co.	93.3	70
SANTA ANA	The Voice of the Orange Empire, Inc. Ltd.	96.7	1
SANTA BARBARA	News Press Publishing Co.	98.3	0.38
TURLOCK	Turlock Broadcasting Corp.	100.9	1

**CONNECTICUT**

DANBURY	The Berkshire Broadcasting Corp.	98.3	0.15
HARTFORD	The Yankee Network, Inc.	102.9	10.2
HARTFORD	The Hartford Times	106.1	5.6
MERIDEN	Silver City Crystal Co.	95.7	7
NEW HAVEN	Elm City Broadcasting Corp.	99.1	20
NEW HAVEN	Connecticut Radio Foundation Inc.	107.9	20
NEW HAVEN	The New Haven Broadcasting Corp.	95.1	20
STAMFORD	The Western Connecticut Broadcasting Corp.	96.7	0.5
WATERBURY	American Republican, Inc.	102.5	10.2

**DELAWARE**

WILMINGTON	Delaware Broadcasting Co.	99.5	20
WILMINGTON	Port Frere Broadcasting Co., Inc.	107.3	16
WILMINGTON	WDEL, Inc.	93.7	15.3
WILMINGTON	Wilmington-Tri State Broadcasting Co., Inc.	96.1*	20

**DISTRICT OF COLUMBIA**

WASHINGTON	Theodore Granik	100.3	19
WASHINGTON	The Evening Star Broadcasting Co.	107.3	20
WASHINGTON	Cowles Broadcasting Co.	98.7	20
WASHINGTON	Potomac Broadcasting Cooperative, Inc.	99.5	20
WASHINGTON	Metropolitan Broadcasting Corp.	103.5	20

**FLORIDA**

FT. LAUDERDALE	Gore Publishing Co.	106.5	9.6
JACKSONVILLE	Florida Broadcasting Company	96.1	20
JACKSONVILLE	Jacksonville Broadcasting Corp.	99.7	36
MIAMI	Paul Brake	101.5	8.5

**FM APPLICATIONS GRANTED**

City	Licensee	Frequency (mc)	Power (kw)
MIAMI	Everglades Broadcasting Co.	99.9	11
MIAMI	The Fort Industry	96.3	27
MIAMI BEACH	WKAT, Incorporated	93.1	306
ORLANDO	Orlando Daily Newspapers, Inc.	96.5	47
ORLANDO	Hazlewood, Inc.	100.3	65
ST. PETERSBURG	Pinellas Broadcasting Co.	102.5	37
TAMPA	The Tribune Co.	93.3	46
WEST PALM BEACH	WJNO, Inc.	98.7	49

**GEORGIA**

ATHENS	J. K. Patrick Co.	99.5	4.4
ATLANTA	The Constitution Publishing Co.	98.5	20
ATLANTA	Atlanta Journal	104.5	50
ATLANTA	Atlanta Broadcasting Co.	97.5	40.4
ATLANTA	Liberty Broadcasting Corp.	103.3	20
ATLANTA	Wilson and Cope	99.9	49
AUGUSTA	The Augusta Chronical Broadcasting Co.	103.7	15
AUGUSTA	Augusta Broadcasting Co.	105.7	30
CEDARTOWN	Northwest Georgia Broadcasting Company	96.1*	5.5
COLUMBUS	Radio Columbus, Inc.	107.9	10.4
DUBLIN	Dublin Broadcasting Co.	98.1	2.5
LA GRANGE	La Grange Broadcasting Co.	104.1	5.1
MACON	Macon Broadcasting Co.	96.9	41
MOULTRIE	John F. Pidcock	103.5	14
SAVANNAH	Carter C. Peterson	95.5	7.1
VALDOSTA	E. D. Rivers	92.5	7

**IDAHO**

TWIN FALLS	Radio Broadcasting Corp.	99.7	3
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**ILLINOIS**

AURORA	The Copley Press, Inc.	103.9	1
CARDONDALE	Southern Illinois Broadcasting Partnership	100.7	5.9
CHAMPAIGN	The Champaign News-Gazette, Inc.	97.5	27
CHICAGO	Amalgamated Broadcasting System, Inc.	105.9	19
CHICAGO	American Broadcasting Co., Inc.	94.7	15
CHICAGO	Balban & Katz Corp.	96.3	17
CHICAGO	Chicago Federation of Labor	104.3	22
CHICAGO	Drovers Journal Publishing Co.	103.5	12.5
CHICAGO	UWA-CIO Broadcasting Corp. of Ill.	105.1	20
CHICAGO	National Broadcasting Co., Inc.	101.1	25
CHICAGO	Radio Station WGES	93.9	20
CHICAGO	WJJD, Inc.	100.3	17
CHICAGO	Radio Station WSBC	101.9	31
CHICAGO	Radio Station WSBC	101.9	31
ELMWOOD PARK	Elmwood Park Broadcasting Corp.	107.1	0.32
HARRISBURG	Harrisburg Broadcasting Co.	99.9	4.2
HERRIN	Orville W. Lyerla	98.5	20
PEORIA	Mid-State Broadcasting Co.	96.5	10
PEORIA	Central Illinois Radio Corp.	94.1	20
PEORIA	Illinois Valley Broadcasting Co.	95.7	51
PEORIA	West Central Broadcasting Co.	93.3	20
QUINCY	Lee Broadcasting Co.	99.5	53
ROCKFORD	Rockford Broadcasters, Inc.	97.5	44
ROCK ISLAND	Rock Island Broadcasting Co.	98.9	36.6
SPRINGFIELD	WTAX, Inc.	103.7	6.7
WAUKEGAN	Keystone Printing Service, Inc.	106.7	12

• • • **FM APPLICATIONS GRANTED** • • •

**INDIANA**

<i>City</i>	<i>Licensee</i>	<i>Frequency (mc)</i>	<i>Power (kw)</i>
CONNERSVILLE	News-Examiner Co.	100.3	7.7
ELKHART	Truth Publishing Co., Inc.	100.7	21.6
EVANSVILLE	Tri-State Broadcasting Corp.	102.5	20
FT. WAYNE	Ft. Wayne Broadcasting, Inc.	103.7	10
FT. WAYNE	Farnsworth Television & Radio Corp.	105.3	20
FT. WAYNE	Nortneastern Indiana Broadcasting Co., Inc.	106.1	24
HAMMOND	South Shore Broadcasting Corp.	92.3	20
HAMMOND	The William H. Block Co.	97.1	19.5
HAMMOND	Scripps-Howard Radio, Inc.	93.1	20
HAMMOND	Indiana Broadcasting Corp.	95.5	20
HAMMOND	Capitol Broadcasting Corp.	98.7	20
HAMMOND	Indianapolis Broadcasting, Inc.	92.3	20
HAMMOND	Universal Broadcasting Co.	96.3	20
HAMMOND	WFBM, Inc.	97.9	20
KOKOMO	Kokomo Broadcasting Corp.	99.9	31
LAFAYETTE	WFAM, Inc.	95.1	12
MUNCIE	Donald A. Burton	104.1	8.6
SHELBYVILLE	Shelbyville Radio, Inc.	101.3	5
TERRE HAUTE	Wabash Valley Broadcasting Corp.	99.9	20
TERRE HAUTE	Banks of the Wabash, Inc.	101.1	20

**IOWA**

CEDAR RAPIDS	The Gazette Company	96.9	48
CLINTON	Clinton Broadcasting Co.	96.1	10
DAVENPORT	Tri-City Broadcasting Co.	103.7	47
DES MOINES	Independent Broadcasting Co.	98.5	20
DAVENPORT	Murphy Broadcasting Co.	97.3	154
DAVENPORT	Cowels Broadcasting Co.	104.5	160
DAVENPORT	Central Broadcasting Co.	100.3	134
DUBUQUE	Telegraph-Herald	100.5	180
DUBUQUE	Dubuque Broadcasting Company	103.3	15
MASON CITY	Lee Radio, Inc.	101.1	260
WATERLOO	Josh. Higgins Broadcasting Co.	105.7	540

**KANSAS**

KANSAS CITY	The KCKN Broadcasting Co.	106.7	20
LAWRENCE	The Wold Co.	105.1	2.5
WICHITA	Wichita Beacon Broadcasting Co.	97.9	48
WICHITA	The Radio Station KFH Co.	100.3	180

**KENTUCKY**

ASHLAND	Ashland Broadcasting Co.	93.7	4.4
BOWLING GREEN	The Bowling Green Broadcasting Co.	101.1	8.4
LEXINGTON	American Broadcasting Corp.	94.5*	3
LOUISVILLE	Northside Broadcasting Corp.	100.7	29.8
OWENSBORO	Owensboro Broadcasting Co., Inc.	92.5	20
OWENSBORO	Owensboro on the Air, Inc.	96.1	45
WINCHESTER	Winchester Sun Co., Inc.	100.1	0.77

**LOUISIANA**

ALEXANDRIA	Alexandria Broadcasting Co., Inc.	96.9	3
NEW ORLEANS	Stephens Broadcasting Co.	105.3	200
NEW ORLEANS	Deep South Broadcasting Corp.	93.7	40
SHREVEPORT	Radio Station KTBS, Inc.	96.5	47
SHREVEPORT	International Broadcasting Corp.	94.5*	43

. . . FM APPLICATIONS GRANTED . . .

**MAINE**

City	Licensee	Frequency (mc)	Power (kw)
BANGOR	Guy Gannett Broadcasting Service	93.1	10.8
LEWISTON	Twin City Broadcasting Co., Inc.	93.9	13
PORTLAND	Guy Gannett Broadcasting Service	101.9	3.6

**MARYLAND**

ANNAPOLIS	The Capital Broadcasting Co.	99.1	16.6
BALTIMORE	The Monumental Radio Co.	102.7	20
BALTIMORE	Baltimore Broadcasting Corp.	93.1	15
BALTIMORE	Belvedere Broadcasting Corp.	94.7	20
BALTIMORE	The Baltimore Radio Show, Inc.	101.9	20
BALTIMORE	The A. S. Abell Co.	97.9	20
BRADBURY HTS.	Chesapeake Broadcasting Co., Inc.	96.7	0.42
CUMBERLAND	The Tri-State Broadcasting Co.	102.9	2.2
SALISBURY	The Peninsula Broadcasting Co.	97.5	12

**MASSACHUSETTS**

BOSTON	Columbia Broadcasting Co.	103.3	20
BOSTON	Matheson Radio Co.	94.5	20
BOSTON	Yankee Network, Inc.	98.5	19.5
BOSTON	Unity Broadcasting Corp. of Massachusetts	102.5	20
BOSTON	Templetone Radio Manufacturing Corp.	104.1	20
BOSTON	Massachusetts Broadcasting Company	100.7	20
BROCKTON	Cur-Nan Company	107.1	0.8
BROCKTON	Plymouth County Broadcasting Corp.	106.3	0.8
BROCKTON	Enterprise Publishing Co.	97.7	0.8
CHICOPEE	Regional Broadcasting Co.	100.3	3
FITCHBURG	M. G. Meyers, Et Al	104.7	18
GREENFIELD	John W. Haigis	98.3	1
HAVERHILL	The Haverhill Gazette Co.	92.5	20
HOLYOKE	The Hampden-Hampshire Corp.	93.1	3.5
LAWRENCE	Hildreth & Rogers Co.	93.7	17
LOWELL	Merrimac Broadcasting Co., Inc.	99.5	12.2
NEW BEDFORD	Bay State Broadcasting Co.	97.3	20
NEW BEDFORD	South Eastern Massachusetts Broadcasting Corp.	99.3	0.88
NORTH ADAMS	James A. Hardman	97.5	1
PITTSFIELD	Greylock Broadcasting Co.	101.5	12
PITTSFIELD	Western Massachusetts Broadcasting Co.	94.3	1
SALEM	North Shore Broadcasting Co.	92.1	0.5
SPRINGFIELD	WMAS, Inc.	94.7	3.2
SPRINGFIELD	WSPR, Inc.	97.9	14
SPRINGFIELD	Springfield Broadcasting Co.	101.9	10

**MICHIGAN**

DEARBORN	Herman Radner	103.9	0.48
DETROIT	WJR, The Good Will Station, Inc.	96.3	24
DETROIT	UAW-CIO Broadcasting Corp. of Michigan	101.9	52
DETROIT	Knight Radio Corp.	95.5	20
DETROIT	King-Trendle Broadcasting Corp.	101.1	23
FLINT	Advertiser Press, Inc.	107.1	0.4
GROSSE POINT	Grosse Pointe Broadcasting Corporation	98.3	0.5
JACKSON	WIBM, Inc.	92.3	16.0
LANSING	WJIM, Inc.	97.5	53
MUSKEGON	Ashbacker Radio Corp.	106.5	49
OWOSSO	The Argus Press Co.	103.1	1
PONTIAC	WCAR, Inc.	103.5	20
PORT HURON	The Times Herald Co.	99.1	22
ROYAL OAK	Royal Oak Broadcasting Co.	104.3	18.4

• • • **FM APPLICATIONS GRANTED** • • •

**MINNESOTA**

<i>City</i>	<i>Licensor</i>	<i>Frequency (mc)</i>	<i>Power (kw)</i>
MANKATO	Southern Minnesota Supply Co.	103.5	47
MINNEAPOLIS	Independent Merchants Broadcasting Co.	101.3	34
ST. CLOUD	The Times Publishing Co.	104.7	50
ST. PAUL	WMIN Broadcasting Co.	99.5	65
WINONA	Winona Radio Service	97.5	55

**MISSISSIPPI**

JACKSON	Lamar Life Insurance Co.	102.9	100
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**MISSOURI**

CAPE GIRARDEAU	Oscar C. Hirsch	101.3	2.5
JEFFERSON CITY	Capital Broadcasting Co.	98.5	9.7
KANSAS CITY	WHB Broadcasting Co.	102.1	46
KANSAS CITY	KCMO Broadcasting Co.	94.9	54
ST. JOSEPH	KFEQ, Inc.	92.3	63
ST. LOUIS	The Pulitzer Publishing Co.	96.1	34
ST. LOUIS	Globe Democrat Publishing Co.	98.1	218
ST. LOUIS	Unity Broadcasting Corp. of Missouri	106.7	40
SPRINGFIELD	Springfield Broadcasting Co.	92.9	50

**NEBRASKA**

LINCOLN	Cornbelt Broadcasting Co.	102.9	22
OMAHA	Inland Broadcasting Co.	98.7	330
OMAHA	Radio Station WOW, Inc.	99.9	42

**NEVADA**

LAS VEGAS	Nevada Broadcasting Co.	103.9	0.33
RENO	Saviors Electrical Products Co.	103.9	0.76
RENO	Reno Newspapers, Inc.	95.5	10

**NEW HAMPSHIRE**

MANCHESTER	The Radio Voice of New Hampshire	95.7*	3.3
MANCHESTER	Harry M. Bitner	101.1	3.4
PORTSMOUTH	WHEB, Inc.	107.3	20

**NEW JERSEY**

ASBURY PARK	Asbury Park Press, Inc.	94.3	1
ATLANTIC CITY	Neptune Broadcasting Corp.	98.5	15.5
BRIDGETON	Eastern States Broadcasting Corp.	98.9	20
ELIZABETH	Radio Elizabeth, Inc.	96.7	1
NEWARK	Fidelity Media Broadcasting Corp.	103.1	0.36
NEW BRUNSWICK	Home News Publishing Co.	93.5	0.58
PATERSON	The Passiac Daily News	107.1	0.19
TRENTON	Mercer Broadcasting Co.	97.5	11.3

**NEW YORK**

ALBANY	Hudson Valley Broadcasting Co., Inc.	93.9	2.1
ALBANY	Champlain Valley Broadcasting Corp.	95.9	5.3
BINGHAMTON	Binghamton Press Co., Inc.	98.1	20
BUFFALO	Greater Erie Broadcasting Co.	104.1	20

**FM APPLICATIONS GRANTED**

<i>City</i>	<i>Licensee</i>	<i>Frequency (mc)</i>	<i>Power (kw)</i>
CORAM	Suffolk Broadcasting Corp.	103.1	0.34
JAMESTOWN	James Broadcasting Co., Inc.	93.3	9.5
KINGSTON	Kingston Broadcasting Corp.	94.9	0.11
LOCKPORT	Lockport Union Sun & Journal Co., Inc.	99.3	0.34
MASSENA	The Brockway Company	105.3	5
MT. VERNON	Hudson Broadcasting System, Inc.	106.3	0.3
NEW ROCHELLE	New Rochelle Broadcasting Service, Inc.	93.5	1
OGDENSBURG	St. Lawrence Broadcasting Corp.	106.1	13.7
ONEONTA	Oneonta Star, Inc.	99.1	4.2
OSWEGO	Palladium-Times, Inc.	104.7	3
POUGHKEEPSIE	Poughkeepsie Newspapers, Inc.	104.7	2.3
ROME	Copper City Broadcasting Corp.	95.7	32
SYRACUSE	Syracuse Broadcasting Corp.	102.5	8.5
SYRACUSE	Radio Projects, Inc.	107.3	8.5
SYRACUSE	Civic Broadcasting Corp.	104.1	8.5
TROY	The Troy Record Co.	92.3	13
UTICA	Utica Observer-Dispatch, Inc.	103.3	8.5
WATERTOWN	The Brockway Co.	100.5	14.4

**NORTH CAROLINA**

AHOSKIE	Parker Brothers, Inc.	101.9	42
ASHEVILLE	Radio Asheville	101.5	16.2
CHARLOTTE	Surety Broadcasting Co.	104.7	50
CHARLOTTE	Radio Station WSCC, Inc.	103.5	38
CONCORD	Wayne M. Nelson	96.5	3.8
DURHAM	Durham Radio Corp.	105.1	36
FAYETTEVILLE	Cape Fear Broadcasting Co.	98.1	12
GASTONIA	F. C. Todd	101.9	11.1
GREENSBORO	Greensboro News Co.	97.3	23
GREENSBORO	North Carolina Broadcasting Co.	92.3	14
HICKORY	Catawba Valley Broadcasting Co., Inc.	102.9	180
MORGANTOWN	Beatrice Cobb	94.3	0.88
HIGH POINT	High Point Enterprise, Inc.	95.5	37
NEW BERN	Coastal Broadcasting Co.	103.7	2.9
RALEIGH	The News & Observer Publishing Co.	96.1*	25
ROANOKE RAPIDS	WCBT, Inc.	98.5	10
ROCKY MOUNT	Josh L. Horne	100.7	33
WASHINGTON	Tar Heel Broadcasting System	102.9	29
WILMINGTON	Wilmington Star-News Co.	93.9	37
WILMINGTON	Richard Austin Dunlea	96.3	13
WINSTON SALEM	Piedmont Publishing Co.	104.1	48

**NORTH DAKOTA**

FARGO	KVOX Broadcasting Co.	99.9	8.5
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**OHIO**

ASHTABULA	WICA, Inc.	103.7	48
ATHENS	The Messenger Publishing Co.	107.3	16.5
BELLAIRE	Tri-City Broadcasting Co.	100.5	20
CANTON	P. C. Wilson	92.5	14
CANTON	Ohio Broadcasting Co.	94.1	25
CINCINNATI	Buckeye Broadcasting Co.	102.7	16
CLEVELAND HEIGHTS	Samuel R. Sague	95.3	1
COLUMBUS	United Broadcasting Co.	98.7	26
COLUMBUS	The Pixley's	92.3	33
COLUMBUS	The Crosley Corp.	96.3	17
DOVER	The Tuscora Broadcasting Co.	107.1	0.7
FINDLAY	Findlay Radio Co.	100.5	8.2

**FM APPLICATIONS GRANTED**

City	Licensee	Frequency (mc)	Power (kw)
HAMILTON	The Ft. Hamilton Broadcasting Co.	103.5	8.7
LAKEWOOD	United Garage & Service Corp.	100.1	0.25
LIMA	Northwestern Ohio Broadcasting Co.	102.1	20
MARION	The Marion Broadcasting Co.	106.9	2.3
PORTSMOUTH	The Scioto Broadcasting Co.	104.1	7
RAVENNA	Record Publishing Co.	92.1	1
SPRINGFIELD	Champion City Broadcasting Co.	103.9	
TOLEDO	Ohio-Michigan Broadcasting Corp.	107.9	20
TOLEDO	Community Broadcasting Co.	104.7	20
WARREN	Nied & Stevens	107.9	3.2

**OKLAHOMA**

ARDMORE	John F. Easley	93.7	8.2
OKLAHOMA CITY	Sooner Broadcasting Co.	101.9	33
OKMULGEE	Donald W. Reynolds	93.5	0.41
SHAWNEE	KGFF Broadcasting Co.	97.5	7.8
STILLWATER	Stillwater Publishing Co.	93.9	3.1
TULSA	Fred Jones Broadcasting Co.	98.1	34
TULSA	West Central Broadcasting Co.	99.5	185

**OREGON**

ALBANY	Central Wilamette Broadcasting Co.	101.7	0.71
ASHLAND	Siskiyou Broadcasting Co.	103.1	0.27
GRANTS PASS	Southern Oregon Broadcasting Company	96.9	2.2
MEDFORD	Medford Printing Co.	93.7	4.3
PORTLAND	KALE, Inc.	98.7	220
PORTLAND	Westinghouse Radio Stations, Inc.	92.3	56
PORTLAND	KOIN, Inc.	101.1	210
PORTLAND	KXXL Broadcasters	103.5	39.9

**PENNSYLVANIA**

ALLENTOWN	Allentown Broadcasting Co.	100.7	9
ALTOONA	The Gable Broadcasting Co.	103.7	3.9
BETHLEHEM	Associated Broadcasters, Inc.	107.9	16
BRADFORD	Bradford Publications, Inc.	97.5	2.7
BUTLER	Butler Broadcasting Co., Inc.	97.7	0.56
CLEARFIELD	Airplane & Marine Instruments Co.	99.1	7.4
DU BOIS	Tri-County Broadcasting Co., Inc.	102.1	6
EASTON	Easton Publishing Co.	98.3	1
ERIE	WLEU Broadcasting Corp.	97.9	20
JOHNSTOWN	WJAC, Inc.	95.5	2.2
JOHNSTOWN	Central Broadcasting Co., Inc.	105.3	14
LEWISTON	Lewiston Broadcasting Co.	97.9	2.25
MEADSVILLE	H. C. Winslow	100.3	3.5
NEW CASTLE	WKST, Inc.	101.1	9.2
OIL CITY	The Derrick Publishing Co.	98.5	20
OIL CITY	Kenneth Edward Rennekamp	105.9	6.5
PHILADELPHIA	Seaboard Radio Broadcasting Corp.	94.1	17
PHILADELPHIA	Unity Broadcasting Corp. of Pennsylvania	103.7	20
PHILADELPHIA	Independence Broadcasting Co.	105.3	20
PHILADELPHIA	Franklin Broadcasting Corp.	106.1	20
PHILADELPHIA	Junto, Inc.	91.7	20
PITTSBURGH	WCAE, Inc.	96.1*	12
PITTSBURGH	Allegheny Broadcasting Corp.	98.1	20
PITTSBURGH	West Virginia Radio Corp.	93.7	20
PITTSBURGH	Pittsburgh Radio Supply	99.7	20
PITTSBURGH	Liberty Broadcasting Co.	101.5	20
POTTSVILLE	Pottsville Broadcasting Co.	101.9	2.8

**FM APPLICATIONS GRANTED**

<i>City</i>	<i>Licensee</i>	<i>Frequency (mc)</i>	<i>Power (kw)</i>
POTTSVILLE	Miners Broadcasting Service	95.5	5.1
READING	Hawley Broadcasting Co.	92.9	9
SCRANTON	Scranton Broadcasters, Inc.	101.3	7.5
SCRANTON	Union Broadcasting Co.	105.7	6
SCRANTON	The Scranton Times	92.3	7.2
SCRANTON	Sumit Corp.	93.7	3
SUNBURY	Sunbury Broadcasting Corp.	94.1	4.4
UNIONTOWN	Fayette Broadcasting Corp.	105.7	1.5
UNIONTOWN	Uniontown Newspapers, Inc.	106.5	1.1
WILLIAMSPORT	WRAC, Inc.	100.3	3.2
YORK	White Rose Broadcasting Co.	98.5	8

**PUERTO RICO**

SAN JUAN	Radio Americas Corp.	97.7	0.33
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**RHODE ISLAND**

PAWTUCKET	Pawtucket Broadcasting Co.	101.5	20
PROVIDENCE	The Outlet Co.	95.5	20
PROVIDENCE	Cherry and Webb Broadcasting Co.	92.3	20
PROVIDENCE	The Yankee Network, Inc.	94.1	19.8
PROVIDENCE	Colonial Broadcasting Co.	107.7	7.7

**SOUTH CAROLINA**

CHARLESTON	John M. Rivers	96.9	36
COLUMBIA	Surety Life Insurance Co.	94.5	150
GREENVILLE	The Greenville News Piedmont Co.	93.7	160
GREENWOOD	Grengo, Inc.	95.7	6.5
LANCASTER	Lancaster Broadcasting Co.	107.3	9.4
SPARTANBURG	Spartan Radiocasting Co.	100.5	14

**TENNESSEE**

CHATTANOOGA	WDOD Broadcasting Co.	96.5	42
CHATTANOOGA	Unity Broadcasting Corp. of Tennessee	98.1	4.2
CHATTANOOGA	Tennessee Valley Broadcasting Co.	101.1	37
CLARKSVILLE	Leaf Chronicle Co.	106.7	3.1
CLARKSVILLE	Campbell & Sheftall	101.9	2.1
FT. WORTH	Lone Star Broadcasting Co.	105.3	15
JACKSON	Jackson Broadcasting Co.	104.7	12
JOHNSON CITY	WJHL, Inc.	100.7	9.7
KINGSPORT	Kingsport Broadcasting Co., Inc.	98.5	44
KNOXVILLE	Knoxville Publishing Co.	93.3	20
MEMPHIS	WMPB, Inc.	97.9	186
MEMPHIS	WHHM Broadcasting Co.	106.9	49
MEMPHIS	Radio Broadcasters, Inc.	97.1	37
NASHVILLE	WSIX Broadcasting Station	97.5	65

**TEXAS**

AMERILLO	Plains Radio Broadcasting Co.	104.3	50.4
AMERILLO	Amarillo Broadcasting Corp.	100.3	3.2
DALLAS	KRLD Radio Corp.	92.5	46
DALLAS	Variety Broadcasting Co., Inc.	104.5	34
DENTON	Harwell V. Shepard	106.1	3.1
EDINBURG	James C. Looney	104.9	0.69
FORT WORTH	Cater Publishing, Inc.	100.5	50
GALVESTON	The KLUF Broadcasting Co., Inc.	98.7	9.2
GOOSE CREEK	Tri-Cities Broadcasting Co.	92.1	1

**FM APPLICATIONS GRANTED**

<i>City</i>	<i>Licensee</i>	<i>Frequency (mc)</i>	<i>Power (kw)</i>
HOUSTON	Lee Segal Broadcasting Co.	105.1	46
HOUSTON	Harris County Broadcasting Co., Inc.	96.5	177
LONGVIEW	R. G. LeTourneau	105.9	9.1
LUBBOCK	Plains Radio Broadcasting Co.	99.5	13
LUFKIN	Darrell E. Yates	95.5	2.9
SAN ANGELO	KGKL, Inc.	94.5	3.3
SAN ANTONIO	Southern Broadcasting Corp.	98.1	200
SAN ANTONIO	Sunshine Broadcasting Co.	104.1	250
SAN ANTONIO	Mission Broadcasting Co.	92.9	48
TEMPLE	Bell Broadcasting Co., Inc.	107.5	7
VERNON	Northwestern Broadcasting Co.	98.7	8
WICHITA FALLS	Texoma Broadcasting Co.	94.1	9.5
WICHITA FALLS	Wichita Broadcasters	99.9	9.7

**VERMONT**

RUTHLAND	Philip Weiss Music Co.	107.1	0.1
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**VIRGINIA**

FRONT ROYAL	Hoyle Barton Long	95.1	16
LYNCHBURG	Old Dominion Broadcasting Corp.	107.9	20
NORFOLK	Larus & Bros. Co., Inc.	102.5	6
PORTSMOUTH	The Portsmouth Star Publishing Corp.	98.9	32
RICHMOND	Larus & Bros. Co., Inc.	94.5	25
RICHMOND	Lee Broadcasting Corp.	102.9	21
RICHMOND	Richmond Radio Corp.	102.1	43.7
ROANOKE	Times World Corp.	94.9	11.8
ROANOKE	Radio Roanoke, Inc.	103.7	3
ROANOKE	Roanoke Broadcasting Corp.	99.1	4.7
SUFFOLK	Suffolk Broadcasting Corp.		

**WASHINGTON**

SEATTLE	Queen City Broadcasting Co., Inc.	100.7	7.7
SEATTLE	Fishers Blend Station, Inc.	98.9	4.5

**WEST VIRGINIA**

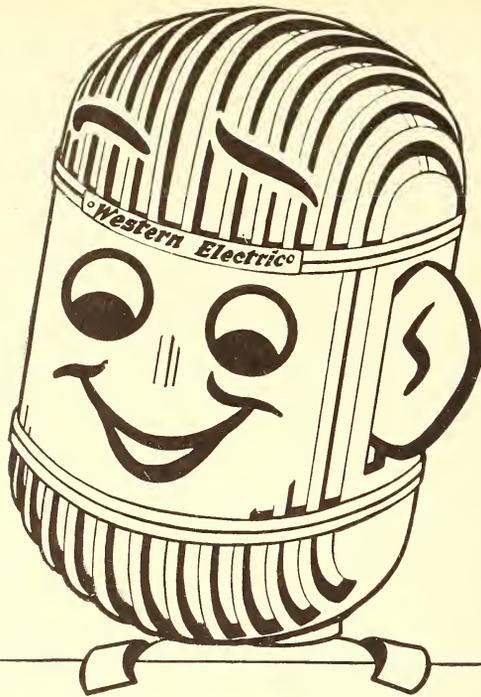
HUNTINGTON	Greater Huntington Radio Corp.	100.5	53
HUNTINGTON	Huntington Broadcasting Corp.	102.5	38
MORGANTOWN	West Virginia Radio Corp.	99.3	1

**WISCONSIN**

GREEN BAY	WHBY, Inc.	102.5	14
GREENFIELD	William C. Forrest	94.9	37
MARSHFIELD	Dairyland's Broadcasting Service, Inc.	103.9	1
MILWAUKEE	Milwaukee Broadcasting Co.	94.1	35
MILWAUKEE	Midwest Broadcasting Co.	102.1	31
MILWAUKEE	Hearst Radio, Inc.	102.9	310
NEENAH	Neenah-Menasha B/cg Co.	98.5	9.4
OSHKOSH	Oshkosh Broadcasting Co.	92.9	3.5
RACINE	Racine Broadcasting Corp.	100.7	15
SHEBOYGAN	WHBL, Inc.	100.3	15
WAUSAU	Record Herald Co.	97.9	6.5
WAUSAU	The Journal Co.	95.5	46
WISCONSIN RAPIDS	William H. Huffman	103.3	2.1

**WYOMING**

CHEYENNE	Frontier Broadcasting Co.	101.1	9.5
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## BROADCASTERS:

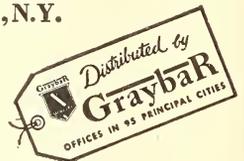
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*The Technical Side*

•

*Tube Industry Outlook*

•

*How to Apply for a FCC License  
AM-FM-Tele*

•

*RMA Personnel—Committees*

•

*Consulting Engineers*

•

*Chief Engineers of Stations  
In United States and Canada*

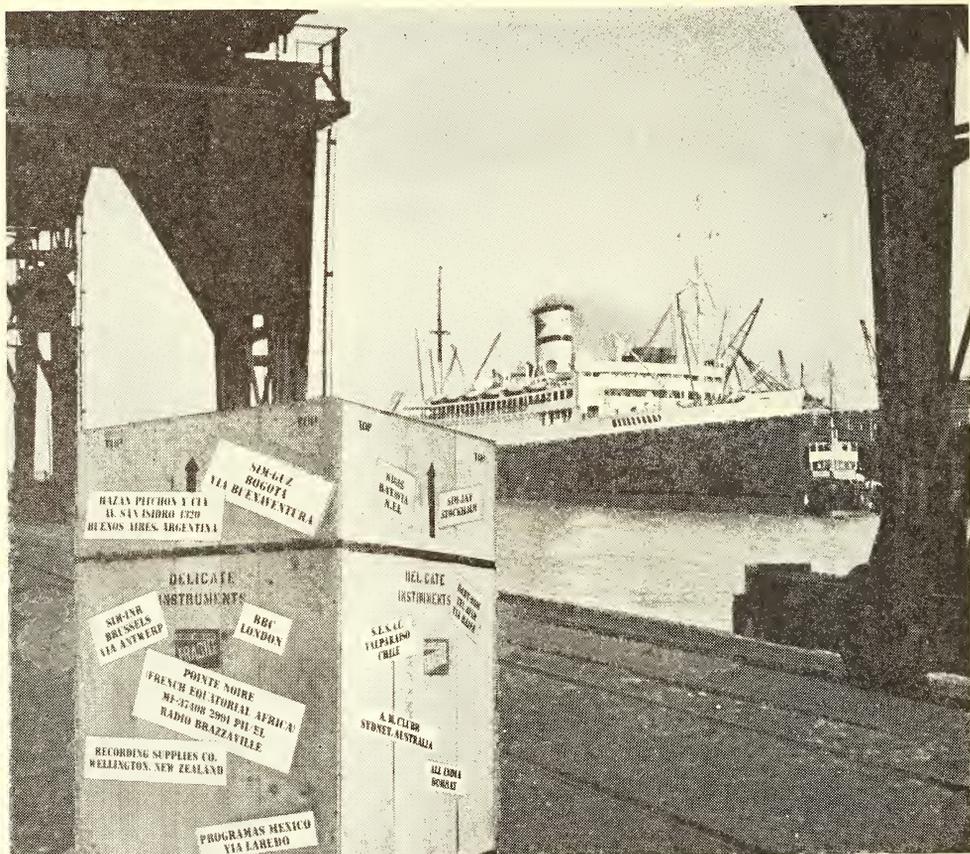
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# TUBE INDUSTRY OUTLOOK

By C. J. HARRISON, Sales Mgr., Tube Div., Federal Telephone and Radio Corp.

GOING to the top of a convenient hill for the long view, the past year's activities in the American vacuum tube industry look pretty good. The picture yields a panorama of new achievement in tube design, the development of new production techniques, and an acceleration in high powered tube sales which refutes completely the contentions of those prophets of gloom and sales recession who held the stage only 12 months ago. The signs are most encouraging.

At the close of hostilities the tube industry, long geared to a war-time production, was not prepared to meet the sudden over-night demand for tubes suitable for FM. There was a grand industrial stampede. Everywhere, manufacturers scamped about to get into quick production with FM tubes. These tubes, of course, are now available, and the market affords FM types which are entirely satisfactory up to 10 KW output, and 50,000 wattage also is being obtained by using small tubes in multiples. However, a great development work got underway during the past year to achieve a suitable FM tube of 50 KW. A great deal has been accomplished in the industry, although no FM tubes of this rating have been announced up to this writing.

Here in Federal Telephone and Radio Corporation, manufacturing subsidiary of the International Telephone and Telegraph Corporation, we of the Tube Division are interested primarily in the design and production of the larger types of industrial and power tubes, including FM. Naturally, such specializing or concentration narrows the activity to some six of the larger producers in the industry. Speaking for ourselves, and with particular regard for the field of FM, Federal triodes are actually exceeding their exacting specifications in performance on the job. The tubes have been subjected to rigorous and exhaustive development tests for permanence of characteristics, overload capacity and durability. We are recommending the air-cooled triodes of 3,000 and 10,000 watts per pair at 88 to 108 megacycles. So much for FM.

In AM the biggest news relates to the industry's new triodes for 50 KW transmitters, with the thoriated tungsten filaments, featuring lower filament power,

lower hum level and longer service life. Rated conservatively, such tubes have the electrical and structural design to withstand overloads.

In tube manufacture the seemingly smallest details are a big factor in achieving a lasting performance. Most vacuum tubes, designed for a given job, look much alike. Still, there is a difference. It may be a difference of no more than a hundredth of one percent in the purity of certain raw materials used, or the difference of a few thousandths of an inch on the spacing of internal elements. Yet these ordinarily unseen details mean much in terms of tube life and performance, and "Watch the Details" is fast becoming the standard shop slogan of the industry.

As an old line tube company, Federal, now in its 39th year, naturally takes a deep interest in new developments in the business, particularly in the direction of the industry's improvement and welfare. Although the idea itself is not precisely new, relatively, it is a new departure in the tube manufacturing business. I am speaking of the merging of many of the objectives of NEMA and the RMA. The two associations have created a round-table known as the Joint Electron Tube Engineering Council which is composed of representative engineers and technicians from the memberships of both organizations. The aim largely is to develop and establish product standards for the vacuum tube industry, and eliminate duplication of effort. To achieve these objectives will greatly benefit both the industry and the tube user. One highly beneficial result has been the data sheet wherein the member manufacturers agree to certain sets of tube specifications and electrical characteristics, guaranteeing the interchangeability of specific tube types irrespective of the manufacturing source, a very definite advantage to the tube user, and enabling the manufacturers to avoid the confusion and chaos of an earlier day.

The American tube industry is on the march, continuing its effort to perfect new manufacturing techniques, to make a better product. Broadcast stations are obtaining tubes of longer service life and at much lower costs. The outlook is bright for a big tube sales year ahead.

# HOW TO APPLY FOR A FCC LICENSE

Official FCC Procedure for AM, FM and Tele Licenses

ANY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Organization and Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice."

This statement summarizes the consecutive steps required in applying for au-

thorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is AM, FM, or television broadcast.

## Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard (AM) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular

(Continued on Next Page)



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area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An FM applicant must specify a frequency available to the area intended to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate 3500 Class A stations (community) and 1500 Class B stations (metropolitan and rural) throughout the United States. Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan," "community" and "rural" service.

**Applying for a Construction Permit**

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301, "Application For Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM and Television broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus de-

tails about the transmitting apparatus to be used and proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

**Application Processing**

Applications are, in turn, studied by the Commission's Engineering, Law and Accounting Department which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Conditional grants are made to qualified FM applicants subject to their filing, within 90 days, of engineering details concerning their proposed operation. If these technical requirements are met, a construction permit is issued. FM and television stations are permitted interim operation with less than the prescribed power.

All construction authorizations are subject to approval of the transmitter site and antenna system by the Civil Aeronautics Administration in the interests of safety to air navigation.

*(Please See Page 1138)*



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### Hearings

Where it appears that interference would be caused to another station above the degree prescribed in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applications request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues raised for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues to amend the application, or to permit other parties to intervene.

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designed in the original notice. The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by a Commissioner or an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but corporate applicants must be represented by attorney.

### Request for Argument

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse its proposed findings.

In the event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved may file a petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

### Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified he can apply on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction, the permittee can engage in equipment tests.

### License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions and obligations set forth in the original application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days, or any extension thereof. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

Standard broadcast stations are licensed for the statutory limit of three years; FM and television stations for one year. Applications for renewal of license are made on Form 303 ("Application for Renewal of Broadcast Station License").

### Forms for Other Purposes

In the event that a construction permit has expired, reinstatement may be sought on Form 321 ("Application for Construction Permit to Replace Expired Permit").

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

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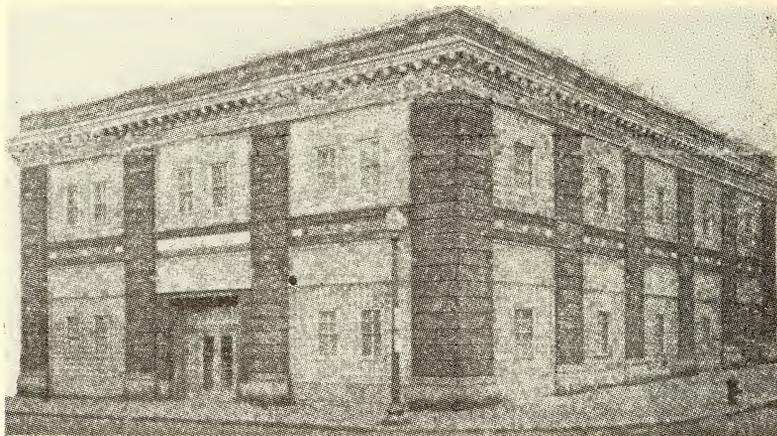
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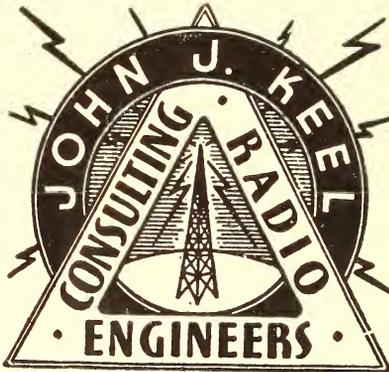
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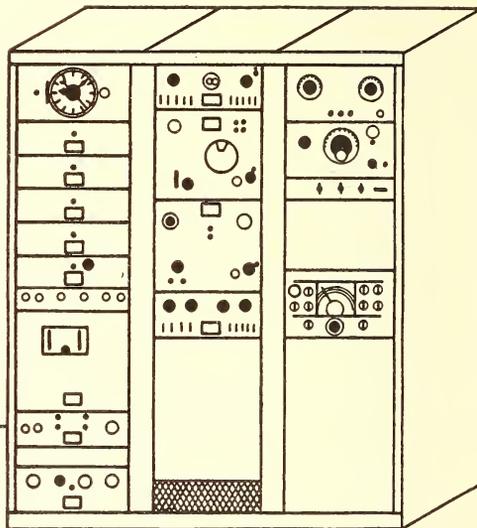
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 Abee, Wilbur R. . . . . WCSC, Charleston  
 Modlin, Carlton . . . . . WFAK, Charleston  
 Brinfield, William . . . . . WHAN, Charleston  
 Bradham, Douglass M. . . . . WTHA, Charleston  
 Lambert, R. D., Jr. . . . . WCOS, Columbia  
 Eidson, Herbert, Jr. . . . . WIS, Columbia

Hampton, E. E. . . . . WKIX, Columbia  
 Hanks, H. L. . . . . WLAT, Conway  
 Jenne, Frank A. . . . . WJMX, Florence  
 Pritchett, W. A. . . . . WOLS, Florence  
 Sparks, Charles M. . . . . WCRS, Greenwood  
 Elias, L. W. . . . . WESC, Greenville  
 Garrison, William E. . . . . WFBC, Greenville  
 Tate, George D. . . . . WMCR, Greenville  
 Brienen, Donald A. . . . . WHSC, Hartsville  
 Martin, George N. . . . . WKDK, Newberry  
 Gunter, Billy . . . . . WRNO, Orangeburg  
 Beaty, J. S., Jr. . . . . WRHI, Rock Hill  
 Burdette, Clyde J. . . . . WORD, Spartanburg  
 Beckholt, Harold R. . . . . WSPA, Spartanburg  
 Williams, James L. . . . . WFIG, Sumter

## South Dakota

Hunt, Delbert T. . . . . KABR, Aberdeen  
 Daniels, Eli . . . . . KDSJ, Deadwood  
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 Bowers, Condon . . . . . WBEJ, Elizabethton  
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 Reid, Leo E. . . . .KOAL, Price  
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 Keyes, Henry . . . . .KOVO, Provo  
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 May, Myron E. . . . .KNAK, Salt Lake City  
 Evans, C. Richard . . . . .KSL, Salt Lake City  
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 Boisvert, Theodore . . . . .WWSR, St. Albans  
 Grout, Harold M. . . . .WDEV, Waterbury

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 Merryman, Earl . . . . .WARL, Arlington  
 Washington, Richard . . . . .WEAM, Arlington  
 Hughlett, John . . . . .WFHG, Bristol  
 Gray, Walter W. . . . .WCHV, Charlottesville  
 Kennedy, Lawrence L. . . . .WKEY, Covington  
 Wilson, C. E. . . . .WSVS, Crewe  
 Motley, Lyle . . . . .WBTM, Danville  
 Carr, Albert H. . . . .WDVA, Danville  
 Candler, W. S. . . . .WFVA, Fredericksburg  
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 Braun, Warren L. . . . .WCVA, Harrisonburg  
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 Hall, Frank . . . . .WROV, Roanoke  
 Briggs, J. P. . . . .WSLS, Roanoke  
 Houser, Rex C. . . . .WTON, Staunton  
 Rupp, V. W. . . . .WLPN, Suffolk  
 Goodwin, Edward R. . . . .WAYB, Waynesboro  
 Whitney, Philip B. . . . .WINC, Winchester

## Washington

Cunningham, Billy C. . . . .KXRO, Aberdeen  
 Harper, Ernest . . . . .KVOS, Bellingham  
 Jordan, Andrew K. . . . .KBRO, Bremerton  
 Lippincott, Ellwood W. . . . .KELA, Centralia  
 Vaughn, Bob . . . . .KXLE, Ellensburg  
 Gordon, Earl E. . . . .KRKO, Everett  
 Johnston, Marvin . . . . .KWLK, Longview  
 Thatcher, John H. . . . .KSEM, Moses Lake  
 Stewart, Walter . . . . .KBRC, Mt. Vernon  
 Roark, C. A. . . . .KGY, Olympia  
 Patrick, Howard R. . . . .KONP, Port Angeles  
 Myers, Ira . . . . .KWSC, Pullman  
 Bott, F. J. . . . .KOMO, Seattle  
 Shultz, Arthur A. . . . .KING, Seattle  
 Ray, Homer A., Jr. . . . .KIRO, Seattle  
 Lind, Perry . . . . .KOL, Seattle  
 Bennett, S. D. . . . .KOMO, Seattle  
 Ross, James S. . . . .KTW, Seattle  
 DuBuque, John . . . . .KXA, Seattle  
 Freeman, George A. . . . .KRSC, Seattle  
 Sparling, A. C. . . . .KGA, Spokane  
 Walker, John . . . . .KHQ, Spokane

Evans, C. W. . . . .KNEW, Spokane  
 Langford, George . . . . .KXLY, Spokane  
 Bice, Max . . . . .KMO, Tacoma  
 Dillon, Harold . . . . .KTBI, Tacoma  
 MacDonough, D. M. . . . .KVI, Tacoma  
 Meads, Edgar . . . . .KVAN, Vancouver  
 MacLafferty, Milton . . . . .KUJ, Walla Walla  
 Kelley, John L. . . . .KWVB, Walla Walla  
 Frese, George . . . . .KPQ, Wenatchee  
 Murphy, H. B. . . . .KIT, Yakima

## West Virginia

Ginkel, A. J. . . . .WJLS, Beckley  
 Bucy, James . . . . .WWNR, Beckley  
 Flanagan, P. T. . . . .WHIS, Bluefield  
 Stone, William D. . . . .WCAW, Charleston  
 Robinson, Odes E. . . . .WCBS, Charleston  
 Whiteman, George . . . . .WGKV, Charleston  
 Marcum, Taylor . . . . .WKNA, Charleston  
 Wright, Joseph . . . . .WBLK, Clarksburg  
 Kovlan, Andrew . . . . .WHAR, Clarksburg  
 Hough, Robert D. . . . .WPDX, Clarksburg  
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 Hansher, William H. . . . .WPLH, Huntington  
 Kilpatrick, Leroy . . . . .WSAZ, Huntington  
 Coale, James . . . . .WEPN, Martinsburg  
 Spence, Ray . . . . .WAJR, Morgantown  
 Craver, Campbell . . . . .WMON, Montgomery  
 Thomas, Robert R., Jr. . . . .WOAY, Oak Hill  
 Barickman, Bedford P. . . . .WCOM, Parkersburg  
 Brooks, Vilah . . . . .WPAR, Parkersburg  
 Jackson, S. Herbert . . . . .WRON, Ronceverte  
 King, Howard R. . . . .WBRW( Welch  
 Baker, Fred A. . . . .WKNK, Wheeling  
 Keim, Edwin L. . . . .WVVA, Wheeling  
 Bullio, Robert W. . . . .WBTH, Williamson

## Wisconsin

Merkel, George . . . . .WHBY, Appleton  
 Link, Otto . . . . .WATW, Ashland  
 Jorgenson, Thorwald O. . . . .WEAU, Eau Claire  
 Meyers, Wendall . . . . .KFIZ, Fond-Du-Lac  
 Reed, Elmo W. . . . .WJPG, Green Bay  
 Stangel, Wallace E. . . . .WTAQ, Green Bay  
 Clay, Wayne . . . . .WCLO, Janesville  
 Thiel, Willard L. . . . .WLIP, Kenosha  
 Leeman, Alvin . . . . .WKBH, LaCrosse  
 Rauscher, Albert I. . . . .WLXC, LaCrosse  
 Hahn, Norman . . . . .WIBA, Madison  
 Vanderheiden, V. A. . . . .WKOW, Madison  
 Duben, W. F. . . . .WOMT, Manitowoc  
 Stewart, A. L. . . . .WNAM, Marinette  
 Boos, Gerald J. . . . .WDLB, Marshfield  
 Bohnert, Raymond . . . . .WIGM, Medford  
 Paske, Rolland . . . . .WEMP, Milwaukee  
 Weller, Donald A. . . . .WISN, Milwaukee  
 Dodge, George A. . . . .WFOS, Milwaukee  
 Host, R. H. . . . .WMAW, Milwaukee  
 Mueller, Paul . . . . .WMLO, Milwaukee  
 Hebal, William . . . . .WTMJ, Milwaukee  
 Fliegel, E. W. . . . .WNAM, Neenah  
 Wheeler, Glen . . . . .WOSH, Oshkosh  
 Sadler, L. Stanley . . . . .WIBU, Poyntette  
 Dechant, Francis Lee . . . . .WRJN, Racine  
 Bresette, Charles . . . . .WOBT, Rhinelander  
 Kolsky, Robert . . . . .WJMC, Rice Lake  
 Mayer, Herbert J. . . . .WHBL, Sheboygan  
 Lasky, Melvin . . . . .WDSM., Superior  
 Gabrielson, O. N. . . . .WSBR, Superior  
 Kaetel, Charles . . . . .WAUX, Waukesha  
 Richardt, R. W. . . . .WSAU, Wausau  
 Nickel, Victor W. . . . .WFHR, Wisconsin Rapids

## Wyoming

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 Schmehl, G. L. . . . .KVOC, Casper  
 Roberts, Harold . . . . .KFPC, Cheyenne  
 Barnhart, Phillip H. . . . .KODI, Cody  
 Grove, Clark . . . . .KRAL, Rawlins  
 Brant, Del . . . . .KPOW, Powell

Buchanan, Archie W. . . . .KQRS, Rocky Springs  
 Crossthwaite, Robert . . . . .KWYO, Sheridan  
 Ernst, Joseph P. . . . .KWOR, Worland

Readwin, Des . . . . .CJCJ, Calgary  
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 Nichols, Robert . . . . .KFQD, Anchorage  
 Hiebert, August G. . . . .KFAR, Fairbanks  
 Nichols, Robert . . . . .KFRB, Fairbanks  
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 Fishbach, Henry . . . . .WKJB, Mayaguez  
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 Sanchez, Alfonso . . . . .WFAC, San Juan  
 Fernandez, Jose A. . . . .WAPA, San Juan  
 Girard, Paul A. . . . .WKAC, Santurce

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 Ellis, A. B. . . . .CBR, Vancouver  
 Whiteside, R. . . . .CKMO, Vancouver  
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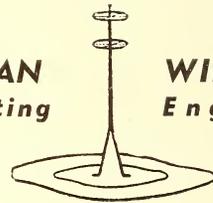
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Smith, Donald L. . . . .CJLS, Yarmouth

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Ball, Fred J. . . . .CFJM, Brockville  
Brooks, Gordon . . . . .CFCO, Chatham  
Clark, Mah'lon . . . . .CKSF, Cornwall  
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Ross, W. T. . . . .CKPR, Fort William, Port Arthur  
Smith, O. R. . . . .CHML, Hamilton  
Horton, Leslie . . . . .CKOC, Hamilton  
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Coy, Burt . . . . .CKWS, Kingston  
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Field, Percy A. . . . .CFPL, London  
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Nash, James . . . . .CFOR, Orillia  
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Gilbert, Maxed. . . . .CBO, Ottawa  
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### Quebec

Roberts, J. E. . . . .CBJ, Chicoutimi  
Laliberte, Gerard . . . . .CHEF, Granby  
Gebhardt, Max . . . . .CKCH, Hull  
Gettenby, J. G. . . . .CFCF, Montreal  
Roberts, E. D. . . . .CBF, CBM, Montreal  
Cloutier, Alphonse . . . . .CHLP, Montreal  
Spencer, Leonard . . . . .CKAC, Montreal  
Coleman, Gordon S. . . . .CHNC, New Carlisle  
Frenette, C. . . . .CBV, Quebec City  
Nadeau, Arsene . . . . .CHRC, Quebec  
DuBerger, Albert . . . . .CKCV, Quebec  
Doak, F. C. . . . .CJBR, Rimouski  
McGrail, John J. . . . .CKRN, CKVD, CHAD, Rouyn  
Val D'Or, Quebec.  
Cusack, S. . . . .CHLT, Sherbrooke  
Cusack, S. . . . .CKTS, Sherbrooke  
Cardin, Joseph . . . . .CJSO, Sorel  
Comtois, Francois . . . . .CHLN, Trois Rivieres

### Saskatchewan

Pickford, M. . . . .CHAB, Moose Jaw  
Carson, Ian K. . . . .CJNB, North Battleford  
Van New, Tom . . . . .CKBI, Prince Albert  
Strong, E. A. . . . .CKCK, Regina  
MacDonald, Milliam . . . . .CKRM, Regina  
Hoskins, Lyn . . . . .CFQC, Saskatoon  
Rowe, V. J. . . . .CBC, CBK, Watrous  
Roe, V. J. . . . .CBK, Watrous  
Mills, Arthur . . . . .CJGX, Yorktown

## BITTER ASSOCIATES TOLEDO

A complete engineering service for present and prospective broadcasters throughout the United States. Bitter Associates plans, designs, and constructs either FM or AM stations in the best principles of engineering economics. Our 25 years of radio engineering experience are at your disposal.

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General Manager

ALSO LICENSEE OF  
KOZY-FM, KANSAS CITY, MO.  
WASH-FM, WASHINGTON, D. C.  
AND ORIGINATOR OF THE  
CONTINENTAL FM NETWORK

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## COMMERCIAL RADIO EQUIPMENT CO.

Radio Engineering Consultants

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Washington 4, D. C.

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Suite 1212 Parter Building  
34th & Broadway  
Kansas City 2, Missouri

**AN UP-TO-THE-MINUTE LIST OF IMPORTANT  
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# Equipment Firms

## 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  
Sales Manager.....W. C. Johnson  
Director of Engineering.....K. Turner  
Service Manager.....M. J. Schinke  
Purchasing Agent.....Frank Kazda  
Secretary.....K. Turner  
Ass't Sec. & Ass't Treas.....R. F. Dooley

PRODUCTS: Receiving Sets, Radio-Phone Combinations, FM Receiving Sets, Record Players, Portables, Farm Sets, and Radio Parts, Table and Console television receivers, Refrigerators and Ranges.

## Aerovox Corporation

740 Belleville Ave., New Bedford, Mass.  
Phone: 6-8221

President.....W. Myron Owen  
V.P. Chg. Manufacturing....Edwin A. Norris  
Sales Manager—Distributor

Div. ....Charles Golenpaul  
Sales Manager—Manufacturers'

Div. ....Frank Marshall  
Chief Engineer.....Joseph L. Collins  
Advertising Manager....Charles Golenpaul  
Export Managers...Rocke International Corp.

PRODUCTS: Capacitors—paper, electrolytic and mica for radio transmitting. Receiving and electronic applications, including paper, oil and wax impregnated, moulded mica, bakelite cased and ceramic cased mica capacitors, power factor correction equipment, insulated carbon and wire wound vitreous resistors, motor starting capacitors, capacitor test instruments.

## Air King Products Co., Inc.

170—53rd St., Brooklyn 19, N. Y.  
Phone: GEdney 9-5338

President.....D. H. Cogan  
Chairman of the Board.....B. A. Coffin  
V. P. in Charge of

Production.....M. Markowitz  
V. P.—Export.....Allen Straus  
Secty. ....R. W. Hill  
Mdse. & Sales Mgr.....J. J. Clune  
Chief Engr.....L. M. Kay  
Purchasing Agent.....H. Rosenman  
Credit & Personnel.....J. H. Seider

Prod. Manager.....R. Kalb  
Comptroller.....J. Kaufman  
PRODUCTS: Home receivers, wire recorders, 3 way & battery portables, radio & phonograph combinations.

## Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wisc.  
Phone: Mitchell 5151

Pres.—Sales Manager.....F. F. Look  
Radio Sales Mgr.....D. S. W. Kelly  
Chief Engineer.....J. J. Mellon  
Credit Manager.....E. M. Kroening  
Purchasing Agent.....Theron C. Child  
Advertising Mgr.....A. H. Fensholt  
Industrial Relations Mgr....George Megow  
Export Mgrs.....Rocke Intern'l Corp.  
Service Mgr.....G. W. Vater

BRANCH OFFICES: All key cities.

PRODUCTS: A.C. Across the line starters, A.C. Reduced Voltage starters, A.C. Multi-speed starters, A.C. Combination starters, D.C. Across the line starters, D.C. Reduced voltage starters, Push Buttons, Limit Switches, Pressure Switches, Timing Relays, Float Switches, Relays, A.C. and D.C., Zero Speed and Plugging switches, Temperature controls, Solenoids, Compression type rheostats, Special A.C. and D.C. panels, Control centers, Fixed composition resistors, Adjustable composition resistors (volume controls, tone controls, rheostats, etc.).

## American Coil & Engineering Co.

1271 North Hermitage Ave., Chicago 22, Ill.  
Phone: Humboldt 3803

President.....D. Sackheim  
Sales Manager.....P. W. Lawrason  
Chief Engineer.....S. M. Brainin  
Credit Manager.....Z. L. Ross  
Purchasing Agent.....W. J. Slater  
New York, N. Y., Export

Managers.....L. Minthorne Co.  
Works Manager.....A. Wetle

PRODUCTS: Audio and Radio Frequency Coils; Transformers and Chokes—Output and Power; Solenoid Assemblies; Hearing Aid Transformers; Ignition Transformers; Stat-ors; Field Coils; Layer Wound Solenoids; Clock Coils.

## American Condenser Co.

4410 No. Ravenswood Ave., Chicago 40, Ill.  
Phone: Longbeach 1386

Partner.....L. J. Menschik

Purchasing Agent.....W. Norder  
Superintendent.....M. E. Hussey  
Sales Manager.....W. J. Johnston  
BRANCH OFFICES: All key cities.  
PRODUCTS: Condensers.

### **American Microphone Co.**

370 So. Fair Oaks Ave., Pasadena 2, Calif.  
Phone RYan 1-7444  
General Manager.....F. A. Yarbrough  
PRODUCTS: Crystal & dynamic microphones, crystal & dynamic phonograph pickups, microphone stands.

### **American Television & Radio Co.**

300 East Fourth St., St. Paul 1, Minn.  
Phone: Cedar 3791  
Pres. & Sales Mgr.....Albert A. Goffstein  
Chief Engineer.....Albert A. Goffstein  
Credit Manager.....A. Kuchenbaker  
Purchasing Agent.....A. Kuchenbaker  
Export Managers.....Lincoln Export Co.  
Service Manager.....Aaron Kipp  
PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

### **American Transformer Co.**

178 Emmet St., Newark 5, N. J.  
Phone: Bigelow 3-4444  
President.....Thomas M. Hunter  
Vice-President.....Walter Garlick, Jr.  
Mgr., Electronic Sales.....F. K. Hawkinson  
Mgr., Electronic Apparatus...John F. Harris  
Purchasing Agent.....E. H. Bard  
PRODUCTS: Amplifiers, ballast transformers for fluorescent lighting, distribution transformers, electronic components, industrial-dry type-indoor or outdoor use industrial transformers, air cooled industrial phase changers, modulation reactors, modulation transformers, net work transformers, oil or abestol-immersed plate transformers, power transformers, precipitation transformers, radio type "P" precision line, radio silcor line audio components, rectifiers, regulators, test sets, transtats, "W" type transmitter, wave filters, welding and soldering transformers.

### **Amperex Electronic Corp.**

25 Washington St., Brooklyn 1, N. Y.  
Phone Main 5-2050  
President.....Nicholas Anton  
Exec. Vice-Pres.-Sales  
Manager.....Samuel Norris  
PRODUCTS: Electronic tubes for communication, industrial, television, electro-medical and special purposes.

### **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. J. Heindel  
PRODUCTS: Radio and Television Receivers and Phono. combinations.

### **Andrew Corporation (Formerly Andrew Co.)**

363 East 75th St., Chicago 19, Ill.  
Phone: TrianGle 4400  
Chairman of the  
Board.....Dr. Victor J. Andrew  
President.....A. S. Andrew  
Chief Engineer.....C. Russell Cox  
Comptroller & Credit Mgr.....W. J. Mather  
Purchasing Agent.....W. B. Humphreys  
Advertising Manager.....C. Russell Cox  
Industrial Relations Mgr.....Dora Smith  
Export Manager.....James F. White  
PRODUCTS: Coaxial Transmission Lines, Phasing and Tuning Equipment.

### **Ansley Radio Corp.**

41 St. Joes Ave., Trenton 9, N. J.  
Phone: 4-1175  
President-Chief Engr.....Arthur C. Ansley  
Sales Mgr.....J. Cameron Gordon  
Credit Mgr.....Anne J. Dawson  
Purchasing Agent.....Karl Brunner  
PRODUCTS: Radio-phonograph combinations (Ansley Dynaphone), Electronic piano (Ansley Dynatone), Built-in-wall radio (Ansley Paneltone).

### **The Astatic Corp.**

Harbor & Jackson Sts., Conneaut, Ohio  
Phone: 12-656  
President-Gen. Mgr.....F. H. Woodworth  
V.P.-Chief Research Engr..C. M. Chorpening  
Treasurer-Asst. Gen. Mgr.....G. B. Fraser  
Sales Mgr.—Jobber Div...R. T. Schottenberg  
Gen. Sales Mgr.....W. J. Doyle  
Chief Engineer.....A. G. Morrell, Jr.  
Purchasing Agent.....H. C. Green  
Secty.....F. H. Kuhlman  
Factory Superintendent.....W. M. Semple  
Personal Dir.....F. H. Kuhlman  
BRANCH OFFICES: All key cities.  
PRODUCTS: Microphones, phonograph reproducers, replacement reproducer cartridges, microphone stands, recording heads and accessories.

### **Audak Company, Inc.**

500 Fifth Ave., New York 18, N. Y.  
Phone LA 4-3723  
President.....Maximilian Weil  
Vice Pres.....Geo. V. Sullivan  
BRANCH OFFICES: All key cities.  
PRODUCTS: Cutting Heads, Electronic Acoustic Apparatus.

**Audio Devices, Inc.**

444 Madison Ave., New York 22, N. Y.  
Phone: PLaza 3-0973

President.....Wm. C. Speed  
Vice-President-Sec.....Bryce Haynes  
Research Engineer.....E. W. Franck  
BRANCH OFFICE: Allan H. Bodge, West Coast Mgr., 844 Seward St., Hollywood, Calif.  
PRODUCTS: Recording Discs (Audio-discs), Recording and Playback Points (Audiopoints), Audio Tape.

**Automatic Manufacturing Corp.**

65 Gouverneur St., Newark, N. J.  
Phone: Humboldt 5-2100

President.....Martin H. Benedek  
Vice-Pres., Charge of Sales....Bert E. Smith  
Chief Engineer.....Joseph R. Mazzola  
Comptroller.....M. E. Silver  
Plant Mgr.....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 4762

President.....John F. Beasley  
Secty.-Treas.....James H. Beasley  
Erection Superintendent...Sydney N. Beasley  
Office Manager.....C. A. McLarty, Jr.  
BRANCH OFFICES: 1614 Mercantile Bank Bldg., Dallas, Texas, Phone, Riverside 3228, Roy D. Sprague; 20 N. Wacker Drive, Chicago, Ill., Phone, State 1846, Andrew B. Lytle.  
PRODUCTS: Steel erectors (radio towers).

**Bendix Radio (Division of Bendix Aviation Corp.)**

East Joppa Rd., Baltimore 4, Md.  
Phone: Tuxedo 4020

Gen'l Mgr.....W. P. Hilliard  
Dir. Engr. & Research.....W. L. Webb  
Chief Engr. Radio & Tele.....P. C. Hierath  
Chief Engr. Comm. Products....A. E. Abel  
Chief Research Engr.....A. C. Omberg  
Radio & Tele. Sales Mgr.....J. T. Dalton  
Mgr. Distribution, Radio & Tele.....H. H. Silliman  
Dir. of Engineering & Research..W. L. Webb  
Dir. of Industrial Relations.....R. Smith  
Advertising Manager—Radio and Television.....Earl L. Hadley  
Sales Manager—  
Communications Radio...J. W. Hammond  
PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic broadcast receivers and radio-phonograph combinations, television receivers, headphones, microphones.

**Bliley Electric Company**

Union Station Building, Erie, Pa.  
Phone: Erie 26-857

President.....F. D. Bliley  
V.P. & Sales Manager.....G. E. Wright  
V.P. & Chief Engineer.....J. M. Wolfskill  
Treas. & Credit Mgr.....D. F. Stout  
Purchasing Agent.....S. E. Riley  
Industrial Relations Mgr.....R. R. Johnson  
PRODUCTS: Quartz Crystals, Crystal Controlled Oscillators and Crystal Ovens.

**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 OFFICE: 325 W. Huron St., Chicago, Ill., Phone, Superior 9-733, Manager, Earl W. Brinson.  
PRODUCTS: Insulation, electrical, Tubing, Varnished Cotton, Glass, Tubing, Varnished, Plastic, Extruded Tubing Cambric, Varnished, Mica block, films, splits and splittings, Mica-Plate, segments, Wire, Thermoplastic insulated.

**Brooks Electronics, Inc.**

34 DeHart Place, Elizabeth 2, N. J.  
Phone: Elizabeth 2-7600

President.....Lincoln Walsh  
Sales Manager.....J. Ray Edinger  
Chief Engineer.....J. Ray Edinger  
Credit Manager.....Helen Anthony  
Purchasing Agent.....Helen Anthony  
PRODUCTS: High Quality Audio Amplifiers.

**Browning Laboratories, Inc.**

750 Main St., Winchester, Mass.  
Phone: 2121

President.....G. H. Browning  
V. P.....R. L. Purrington  
Chief Engineer.....F. A. Spindell  
Prod. Mgr.....S. C. Sullivan  
Head Test Tube Dept.....H. L. Smith  
SALES REPRESENTATIVES: All key cities.  
PRODUCTS: Frequency Meters, Cathode Ray Oscilloscopes, 60-cycle Calibrators, Regulated Power Supplies and Square Wave Generators, Super-high Frequency Signal Generators, Frequency Calibrators, Capacitance Relays, Electronic Capacitance Alarm Systems, FM-AM Tuners, FM Tuners.

**The Brush Development Company**

3405 Perkins Ave., Cleveland 14, Ohio  
Phone: Endicott 3315

General Manager and  
Chairman of the Board....W. R. Burwell

President & Chief Engineer...A. L. Williams  
General Sales Manager.....Blair Foulds  
PRODUCTS: Magnetic Recording, Acoustic Products, Instruments, Crystals.

### William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, Calif.  
Phone Talbot 4943

Owner-Chief Eng.....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, Consulting Radio Engineers.

### Chicago Telephone Supply Co.

1142-1232 W. Beardsley Ave., Elkhart, Ind.  
Phone: 1205

President.....F. C. Best  
Gen. Supt.....B. S. Turner  
Sales Manager.....W. A. Nicely  
Chief Engineer.....W. H. Budd  
PRODUCTS: Volume controls, tone controls, associated switches.

### Clarostat Mfg. Co., Inc.

130 Clinton St., Brooklyn, N. Y.  
Phone: Main 4-1190

Pres.-General Manager.....Victor Mucher  
Sales Mgr. Distributors  
Div. ....Fran Chamberlain  
Secretary.....Charles H. Burnell  
V.P.-Chief Engineer.....George Mucher  
V.P. Chg. Sales.....I. J. Youngblood  
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.

855-35th St., N.E., Cedar Rapids, Iowa  
Phone: 3-0281

President.....Arthur A. Collins  
Exec. V. P.—New York.....W. J. Barkley  
Vice President-Gen. Mgr.....R. S. Gates  
Vice-President Chg. Engr. &  
Mfg.....L. M. Craft  
Secretary-Treasurer.....S. J. Storm  
BRANCH OFFICES: 11 W. 42nd St., New York 18, N. Y., Phone, Longacre 4-3930-1,2-3, Executive, W. J. Barkley; 458 S. Spring St., Los Angeles 13, Cal., Phone, Madison 6-2251, Carl W. Service.

PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receiver, exciters and variable frequency oscillators. Mechanical and electronic industrial control devices.

### Colonial Radio Corp.

254 Rano St., Buffalo 7, N. Y.  
Phone: Riverside 2450

President .....D. G. Mitchell  
Exec. V.P.....E. E. Lewis  
V.P. Chg. Opr.....L. S. Kimball  
V. P. in charge of Eng.....H. C. Forbes  
V. P.-Comptroller.....H. E. Riordon  
Purchasing Agent.....J. H. Dray  
Mgr.-Industrial Relations.....Howard Hagen  
Sales Mgr.—Automotive

Division.....C. H. Symington  
Service Manager.....R. K. Pew  
BRANCH OFFICES: Bloomington, Ill., Phone, 7631; Riverside, Calif., 601 Fisher Bldg., Detroit, Mich., Phone, Madison 7251; 1280 Main St., Buffalo 9, N. Y.

PRODUCTS: AM and FM radio receivers, automobile receivers, battery operated radio receivers, radio-phonograph recorder combinations, television receivers.

### Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.  
Phone: Bridgeport 6-0181

President .....Edward Wallerstein  
Exec. Vice Pres.....Mefford R. Runyon  
Vice President.....Adrian Murphy  
Vice Pres. in Charge of West Coast Operations.....Andrew J. Schrade  
Vice Pres. in Charge of Sales.....Paul E. Southard  
Vice Pres. in Charge of Manufacturing and Engineering.....James H. Hunter  
Engineer in Charge of Recording Development.....William Bachman  
Treasurer.....William G. Wilkins  
Director of Purchases...Robert P. Robinson  
Director of Advertising.....John Birge  
Director of Personnel....Elmer P. Eldridge  
Export Manager.....Ralph Alarcon  
Service Manager.....William Madelung  
PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions.

### Communication Equipment & Engineering Co.

5646 W. Race St., Chicago 44, Ill.  
Phone: EStebrook 3109-10

President-Sales Mgr.....Robert A. Clark, Jr.  
Credit Mgr.-Purchasing Agent..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: CLeaerwater 6500

President .....G. F. Benkelman  
Vice-President .....J. W. Jira  
Purchasing Agent.....W. M. Wood  
Factory Mgr.....D. Fairchild  
PRODUCTS: Fixed composition resistors, Nobleloy Precision Resistors, Auto Radio Suppressors, Capacitors, Filternoys.

**Continental Electric Co.**

715 Hamilton St., Geneva, Ill.

Phone: Geneva 4140

President & Treasurer...Milton Ritzenberg  
 Secretary-Sales Mgr....MacDonald Goodwin  
 Chief Engr.....Serge Pakswier  
 Asst. Sect.-Asst. Treas...Jane E. DeVleshower  
 Purchasing Agent.....L. R. Boynton  
 Adv. Mgr.....MacDonald Goodwin

PRODUCTS: Electronic tubes, phototubes, rectifier tubes, grid control tubes, fluorescent lamps, ultra violet and stationary lamps. Special tubes of all kinds.

**Continental Electronics Mfg. Co.**

1728 Wood St., Dallas 1, Texas

Phone: Riverside 3611

President.....James O. Weldon  
 Vice-President.....Lester H. Carr  
 Secretary.....Dorothy F. Weldon

PRODUCTS: Antenna Phasing Equipment, Radio Frequency Components for Standard Broadcast Stations, Custom Building of Radio Transmitting Equipment.

**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.....Chas. H. Caine  
 Vice-President.....Paul McK. Deelev  
 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  
 Mgr. Electrical Prod. Div.....John L. Ward  
 Mgr. Technical

Prod. Div.....Russell Brittingham  
 BRANCH OFFICES: Key cities.

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 7, N. Y.

Phone CO 7-2525

President.....John Cook

Vice President.....W. F. Osler, Jr.  
 Treasurer.....J. C. Stagg  
 Secretary.....J. E. Hoffman  
 Sales Manager.....W. F. Jessup

PRODUCTS: Radio wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords, and cord sets.

**Crosley Division**

(Avco Manufacturing Corp.)

1329 Arlington St., Cincinnati 25, Ohio

Phone: KIRby 6600

President.....I. B. Babcock  
 General Manager.....R. C. Cosgrove  
 Dir. of Research & Engr.....L. M. Clement  
 Adv. Mgr.....S. D. Mahan  
 Purchasing Agent.....Frank Warner  
 Gen. Sales Mgr.....Norman C. MacDonald  
 Mgr. Radio Sec.....Stanley Glaser  
 Credit Mgr.....John J. Hope  
 Export Mgr.....Tye M. Lett, Jr.

PRODUCTS: Radio—AM, FM, Television.

**De Mornay-Budd, Inc.**

475 Grand Concourse, New York 51, N. Y.

Phone: Melrose 5-1900

President.....Richard DeMornay  
 Vice President.....Edward F. Meyers  
 Asst. to Pres.....Walter Read  
 Plant Manager.....Lou Della Penna  
 General Sales Mgr.

Electronic Div.....Jack Hartigan  
 General Sales Mgr.

Photographic Div....Bernard B. Deitchman  
 Executive Engineer.....Robert Clarke  
 Sales Engineer.....Samuel Freedman  
 Purchasing Agent.....Robert Heffernan  
 Chief Electrical Engineer...Leonard Sherbin  
 Chief Physicist.....G. Fonda Bondari

PRODUCTS: Microwave RF Complements, Test Equipment, Microwave Receivers, Microwave Transmitters, Modulators, Microwave Antennas, Airborne Radar Systems, Marine Radar Systems, Point to Point Relay Systems, Radar Beacons.

**Doolittle Radio, Inc.**

7421-23 S. Loomis Blvd., Chicago 36, Ill.

Phone: Radcliffe 4100

President.....E. M. Doolittle  
 Sales Manager.....H. V. Carlson

BRANCH OFFICES: Manufacturers representatives throughout the United States.

PRODUCTS: Radio Communications Equipment, 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  
Mgr. DuMont Tele

Network.....Lawrence Phillips  
Gen. Mgr. Mfg. Div.....C. Edwin Williams  
Mgr. Purchasing Div.....Lawrence Fuller  
Gen. Mgr. Mfg. Div.....C. Edwin Williams  
Dir. of Research.....Thos. T. Goldsmith, Jr.  
Controller.....B. L. Graham  
Gen. Mgr. Tele Sales.....Ernest A. Marx  
Plant Supt.....Bruce T. DuMont  
Personnel Director.....H. Houston  
BRANCH OFFICE: 515 Madison Ave., New York, N. Y., Phone, PLaza 3-9800.

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs.

### Dumont Electric Corp.

34 Hubert St., New York 13, N. Y.

Phone: CAnal 6-7980

President & Chief Engr.....Jacob Katzman  
Sales Manager.....Philip Dubilier

PRODUCTS: Paper, electrolytic and mica condensers.

### DX Radio Products Co., Inc.

2300-10 W. Armitage Ave., Chicago 47, Ill.

Phone: Armitage 3740

Sales Manager.....George H. Timmings  
Secty.-Treas.....Louis J. Patla  
Chief Engr.....Maurice P. McLean  
Credit Manager.....Corliss Bangart  
Purchasing Agent.....Chester Lindblade

PRODUCTS: Transformers.

### Hugh H. Eby, Inc.

18 W. Chelton Ave., Philadelphia 44, Pa.

Phone: TENnessee 9-1800

President.....James L. Hawley  
V. P.....Frank Holmstrom  
Credit Mgr.....William T. Lodwig  
Chief Engineer.....L. Wanner  
Purchasing Agent.....Robert E. Weber

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.

Le Roy, Minn.

Phone: 191

President.....E. A. Eckstein  
Sec'y.-Treas.....E. R. Bostrom  
Sales Manager.....R. J. Benjamin  
Prod. Mgr.....D. F. Boulett

BRANCH OFFICE: All key cities.

PRODUCTS: Communication type car receivers (Karadio), Multi Band & Fixed Fre-

quency, Farm Radios (L'Tatro), Home radios & special purpose (Eckco), Wiring harnesses for refrigerators & furnaces.

### Electronic Engineering Co., Inc.

3223 West Armitage Ave., Chicago 47, Ill.

Phone: Capitol 3130

Pres. & Sales Mgr.....E. J. Rehfeldt  
Vice President.....J. S. Cislak  
Vice Pres.-Secretary and Chief

Engineer.....Harry Holubow  
Treasurer.....K. C. Hawkins  
Credit Manager.....T. J. Thorckelson  
Purchasing Agent.....S. Matz  
Export Manager.....E. J. Rehfeldt

PRODUCTS: Receiving and Transmitting Transformers and Chokes, all types; Wave Filters; Voltage Regulators; Rectifiers; Saturable Reactors.

### Electronic Laboratories, Inc.

24 W. 24th St., Indianapolis 2, Indiana

Phone: Talbot 2442

Actg. President-Ch. of Bd.....N. R. Kevers  
Vice-President-Sales.....W. E. Peek  
Chief Engr.....W. C. Otto  
Credit Mgr.....R. W. Helton  
Adv. Mgr.....W. E. Peek  
Industrial Rel. Mgr.....Paul W. Briney  
Service Mgr.....F. Theodore Hegeman  
Purchasing Agent.....George Duke

PRODUCTS: Vibrators, regulated vibrator power supplies, inverters, converters, rectifier packs. Electrical toys, railroad, marine and bus fluorescent lighting, radios, radio permeability tuners.

### Electronic Sound Engineering Co.

4344 West Armitage Ave., Chicago 39, Ill.

Phone: Dic 0444

General Manager.....Bernard J. Sullivan  
Chief Engineer.....Harry W. Becker

PRODUCTS: Polyphonic Sound amplifiers for wire recorders and all applications where high fidelity is a requirement. Manufacturing license is also available for this amplifier. Electronic carrier frequency systems for one-wire simultaneous transmission of multiple programs or signals for hotels, schools, hospitals, and institutions.

### Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 26, Calif.

Phone: Normandy 2-2168

General Manager.....D. A. Marcus  
Chief Engineer.....S. K. Babcock  
Sales Mgr.—Inverter Div.....W. H. Burgess

PRODUCTS: Ranger aircraft radio equipment: transmitters, receivers, and interphone, the transmitter, the electronic inverter.

### Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.

Phone: Chestnut Hill 7-6800

Pres. ....Edward D. Gray

V.P.-Chief Engineer.....Henry S. Bamford  
 Secretary .....M. N. Robins  
 Treasurer .....Edward D. Gray  
 Purchasing Agent.....Paul A. Keller

PRODUCTS: Standard, Multi-gun, Special purpose Cathode-Ray Tubes, Multi-channel oscilloscopes, Electronic Engineering and development.

**Emerson Radio & Phonograph Corp.**

111 Eighth Ave., New York 11, N. Y.  
 Phone: CHelsea 2-1800

President.....Benjamin Abrams  
 Treasurer & Export Mgr.....Max Abrams  
 V. P.-Engineering & Production

Dorman D. Israel

Adv. Mgr.....P. G. Gillig  
 V.P. Chg. Purchasing.....Harvey Tullo  
 Service & Parts Mgr.....G. P. Light  
 Ind. Rel. Manager.....Peter R. Certo  
 Sales Mgr.....Charles O'N. Weisser  
 Comptroller .....Victor Stevens

BRANCH OFFICE: 666 Lake Shore Drive, Chicago, Ill., Phone, Superior 4100.

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.

**Espey Manufacturing Co., Inc.**

528 E. 72nd St., New York 21, N. Y.  
 Phone: BUtterfield 8-2300

President-Sales Manager.....Nathan Pinsley  
 V.P. Chg. Mfg.....Sol Pinsley  
 V.P. Chg. Engr.....John Benedikt  
 Export Mgr.....J. E. Chorian  
 Service Mgr.....John Biesiadecki  
 Pur. Agent.....Gordon Poole  
 Credit Mgr.....Max Goldberg  
 Ind. Rel. Mgr.....Julius Treuman

PRODUCTS—Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets, television kits.

**Fada Radio & Electric Co., Inc.**

525 Main St., Belleville 9, N. J.  
 Phone: BE 2-5680

President.....J. M. Marks  
 Secretary-Treasurer.....D. I. Marks

Chief Engr.....D. Brandt, Sr.  
 Vice Pres.....S. N. Marks  
 Asst. Secty.....I. N. Marks  
 Sales Manager.....A. Wellington  
 Advertising Manager.....H. N. Lubet  
 Export Manager.....H. N. Laubet  
 Supt. ....J. Lewandowski

PRODUCTS: Table Model Radios, Console Radios, Table Model FM Receivers, Farm Radios, Combinations, Home Recorders, Phonographs, Television Sets, Export Models, Portable Radios.

**Fairchild Camera and Instrument Corporation**

83-06 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), unitized amplifier system, transcription turntables, dynamic pick-ups, magnetic cutterheads, precision potentiometers, fractional horsepower synchronous motors.

**Farnsworth Television & Radio Corp.**

3702 E. Pontiac St., Fort Wayne 1, Indiana  
 Phone: Anthony 5301

President.....E. A. Nicholas  
 Vice-President-Secretary.....E. M. Martin  
 Vice-President—Sales.....D. M. Allgood  
 Vice-President—  
 Engineering.....B. Ray Cummings  
 Vice-President—  
 Manufacturing .....William Clausen  
 Treas.....Paul H. Hartmann  
 Assistant Secretary-Assistant

Treasurer .....C. H. Wiggin  
 Auditor .....W. F. Hoepfner  
 Manager of Research.....Madison Cawein  
 Chief Engineer, Electronic Apparatus  
 Division.....J. C. Ferguson  
 Chief Engineer, Radio-Television  
 Department .....W. H. Myers  
 Director of Public  
 Relations.....E. E. Ferrey  
 Manager of Broadcast  
 Division .....Pierre Boucheron  
 Manager of Advertising and Sales  
 Promotion.....John S. Garceau

Manager of Mobile Communications  
 Division.....John A. Curtis  
 Sales Manager—Farnsworth  
 Division.....J. H. Kelly  
 Sales Manager—Capehart  
 Division.....I. C. Hunter  
 Managing Director—International  
 Division.....E. M. Roberts  
 Director of Purchases.....E. S. Needler  
 Credit Manager.....W. H. Bryant

BRANCH OFFICES: 3301 S. Adams St.,  
 Marion, Ind., Phone, 4600, Glenn Kelso;  
 205 Lucretia St., Huntington, Ind., Phone,  
 1331, Russell H. Hamman; 805 W. Walnut St.,  
 Bluffton, Ind., Phone, 911, W. H. Rupley.

PRODUCTS: AM-FM radios and phono-  
 graph-radios, Capehart and Panamuse by  
 Capehart; automobile radios, television re-  
 ceivers, television transmitting equipment,  
 television studio equipment, television-tele-  
 metering equipment, FM transmitters, rail-  
 road radio communications equipment, mo-  
 bile communications equipment automatic  
 record changers, television tubes, television  
 antennas.

### Federal Telephone and Radio Corp.

100 Kingsland Rd., Clifton, N. J.  
 Phone: Nutley 2-3600

President.....Sosthenes Behn  
 Dir. Radio Div.....L. B. Blaylock  
 Chief Engineer—Radio

Div. ....Francis X. Rettenmeyer

BRANCH OFFICES: 343 N. Michigan  
 Ave., Chicago 11, Ill., Phone, Central 6900,  
 Harold KaDell; 8 DuPont Circle, Washing-  
 ton, D. C., Phone, Michigan 0622, E. J.  
 Girard.

PRODUCTS: Complete broadcast systems  
 —AM, FM, TV; FM square-loop antenna;  
 AM-FM-TV transmitting and rectifying tubes;  
 mobile communications; coaxial cable; FM  
 and lead-in wire; selenium rectifiers; home  
 radio receivers.

### Finch Telecommunications, Inc.

4th & Virginia Sts., Passaic, N. J.  
 Phone: Passaic 2-3440

President.....W. G. H. Finch  
 V.P. Dir. Sales.....A. J. Eaves  
 Dir. Research.....Dr. LaVerne Philpott  
 Purchasing Agent.....William O'Brien  
 Adv. Mgr.....A. J. Eaves  
 Chief Engineer.....Richard E. Mathes

BRANCH OFFICE: 10 E. 40th St., New  
 York 16, N. Y. Phone, MU 5-7976.

PRODUCTS: Facsimile, recording paper,  
 Finch rocket antennas.

### A. W. Franklin Mfgr. 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  
 Ind. Rel. Manager.....William Telmoss

PRODUCTS: Sockets, plugs, switches,  
 terminal strips, plastic and metal fabrica-  
 tions 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  
 Purchasing Agent.....Melvin Zalkin  
 Chief Engr.....Murray Weinstein

PRODUCTS: Manufacturer of Freed-Eise-  
 mann high-fidelity radio-phonograph com-  
 binations, all incorporating frequency modu-  
 lation band.

### Garod Radio Corporation

70 Washington Street, Brooklyn 1, N. Y.  
 Phone: MAIn 4-6044

President.....Leonard Ashbach  
 Asst. to President.....Maurice Raphael  
 Vice-President.....Louis Silver  
 Chief Engineer.....Barnet S. Trott  
 Credit Manager.....Benjamin Orlin  
 Purchasing Agent.....Sol Predeger  
 Advertising Manager.....Joseph G. DeVico  
 Industrial Relations Mgr....Bernard Marks  
 Export Manager.....Ernest Nigaglioni  
 Service Manager.....Carl Volpe

PRODUCTS: Receivers: Battery—Console,  
 Table, Personal, Portable; Electric — AM  
 Midget, AM Table, AM Console, AM Portable  
 AC-DC, AM Console with Phonograph, AM  
 Console with Phonograph and Recorder;  
 AM-FM Table, AM-FM Console with Phono-  
 graph; AM-FM Console with Phonograph  
 and Recorder; Television—Table, with FM,  
 with AM, with FM-AM; Console, with FM,  
 with AM, with FM-AM and Phonograph.  
 Record Players.

### Gates Radio Company

123 Hampshire Street, Quincy, Illinois  
 Phone: Quincy 522

President.....P. S. Gates  
 Sales Manager.....F. J. Pippenger  
 Chief Engineer.....F. O. Grimwood  
 Credit Manager.....L. I. McEwen  
 Purchasing Agent.....J. P. Bowers  
 Advertising Manager.....F. J. Pippenger  
 Industrial Relations Mgr.....L. I. McEwen  
 Export Manager.....F. J. Pippenger  
 Service Manager.....F. W. Wentura

PRODUCTS — Transmitters: Standard  
 Broadcast, FM Broadcast, VHF Broadcast,  
 Short Wave Broadcast, Relay, Fixed Station,  
 Marine, Emergency Services, Broadcast  
 Speech Input; Remote Amplifying; Profes-  
 sional Transcription Equipment; Profes-  
 sional Recording Equipment; Special Am-  
 plifying Equipment (fatigue amplifiers, etc.);  
 Broadcast Monitoring Equipment.

**General Electric  
Electronics Department**

Thompson Road, Syracuse 1, N. Y.  
Phone: 6-4411

President of Company.....C. E. Wilson  
Vice-Pres.-Gen. Mgr. Electronics Dept.

Dr. W. R. G. Baker

Genl. Sales Mgr.....A. A. Brandt

BRANCH OFFICES: All principal cities.

PRODUCTS: Receivers, Transmitters,  
Tubes, Components.

**General Electronics Inc.**

101 Hazel St., Paterson 3, N. J.  
Phone: Sherwood 2-5271

President.....D. E. Replogle  
Sales Manager.....C. G. Hampson

PRODUCTS: Electron power and trans-  
mitting tubes, fluorescent starters.

**The General Industries Co.**

Olive & Taylor Sts., Elyria, Ohio  
Phone: 2235

President.....A. W. Fritzsche  
Treasurer.....C. F. Russert  
Vice-Pres., Sales Mgr. of Mechanical Div.

H. E. Moon

Vice-Pres., Sales Mgr. of Plastics Div.

Steve Hildebrandt

Chief Engr.-Mechanical Div.

Howard Shumaker

Chief Engr.-Plastics Div.....Russell Smith  
Purchasing Agent.....Clete Heindrich

PRODUCTS: Molded plastics — electric  
spring phonograph motors, record changers;  
recorders — combination record changer;  
heater and defroster motors.

**General Instrument Corp.**

829 Newark Ave., Elizabeth 3, N. J.  
Phone: Elizabeth 3-4400

Chairman of the Board.....Samuel Cohen

President.....A. Blumenkrantz

Executive Vice-President....Richard E. Laux

Vice-President—Sales.....Don J. Phelps

Sales Manager.....George P. Marron

Chief Engineer.....Berne N. Fisher

Comptroller.....A. Konecny

Director of Purchases.....C. B. L. Townley

Purchasing Agent.....C. F. Richardson

Industrial Relations Mgr.....V. J. McMann

BRANCH OFFICES: 737 No. Michigan  
Ave., Chicago, Ill., Phone, Delaware 1048,  
L. G. Bacher; Room 23, 4th Floor, White  
Memorial Bldg., Syracuse, N. Y., Phone  
Syracuse 6-0510, R. D. Griffiths.

PRODUCTS: Variable condensers, push  
button devices, record changers, loud speak-  
ers.

**General Laminated Products, Inc.**

2857 South Halsted Street, Chicago 8, Ill.  
Phone: Victory 0707

President.....Morris Perlman

Chief Engineer.....Lester Lindgren

Purchasing Agent.....Ernest Neustadter

Sales Mgr.....L. Tenenberg

PRODUCTS: Coil Forms, Sockets, Fabri-  
cators of Laminated Phenolic Materials.

**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 Mfg.....C. C. Carey

Secretary-Treasurer.....F. L. Tucker

Export Mgr.....C. E. Hills, Jr

Chief Engineer.....M. Eastham

BRANCH OFFICES: Key cities

PRODUCTS: Precision radio and elec-  
tronic laboratory and testing instruments.

**The Hallicrafters Co.**

4401 W. 5th Ave., Chicago 24, Ill.  
Phone: Van Buren 6300

President.....W. J. Halligan

Exec. Vice-President.....R. W. Durst

Secretary-Treasurer.....J. J. Frendreis

Sales Manager.....R. J. Sherwood

Asst. Sec.-Purch. Agent.....E. J. Corcoran

Assistant Treasurer.....M. P. Heinz

Sales Mgr.....R. J. Sherwood

Asst. Sales Mgr.....C. A. Wiot

Sales Prom. Mgr.....C. Shapiro

Adm. Asst.....R. L. Russell

Vice-President.....L. L. Kelsey

Works Supt.....G. H. Hartley

PRODUCTS: Mfrs. of Radio & Electronic  
Equipment.

**The Hammarlund Mfg. Co., Inc.**

460 West 34th St., New York 1, N. Y.  
Phone LOngacre 5-1300

President.....Lloyd A. Hammarlund

V.P. & Treasurer.....Joseph Lush

Secretary-Comptroller.....E. A. Wittme

Chief Engr.....E. A. Leach

PRODUCTS: Manufacturers of precision  
communications equipment.

**Hartenstine Zane Co., Inc.**

225 Broadway, New York 7, N. Y.  
Phone: BA 7-8390-1

Gen.-Mgr. ....Chas. J. Hartenstine

BRANCH OFFICE: 571 Springdale Ave.,  
East Orange, N. J. Phone, Orange 4-6054. M.  
A. Hartenstine.

PRODUCTS: Specialize in the design of  
tower foundations; erecting, lighting and

painting radio towers; installing ground system for AM Broadcasting and all types of antennae and accessories for FM Stations; Maintenance of radio towers, obstruction lighting equipment and FM antennae.

### 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  
Purchasing Agent.....Frank Waterhouse  
Comptroller.....Gordon C. Genthner  
Prod. Mgr.....George Tompkins  
Personnel Dept.....Mary Rizzitano

PRODUCTS: Signal Generators, Power Supplies, Galvascopes, Two-way Radio Communication equipment, FM Studio Broadcast Receivers, FM Station Transmitters, Transmitters for Experimental and Commercial Use.

### Hazeltine Electronics Corp.

1775 Broadway, New York 19, N. Y.  
Phone: COLUMbus 5-0791

President.....W. A. MacDonald  
Exec. Vice Pres.....W. H. Grimditch  
Vice Pres.....Laurence B. Dodds  
Vice Pres.....Jack Binns  
Vice Pres.....Fielding Robinson  
Vice Pres.....Comm. Jennings B. Dow  
Treasurer.....John D. Grayson  
Secretary.....Paul Armitage  
Dir. of Eng.....Arthur V. Loughren

BRANCH OFFICE: 58-25 Little Neck Parkway, Little Neck, N. Y., Phone, Flushing 7-0300, W. A. MacDonald.

PRODUCTS: Radar, Communication and Navigation electronic equipment.

### Haydu Brothers

P. O. Box 1226, Plainfield, New Jersey  
Phone: Plainfield 6-0878

President.....George K. Haydu  
Chief Engineer.....Zoltan Haydu  
Sales Mgr.....Al Fleischmann

PRODUCTS: Precision stampings and wire forms for radio, radar and television tubes; burner equipment for glass forming machinery.

### Hoffman Radio Corp.

3761 S. Hill St., Los Angeles 7, Calif.  
Phone: Prospect 3446

President.....H. L. Hoffman  
Vice President.....W. D. Douglas  
Secretary-Treasurer.....R. A. Yarcho  
Sales Manager.....R. J. McNeely  
Comptroller.....C. E. Underwood  
Works Manager.....E. F. Gertsch  
Purchasing Agent.....S. L. Spraggins  
Surplus Manager.....B. L. Fuller

BRANCH OFFICE: Merchandise Mart, 1355 Market St., San Francisco, Calif., Walter J. Epstein.

PRODUCTS: Radios, Radio-Phonographs, Home recording (Musicord), Wire recording (Wirecord).

### Howard Radio Co.

1731-35 Belmont Ave., Chicago 13, Ill.  
Phone: Diversey 2000

President.....Joseph F. Riley  
Sales & Export Mgr.....J. M. Muniz  
Sales Mgr.....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 2260

President.....Bruce A. Coffin  
Vice-Pres.....Edgar M. Batchelder  
Chairman of Board-Treas.....Lloyd H. Coffin  
Sales Manager.....John Q. Adams  
Chief Engineer.....C. F. Stromeyer  
Credit Manager.....M. S. Jones  
Purchasing Agent.....Edward R. Carroll  
Industrial Relations Mgr.....A. S. Nelson  
Export Mgr.....W. L. Urquhart  
Advertising Manager.....Harry G. Burnett

BRANCH OFFICES: 432 Fourth Ave., New York 16, N. Y., Phone, MURray Hill 4-4178, Everett B. Boise, Commercial Engr.; 4000 West North Ave., Chicago 39, Ill., Phone, Capitol 6500, Donald G. Haines, Commercial Engr.; 11 West 42nd St., New York, N. Y., Phone, PENnsylvania 6-2980, W. L. Urquhart.

PRODUCTS: Receiving and electronic tubes; special purpose tubes, ultra violet sun lamps, ballast, voltage regulators.

### The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago 2, Ill.  
Phone: FRAnklin 1114

President.....A. D. Plamondon, Jr.  
Vice-Pres.....G. P. Smith  
Sales Mgr.....R. F. Smith  
Gen. Mgr. Mfg.....D. D. Cleghorn

BRANCH OFFICES: Key cities.

PRODUCTS: Permanent Magnets: Alnico, Cunife, Indalloy, Vectolite, Silmanal, Cobalt, Chrome and Tungsten; Magnetic Recording Tape: Hyflux.

### Insuline Corp. of America

36-02 35th Ave., Long Island City 1, N. Y.  
Phone AStoria 8-3738

President.....S. I. Spector  
Sales Manager.....Bernard L. Cahn  
Secretary.....A. S. Spector  
Adv. Manager.....A. S. Chambers  
Supt.....F. Henneke  
Purchasing Agent.....H. Weston

Design Engineer.....V. Harkavy  
 Personnel Dir.....C. Horwitz  
 Chief Engineer.....John Donato  
 BRANCH OFFICES: 600 S. Michigan Ave.,  
 Chicago 5, Ill., Leroy Beier; 942 Maple Ave.,  
 Los Angeles 15, Calif., E. Colman; 154 Nas-  
 sau St., New York, N. Y., I. C. A. Export.

PRODUCTS: Radio Receiving-Transmit-  
 ting Parts and Accessories, Stamping Metal  
 Goods, Radio Chassis, Metal Cabinets, Plugs,  
 Jacks, Sockets, Screw Machine Parts, Test  
 Tools, Test Leads, Auto Antennas, Auto  
 Radio Noise Suppressors.

**International Electronic Corp.**

1422 Circle Tower Bldg., Indianapolis, Ind.  
 Phone: FRanklin 6866

President.....William W. Garstang  
 Vice-President.....Donald L. Hings  
 Secretary.....George Woodling

BRANCH OFFICE: 281 N. Howard Ave.,  
 Vancouver, B. C., Donald L. Hings, Vice-  
 Pres.

PRODUCTS: Static Free Radio Receivers,  
 Fixed Frequency Receivers, Engineering  
 Services.

**International Detrola Corporation**

Beard Avenue at Chatfield, Detroit 9, Mich.  
 Phone: Vinewood 1-8100

V.P. & Gen. Mgr.....G. A. Bodem  
 Sales Mgr. Home Radios...Harley R. Wall  
 Dir. of Purchases.....G. H. Funk  
 Dir. of Engineering.....R. M. Daugherty  
 Asst. Secty-Asst. Treas.....R. P. Schmelzer  
 Service Manager.....K. L. Granger

PRODUCTS: Receivers: Electric—Com-  
 pact, table, portable, console; Battery—Auto-  
 mobile, 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 auto-  
 matic record changers.

**International Detrola Corporation  
 Caswell-Runyan Division  
 Huntington, Indiana**

General Manager.....Adolph H. Schenkel  
 Sales Mgr.....Fred Tower

PRODUCTS: Radio cabinets.

**International Resistance Co.**

401 N Broad St., Phila. 8, Pa.  
 Phone: Walnut 2-2166

President.....Ernest Searing  
 Vice-Pres., Sales.....Harry Ehle  
 Vice-Pres. Research.....Jesse Marsten  
 Chief Eng.....William H. Knowles, Jr.

PRODUCTS: Fixed and variable resistors.

**J. F. D. Manufacturing Co., Inc.**

4107 Fort Hamilton Parkway,  
 Brooklyn 19, N. Y.  
 Phone: GEDney 8-3100

President.....Julius Finkel  
 Vice-President.....Albert Finkel  
 Secty.....Edward Finkel  
 Advertising Mgr.....Bernard Bonder  
 Development Engr.....Albert Friedman  
 Production Engineer.....M. Director  
 Factory Foreman.....O. Maltzman

PRODUCTS: Key hex wrenches, Bristo  
 spline wrenches, plugs, male; female; AC-DC  
 —Continental and Domestic Test Leads, Test  
 Prod, Phono Needles, Grille Cloth, Dial  
 Pointers, Steel Rule and Wire Gauge, Line  
 Cords—Resistance Cords; AC Service Cords,  
 "Sockette" Radio Tube Adapters, Exact Dup-  
 licate Ballast Tubes, Phosphor Bronze Dial  
 Cable, Battery Adapter Harnesses, Adjustable  
 Ballast Tubes, Resistance Cord Adapters,  
 Phono Adapter Switches, Microphone Con-  
 nectors, Midget Jacks & Plugs, Toggle Switch-  
 es, Auto Condensers, Speaker Cement, An-  
 tennae Loop, Auto Antennas, Battery Plug,  
 Tube Shields, Radio Wire, Suppressors, Dial  
 Belts, Dial Cord.

**The Jackson Electrical  
 Instrument Co.**

16-18 S. Patterson Blvd., Dayton 1, O.  
 Phone: Hemlock 4076

President-Sales Manager...Paul F. Jackson  
 Chief Engineer.....Robert Apple

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-President.....J. M. Bennis  
 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-Pres.-Chief Engr....Hugh S. Knowles  
 Purchasing Agent.....George H. Turner  
 Credit Mgr.....H. E. Verner  
 Ind. Rel. Mgr.....L. J. Emerson  
 Advertising Manager.....Bayard H. Clark

PRODUCTS: Loudspeakers, reproducers.

### Johns-Manville

22 East 40th St., New York 16, N. Y.  
Phone LExington 2-7600

Chairman of the Board.....Lewis H. Brown  
President.....R. W. Lea  
V.P. & Asst. to Ch. of the  
Board.....J. P. Syme  
V.P. (Relationships).....L. C. Hart  
V.P. (Finance).....Alvin Brown  
V.P. (Production).....A. R. Fisher  
V.P. (Sales).....L. M. Cassidy  
V.P. (Research).....C. R. Rassweiler  
Treasurer.....Roger Hackney  
Secretary.....Vandiver Brown

BRANCH OFFICES: All key cities

PRODUCTS: Acoustical Materials.

### Kenyon Transformer Co., Inc.

840 Barry St., Bronx 59, N. Y.  
Phone DAYton 9-0100

President.....Franklin P. Kenyon  
Vice-President.....Richard B. Shimer  
PRODUCTS: Electrical transformers, Re-actors, Wave filters.

### Kerrigan Lewis, Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.  
Phone: Spaulding 7208

President.....Vincent M. Kerrigan  
Vice-Pres.-Treasurer.....Charles F. Lewis  
PRODUCTS: Magnet and Litzendraht Wire.

### Kimble Glass

#### Division of Owen-Illinois Glass Co.

Ohio Bldg., P. O. Box 1035, Toledo 1, Ohio  
Phone: Main 7131

Vice President and General  
Manager.....H. K. Kimble  
Vice President and General  
Sales Manager.....S. J. McGiveran  
Mgr., Industrial and Electronics  
Division.....R. W. Rogers  
Mgr., Sales Promotion  
Division.....Harlan Hobbs

PRODUCTS: Cathode Ray Bulbs, hand blown hard and soft glass bulbs, and lime glass tubing.

### King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.  
Phone: 2-5209

President.....Aden J. King  
Vice-President.....F. M. Michaelian  
Treas. ....W. R. MacLeod  
Secy. ....Barbara H. King

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, barex getters.

### Kings Electronics Co., Inc.

372 Classon Avenue, Brooklyn 5, New York.  
Main 2-2086

President.....M. R. Weissman  
Vice Pres. & Sales Mgr.....J. H. Robinson

Chief Engineer.....Lou Hoffer  
Credit Manager.....M. R. Weissman  
Purchasing Agent.....M. Glick  
Advertising Manager.....J. H. Robinson  
Industrial Relations Mgr.....Lou Hoffer  
Export Manager.....J. H. Robinson  
Service Manager.....Lou Hoffer

PRODUCTS: FM, Television and Ham Antennas, Variable Condensers, Microphone Plugs and Jacks, Co-axial Connectors, Wave Guides, Wave Traps, Radar Assemblies, Special Electronic Equipment. Television Antenna and Installation Service for Television Manufacturers in Metropolitan New York and Long Island.

### Kludge Electronics Co.

1913 Montrose St., Los Angeles 26, Calif.  
Phone: Fairfax 4587

President-Chief Engineer Myron E. Kludge  
Vice-President.....George R. Maury  
Sect.-Treas.....Edward C. Bickhart, Jr.

PRODUCTS: Radio Broadcast Equipment, FM Receivers and Converters, Electronic Photoflash Equipment.

### Langevin Manufacturing Corp.

460 West 34 St., New York 1, N. Y.  
Phone: LO 3-2500

President.....Carl C. Langevin  
Sales Manager.....J. Martinez  
Sales Promotion Manager.....H. Harkavy

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  
Sales Manager.....Brent Mills  
Chief Engineer.....Ralph L. Jenner

PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

### Lear, Inc.

110 Ionia Ave., N. W., Grand Rapids 2, Mich.  
Phone: 6-9651

President.....William P. Lear  
Vice President.....R. M. Mock  
Vice President.....E. R. Crane  
Secretary & Treasurer.....L. R. Raemer  
Sales Manager, Radio & Recorder

Division.....A. W. Korb  
Merchandising Manager, Home Radio & Wire Recorders.....Nate Hast  
Sales & Field Service Manager,  
Aircraft Radio.....H. J. Hamm  
Chief Engineer, Research &

Development.....R. G. Leitner  
Aircraft Radio Division.....Earl Evans  
New York, Export Manager.....L. Gelin

BRANCH OFFICES: 1860 Broadway, New York, N. Y., Phone, Circle 6-5665, Executive

in-Charge, C. W. Willis; 11916 W. Pico Blvd., Los Angeles 34, Calif., Phone, Arizona 9-7765, Executive-in-Charge, B. Adams; 666 N. Lake Shore Drive, Chicago, Ill., Phone, Whitehall 6290.

**PRODUCTS:** Receivers: Battery-table, Portable, Portable AC-DC; Electric—AM Table, AM Portable, AM Console, AM-FM Console; Combinations—Radio-Phonographs; Record Players; Aircraft Receivers and Transmitters, Automatic Radio Compass; Antenna Reels; Magnetic Wire and Tape Recording; Variable Condensers; Record Changers.

**Lehigh Structural Steel Co.**

17 Battery Place, New York 4, 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.

**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.**

1063 Hope Street, Stamford, Conn.  
Phone: 4-5781

President.....R. R. Machlett  
Vice-President.....W. E. Stevenson  
Treasurer.....J. A. Lambert  
Vice President.....H. J. Hoffman  
Vice President.....J. W. Skehan  
Mgr. Engineer.....T. H. Rogers  
Adv. Mgr.....R. N. Kellogg, Jr.  
Export Mgr.....A. Foster

**PRODUCTS:** X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

**The Magnavox Company**

2131 Bueter Rd., Fort Wayne 4, Indiana  
Phone: Anthony 5474

President & Treasurer..Richard A. O'Connor  
Executive Vice-President...Frank Freimann  
Factory Manager.....L. E. Quinell  
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.

**John Meck Industries, Inc.**

Liberty at Pennsylvania Sts., Plymouth, Ind  
Phone: 33

President.....John S. Meck  
Secty. & Controller.....Russell G. Eggo  
Treasurer.....G. F. Meck  
Prod. Mgr.....R. C. Freytag  
Factory Mgr.....Chas. E. Palmer  
Purchasing Agt.....J. L. Jones

**BRANCH OFFICE:** 35 E. Wacker Dr., Chicago, Ill., Phone, And. 3550.

**PRODUCTS:** Radios, radio-phonograph combinations, phonographs, transmitters, amplifiers, FM converters, etc.

**Meissner Mfg. Division  
Maguire Industries, Inc.**

Bellmont & Seventh Sts., Mt. Carmel, Illinois  
President.....Russell Maguire  
Phone: 733

Sales Manager.....W. M. Atkins  
Prod. Manager.....Fred Lester  
Chief Engineer.....W. J. Harrison  
Credit Mgr.....C. B. Rafferty  
Purchasing Agent.....J. C. Hershman

**PRODUCTS:** AM & FM radio receivers, radio-phonograph combinations, radio amateur equipment, radio coils for replacement, radio coils for equipment, radio servicemen's test equipment.

**Majestic Radio & Television Corp.**

900 No. State St., Elgin, Ill.  
Phones:

(Chicago Exchange) EST. 6900  
(Elgin Exchange) 8300

President.....E. A. Tracey  
Vice-President.....Parker H. Ericksen  
Chief Engineer.....E. B. Passow  
Sales Manager.....A. J. Lindholm

**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-Gen. Mgr.....H. W. Houck  
Chief Engineer.....Jerry B. Minter  
Chief Research Engineer...John van Beuren  
Sales Mgr.....Nelson C. Doland, Jr.

Credit Mgr.....Robert Meyer  
Advertising Mgr.....Edgar M. Weed  
BRANCH OFFICES: Key cities.

PRODUCTS: Standard Signal Generators, Pulse Generators, Square Wave Generators, UHF Radio Noise & Field Strength Meters, Vacuum Tube Voltmeters, Peak Voltmeters, Megohm Meters, Megacycle Meters, R.F. Attenuators, Inductance Bridges, Capacitance Bridges, Phase Sequence Indicators, Moisture Meters, Television Transmission and Receiving Test Equipment, Special Test Equipment, Fixed Capacitors and Resistors, Variable Condensers.

### Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.  
Phone GRamercy 5-9466

President.....Dr. R. Byrne  
Sec.-Gen. Mgr.....J. M. Kuhlik, Sc.D.  
Chief Engr.....I. W. Kuhlik  
Purchasing Agent.....J. V. Conniff  
Treasurer.....H. B. Kuhlik  
Advertising Mgr.....B. Burns

PRODUCTS: Filmgraph Sound-on-Film Recorders & Reproducers, Continuous Recorders & Reproducers, Tape Recorders & Reproducers, Automatic Recorders and Reproducers, Permanent Recorders and Reproducers, Reference Recorders, Conference Recorders, Telephone Recorders, Interview Recorders, Telemike — Induction Units for listening to or recording two-way Telephone Conversations.

### James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Massachusetts.  
Phone Malden 4108-09

Advertising Manager.....James Millen  
Sales & Engr. Mgr.....E. E. Williams  
Credit Manager.....Frances Bearse  
Purchasing Agent.....George H. Pike  
President.....James Millen  
Export Manager.....Carl Lohman Janik

PRODUCTS: Receivers: Amateur, Aviation, Marine, Police, Emergency Services. Transmitters: Relav, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

### Miller Manufacturing Company

Glen Cove, New York.  
Phone Glen Cove 2796

Proprietor.....Thomas F. Miller  
Sales Manager.....Henry J. Smith  
Chief Engineer.....Joseph Picarelli  
Credit Manager.....Henry W. Anderson  
Purchasing Agent.....Harold Large

PRODUCTS: Broad Band Antennas, Receiving and Transmitting.

### Mirror Record Corp.

1133 Broadway, New York 10, N. Y.  
Phone CH 3-2222

Pres. & Treas.....Paul K. Trautwein  
Chief Engr.....R. V. Hough

PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

### Motorola, Inc.

4545 Augusta Boulevard, Chicago 51 Illinois.  
Phone Spaulding 6500

President.....Paul V. Galvin  
Vice Pres. in Charge of Automotive Division.....Elmer H. Wavering  
Vice Pres. in Charge of Home Products Division.....Walter H. Stellner  
Vice Pres. in Charge of Communications & Electronics Division.....D. E. Noble  
Sales Manager.....Wm. H. Kelley  
Chief Engineer.....Donald H. Mitchell  
Treasurer.....George R. MacDonald  
Vice Pres. in Charge of Purchasing

Frank J. O'Brien  
Credit Manager.....Henry Kleinhans  
Purchasing Agent.....Carl Zehnle  
Advertising Manager.....Victor A. Irvine  
Personnel Manager.....George Lambert  
Export Manager.....Carl M. Wynne  
Service Manager.....A. T. Alexander

PRODUCTS: Receivers: Battery — Automotive, Table, Personal; Electric — AM Table, AM Console, AM Portable AC-DC, AM Console with Phonograph; FM Table, FM Console, FM Console with Phonograph; AM-FM Console, AM-FM Console with Phonograph; Television—Table, with AM; Console, with AM; Amateur, Aviation, Marine, Police, Emergency Service, Taxicabs, Trucks and Busses, Walkie-Talkie; Record Players, Transmitter: FM Broadcast, VHF Broadcast, Fixed Station, Marine, Aviation, Police, Emergency Services.

### 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  
Sales Mgr.-Vice-Pres.....K. E. Folfeson  
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 7-8000

President.....A. V. Wilke  
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

EQUIPMENT MANUFACTURERS

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.

350 Scotland Rd., Orange, N. J. Phone: Orange 3-9420

President .....K. C. Meinken Vice President.....G. A. Bodem Treasurer .....W. H. Carey Secretary .....J. V. Deevy Credit Manager.....H. A. Pope Advertising Manager.....E. J. Maginot

PRODUCTS: Electron Tubes: Receiving; Transmitting; Cathode Ray; Special Purpose; Phototubes; Research & Development. Capacitors, Batteries, Dry, Ballasts, Panel Lamps, Volume Controls, Auto Vibrators.

New York Transformer Co., Inc.

Third Avenue, Alpha, New Jersey Phone Phillipsburg 5-1188

President .....Z. Burzycki Sales Manager.....T. B. Armstrong Chief Engineer.....E. D. Belanger Credit Manager.....Miss R. Seligson Purchasing Agent.....C. Seefer Plant Manager.....J. B. Schaefer

PRODUCTS: Transformers and Reactors for Radios, Transmitters, and Receivers; Audio Frequency Coils; Electronic Control Devices, etc.

Olimpic Radio & Television Inc.

3401 38th Ave., Long Island City, N. Y. Phone: Stillwell 4-6961

President.....A. A. Juviler Exec. Vice-President.....P. L. Schoenen Vice-Pres.-Treasurer .....M. Sobin Director of Sales.....Al Friedman Purchasing Engineer.....W. Hegyi Office Manager.....L. Haber

PRODUCTS: Complete line of home receivers. AM and FM television receivers.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill. Phone: ATLantic 6161

President.....John A. Proctor Credit Manager.....David E. Davis Service Manager.....Myrl J. Knapp Chief Engineer.....Fred Nette

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. Chg. Eastern Sales.....J. M. Spain V.P. Chg. Western Sales...W. Lowell Wood Sales Manager.....F. E. Ware Purchasing Agent.....A. T. Baxter Plant Manager.....C. E. Davies Personnel Director.....A. S. White, Jr. Sec.-Treas.-Comptroller.....L. R. Day Chief Engr.....R. H. Freck

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. Gubb President.....John Ballantyne Exec. V.P.....Wm. Balderston 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 V.P., Charge of Service Division.....Robert F. Herr V.P., Charge of Sales...Thomas A. Kennally V.P., Charge of Research & Engr. ....David B. Smith Treasurer.....William R. Wilson

BRANCH OFFICES: Key cities.

PRODUCTS: Radios, Radio-Phonographs, Refrigerators, Television Receivers, Home Air Conditioners, Freezers, Automobile Radios, Accessories.

Philharmonic Radio Corp.

119 West 57 St., New York 19, N. Y. Phone: Circle 7-0449

President .....B. Lippin Vice-President .....B. Bernardi

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.

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

President ..... Philip Schwartz  
Chief Engineer.....Reginald Burke  
Credit Manager.....C. Mildred  
Export Manager.....M. Greenker  
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-Treasurer.....I. W. Wyckoff  
General Works.....J. Benjamin  
Sales Manager.....Sidney Surin  
Purchasing Agent.....Eliot Schwartzman  
Export Sales Manager.....E. L. Hall

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers and television receivers, non-breakable pilotone vinylite records.

## Press Wireless Mfg. Corp.

Cantiague Rd., Hicksville, L. I., N. Y.

Phone: Hicksville 988

President.....A. Warren Norton  
Gen. Mgr.....Carl W. Sundberg  
Treasurer.....James Humphry, Jr.  
Factory Manager.....M. G. Himmel  
Sales Manager.....J. Harvey McCoy

PRODUCTS: Transmitters any power rendering A-1, A-2, A-3 service, Frequency Shift Keyer for transmission, Frequency Shift Monitors for transmission, Frequency Shift Converters—Teletype transmission and reception, Anti-Fade—Exalted carrier in diversity receiving equipment,, Ink Tape Recorders and pullers, Diversity Receivers, Line Amplifiers, Power Supplies, Compression Amplifiers.

## 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: Key cities.

PRODUCTS: Stationary and portable sound recorders, Stationary and portable transcription equipment, associated amplifier equipment, master discs, instantaneous recording discs, recording and reproducing styli, Gear driven turntables and recorders.

## Radio Condenser Co.

Davis & Copewood Sts., Camden, N. J.

Phone: Camden 4-7300

President.....Stanley S. Cramer  
Vice-President.....Russell E. Cramer  
Vice-President.....Russell E. Cramer, Jr.  
Sales Manager.....William J. May  
Factory Managers.....Charles F. Molzen,  
F. A. Cowgill

Treasurer.....William W. Paul  
Chief Engr.....J. S. Robb  
Dir. Labor Rel.....J. B. Thompson

PRODUCTS: Variable air condensers; Variable Air Capacitors for special radio apparatus of all description, "Rotonoid," (a power device for various applications).

## RCA Victor Division Radio Corp. of America

Front & Cooper Streets

Camden, New Jersey

Phone: Camden 4-8000

Executive Vice President...Frank M. Folsom  
Vice President and General

Manager.....J. G. Wilson

Vice President in Charge Law  
and Finance.....J. H. McConnell

Vice President in Charge  
Operations .....F. D. Wilson

Director of Public Relations.....J. K. West  
Vice President and Director of

Engineering Dept.....D. F. Schmit

General Manager, Consumer Custom  
Products Dept.....H. H. Higginson

President, RCA Service Co.,  
Inc. ....E. C. Cahill

General Manager, Educational  
Sales Department.....W. H. Knowles

Director of Distribution  
Department .....H. M. Winters

President, RCA Victor Distributing  
Corporation .....W. M. Norton

Director, Materials Dept...V. deP. Goubeau  
Vice President in Charge Home

Instruments Dept.....J. B. Elliott

Chief, Engineer, Home Instrument  
Department .....D. D. Cole

General Sales Manager, Home  
Instrument Department.....H. G. Baker

Vice President in Charge Record  
Department .....J. W. Murray

General Sales Manager, Record  
Department .....D. J. Finn

Chief Engineer, Record Dept..H. I. Reiskind  
Vice Pres. and Acting Gen. Sales Mgr.

in Chg. Tube Dept.....L. W. Teegarden

Chief Engineer, Tube Dept Dr. G. R. Shaw  
Vice President in Charge Engineering

Products Department.....W. W. Watts

General Sales Manager, Engineering  
Products Department.....T. A. Smith

Chief Engineer, Engineering Products  
 Department ..... M. C. Batsel  
**DIVISION PLANTS:** Main Offices: Camden, N. J.; Harrison, N. J.; Lancaster, Pa.; Indianapolis, Ind.; Bloomington, Ind.; Monticello, Ind.; Pulaski, Va.; Canonsburg, Pa.; 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 Electronic 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, Wire Recorders.

**Radio Engineering Labs., Inc.**

35-54—36th St., Long Island City 1, N. Y.  
 Phone: AStoria 8-1010

President..... C. R. Runyon, Jr.  
 Vice-Pres..... Frank A. Gunther  
 Secretary ..... Joseph Behr  
 Chief Engineer..... Malboi H. Jennings  
 Mgr. Engrs.-Plant Manager... James R. Day  
 Director of Purchases..... Joseph Behr  
 Mgr. of Sales..... C. R. Runyon, III  
 Service Mgr..... Joseph Toman

**BRANCH OFFICES:** Key cities.

**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, custom built high quality audio equipment.

**Raytheon Manufacturing Co.**

Waltham 54, Mass.

President..... Laurence K. Marshall  
 Exec. V.P..... Charles F. Adams, Jr.  
 Comm. Products Div. Sales  
 Mgr. .... William A. Gray  
 Product Mgr., B'cast. Equip.... R. K. Dixon  
 Adv. Mgr..... John S. Spargo  
 Vice-Pres.-Treas..... David T. Schultz  
 Vice-President..... Ray C. Ellis

**BROADCAST EQUIPMENT REPRESENTATIVES:** Key cities.

**PRODUCTS:** AM, FM and television transmitters, transmitter accessories, tubes, FM antennas, speech input equipment, transmission line accessories, antenna phasing and coupling equipment, amplifier equipment, engineering services, custom-built transmitting and studio equipment.

**Rek-O-Kut Company**

38-01 Queens Boulevard, Long Island City 1,  
 New York.

Phone: Stillwell 4-7853

Partner ..... George Silber  
 Sales Manager..... George Silber  
 General Manager..... S. Simonson  
 Credit Manager..... A. Friedman  
 Advertising Manager..... Alex Rothschild  
 Export Agents..... Morhan Exporting Corp.

**PRODUCTS:** Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Pick-ups, Meters, Transformers.

**Scott Radio Laboratories, Inc.**

4541 N. Ravenswood Ave., Chicago 40, Ill.  
 Phone: Longbeach 5172

President..... H. S. Darr  
 Exec. Vice Pres..... F. D. Beiser  
 Vice Pres., Sales Manager and Advertising  
 Manager..... J. C. Elliff  
 Chief Engineer..... W. F. Cotter  
 Comptroller..... P. B. Schuecking  
 Purchasing Agent and Production Manager  
 R. E. Strand  
 Export Manager..... M. A. Lachenmann  
 Service Manager..... J. R. Sensyk

**PRODUCTS:** Receivers—Electric—AM Console, AM-FM Console with Phonograph; Television—Console.

**Sentinel Radio Corp.**

2100 Dempster St., Evanston, Illinois  
 Phone: University 2400

President..... E. Alschular  
 Vice-President..... M. D. Block  
 Production Manager..... I. J. Jacobsen  
 Chief Engineer..... W. J. Schnell  
 Purchasing Agent..... P. O. Krumm

Secretary .....C. S. Willard  
Sales Manager.....E. G. May  
Export Manager.....H. A. Sillcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

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**Sherron Electronics Company**  
(Div. of Sherron Metallic Corp.)

1201 Flushing Ave., Brooklyn 6, New York.  
Phone: Evergreen 7-2820

President.....P. H. Sherron  
Director of Purchases.....M. C. Turner  
Chief Engineer.....M. V. Barasch  
Sales Engineer.....E. P. Alisch  
Director of Television.....P. J. Gollhofer

PRODUCTS: Transmitters: Standard Broadcast, FM Broadcast, VHF Broadcast, Television, Relay, Fixed Station, Facsimile. Complete Electronic Engineering Service—Electronic Laboratory for Development, Design and Research of Electronic Problems. Studio Control Equipment; Test Equipment for Television; Vacuum Tubes and Electronic Components; Laboratory and Production Instruments; Special Custom-Built Electronic Devices for Industrial Application; Electronic Heating; Experimental Television Station W2XDK.

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**Sonora Radio & Television Corp.**

77 W. Washington St., Chicago 2, Ill.  
Phone: Cen. 3614

President .....Joseph Gerl  
V. P.—Charge Sales.....Edward Harris  
Credit Manager.....Ray Shadley  
Ind. Rel. Manager.....Ben Freund  
Chief Engineer.....Don Fetterman  
Advertising Mgr.....Herbert S. Hall  
Recording Director.....Marie Ruebens

PRODUCTS: Radios, radio-phonographs, portables, AM-FM combinations, television receivers, phonograph records, Sterling cedar chests.

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**Sound, Inc.**

221 E. Cullerton Street, Chicago 16, Ill.  
Phone: Victory 7234

President .....Allen Shoup  
Vice Pres. & Sales Mgr....K. M. R. Gaarder  
Ass't Sales Mgr.....Geo. K. McMillen  
Chief Engineer.....Rudolph A. Bierwirth  
Credit Manager.....Henry E. Watkins  
Purchasing Agent.....Ernest Teasley  
Advertising Managers....K. M. R. Gaarder,  
George K. McMillen  
Industrial Relations Mgr....P. R. Willmarth  
Export Managers.....K. M. R. Gaarder,  
George K. McMillen

Service Managers.....K. M. R. Gaarder,  
George K. McMillen

PRODUCTS: Electronic and Sound Equipment. Specialty Amplifiers of all types.

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**Stewart-Warner Corp.**

1826 Diversey Pkwy., Chicago 14, Ill.  
Phone: Lakeview 6000

President.....J. S. Knowlson  
Exec. Vice-President.....F. A. Hiter  
Sales Mgr. Radio Dept.....F. D. Masters  
Service Manager.....N. J. Cooper  
Chief Engineer.....S. C. Kolanowski  
Supt. Radio Prod.....H. Gillig

PRODUCTS: Radios: AM-FM, Console, Table, Console Combinations, Table Combinations, Portable. Television: AM-FM, Console.

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**Stromberg-Carlson Co.**

100 Carlson Road, Rochester 3, N. Y.  
Phone: Culver 0260

President.....Ray H. Manson  
Vice-President-General Mgr...Lee McCanne  
Vice-President Chg. Sales...Lloyd L. Spencer  
Vice-President—Engineering  
and Research.....Frederic C. Young  
Sales Mgr. Radio-Tele.....C. J. Hunt  
Mgr. Sound Equip Div.....A. G. Schifino  
Credit Manager.....Charles W. Pritchard  
Treasurer .....Wilbur W. Hetzel

BRANCH OFFICES: Key cities.

PRODUCTS: Communications equipment, including radio, television, telephone, sound equipment and wire recording equipment.

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**Sylvania Electric Products, Inc.**

500 Fifth Ave., New York 18, N. Y.  
Phone: Wisconsin 7-9500

Ch. of Bd.....W. E. Poor  
Executive Vice-President,

Sales.....D. G. Mitchell  
Vice-President .....M. F. Balcom  
Vice-President.....R. H. Bishop  
Vice-President.....C. P. Boggs  
Vice-President.....H. Ward Zimmer  
Secretary.....J. S. Learoyd  
General Sales Mgr., Radio Div...C. W. Shaw  
Advertising Mgr. Radio

Division.....T. P. Cunningham  
BRANCH OFFICES: Key cities.

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

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**Teletone Radio Co.**

609 W. 51st St., New York 19, N. Y.  
Phone: Circle 6-4325

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: State 9222

President.....C. Collette  
Vice-President.....W. Woolridge  
Secretary-Treasurer.....E. C. Upton  
National Sales.....Keith Kiggins  
Chicago Sales.....Ann Drobeno  
Michigan City Sales.....Felice Kerrigan  
BRANCH OFFICES: 527 Lexington Ave.,  
New York City, Phone, EL 5-2455, Keith Kig-  
gins; Michigan Street, Michigan City, Ind.,  
Phone, 3655, Felice Kerrigan.

PRODUCTS: Tele-Lites, Kaleidopters,  
Television Studio Lighting Equipment, Tele-  
vision Relay Equipment, Gadgets for special  
effect television studio work, Titles for tele-  
vision, production, scripts, etc. for television,  
Dealers in RCA, G.E., DuMont, Crosley,  
UST television receivers.

**Telicon Corp.**

851 Madison Ave., New York 21, N. Y.  
Phone: Butterfield 8-1900

President.....Solomon Sagall  
Sales Manager.....W. R. Rich  
Chief Engineer.....S. Shottenfeld  
Credit Manager.....M. Barish  
Purchasing Agent.....I. Hecht

PRODUCTS: AM & FM broadcast receivers,  
television receivers, intra-video systems,  
television receiving antenna, quartz crystals.

**Templetone Radio Mfg. Corp.**

100 Garfield Ave., New London, Conn.  
Phone: New London 5346

President.....Oscar Dane  
Exec. Vice-President.....Eli Dane  
Chief Engineer.....Edward Jahns  
Credit Manager.....Samuel Fleder  
Works Manager.....Louis Friedman  
Purchasing Agent.....M. A. Gardner

PRODUCTS: Radios and electronic test  
equipment, receivers, television receivers,  
record players, combinations.

**Transmitter Equipment  
Mfg. Co., Inc.**

345 Hudson Street, New York 14, New York.  
Phone: Worth 4-7305

President.....Morton B. Kahn  
Sales Manager.....George F. Coleman, Jr.  
Vice Pres. in Charge of Eng....Ben Adler  
Chief Engineer.....Jules Cardon  
Credit Manager.....Edna J. Nagler  
Purchasing Agent.....Frank C. Botscheller  
Advertising Manager...Leonard Newsteder  
Industrial Relations Mgr....E. E. Horrocks  
Export Manager.....Arthur Roche  
Service Manager.....Joseph Malin

PRODUCTS: Receivers: Facsimile, Marine,  
Police, Emergency Service, Taxicabs Trucks

and Busses, Walkie-Talkie. Transmitters:  
Standard Broadcast, VHF Broadcast, Short  
Wave Broadcast, Relay, Fixed Station, Ma-  
rine, Aviation, Police, Emergency Services,  
Facsimile, Amateur.

**United States Television Mfg. Corp.**

3 W. 61st St., New York 23, N. Y.  
Phone: Circle 6-4255

President.....Hamilton Hoge  
Vice-President & Treas.....John Hoge  
Vice Pres. in Charge of

Sales.....F. H. Hoge, Jr.  
Chief Engineer.....Antony Wright  
Comptroller.....I. T. Kitzmiller  
Sales Manager.....Wm. Higgins  
Production Mgr.....Frank Day  
Purchasing Agent.....Percy Saunderson  
Service Manager.....Thomas Jefferson

BRANCH OFFICES: 2609 24th, N.W.,  
Washington, D. C., Shelby York: 80 W. Jer-  
sey, Elizabeth, N. J., L. R. Fisher; 7755 Ber-  
erly Blvd., Los Angeles, Calif., Richard  
Olsen; 351 E. Ohio St., Chicago, Ill., H. Jess  
Rodnick.

PRODUCTS: 30 x 22½ & 25 x 19 Projec-  
tion Tel. Rec., 10" & 15" Direct View Re-  
ceiver, Sweep Generators.

**Universal Microphone Co.**

424 Warren Lane, Inglewood, Calif.  
Phone: ORegon 82148

General Manager.....James L. Fouch  
Purchasing Agent.....William C. Koenig  
Plant Engineer.....Robert L. Griffin

BRANCH OFFICES: Stanley Wallace,  
Lutz (Tampa), Fla.; E. C. Edwards Sales  
Agency, 504 Erie Bldg., Cleveland, O.; L. G.  
Cushing Company, 664 No. Michigan Ave.,  
Chicago 11, 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.; Rob-  
ert Milsk, 642 Beaubien Ave., Kerr Bldg.,  
Detroit, Mich.; Al Leban, 5716 Nassau Road,  
Philadelphia, Pa.; Bursell & Chermak, 2233  
University Ave., St. Paul, Minn.; S. H. Cohn  
Sales Co., 282 W. Santa Barbara, Los Angeles,  
Calif.; Jack Weber Associates, 210 East 40th  
St., New York 16, N. Y.; Irving I. Kahn,  
Kahn & Company, 3324 Main St., Hartford,  
Conn.

Foreign Division: 301 Clay St., San Fran-  
cisco 11, Calif.

Canadian Division: 560 King St., W.  
Toronto 1, Canada.

**Utah Radio Products  
Division of Int'l. Detrola Corp.**

1123 E. Franklin, Huntington, Ind.  
Phone: 3100

General Mgr.....P. H. Heckendorn  
Controller.....E. V. Norfleet

Sales Manager, Mfg. Division... Fred Tower  
Sales Manager, Jobber

Division .....Hugo Sundberg  
Credit Mgr.....O. C. Will  
Purchasing Agent.....Raymond Schutz  
Production Supt.....Carl John  
PRODUCTS: Radio Loud Speakers.

**Western Electric Co., Inc.**

(Radio Division)

120 Broadway, New York 5, N. Y.

Phone COrtland 7-7700

Vice-Pres.....F. R. Lack  
Manager—Distributor Sales....S. P. Taylor  
Manager, Broadcast Sales..J. H. Ganzenhuber  
Manager, Sound Systems &  
Communications.....E. M. Hall  
Manager, Electronic Products

Sales.....H. D. Wilson  
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 measuring 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 carbon resistors, germanium and silicon, vacuum relays, crystals, fastax cameras, field engineering services.

**Westinghouse Electric Corp.**

Industrial Electronics Division

3601 Washington Blvd., Baltimore 3, Md.

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-President .....Walter Evans  
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.....L. W. Willey  
Manager, Home Radio Div.....F. M. Sloan  
Asst. Mgr., Home Radio Div..H. W. Schaefer  
Purchasing Agent, Home

Radio Div.....W. M. Anderson  
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

DISTRICT OFFICES: Atlanta, Ga.; Boston, Mass.; Chicago, Ill.; New York, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; St. Louis, Mo.; San Francisco, Calif.; Washington, D. C.

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.

**Weston Electrical Instrument Corp.**

614 Frelinghuysen Avenue, Newark 5, N. J.

Phone: Bigelow 3-4700

President.....Earl R. Mellen

General Sales Manager....Harold L. Olesen

Vice Pres. & Chief Engr....John H. Miller

Credit Manager.....B. E. Arthur

Purchasing Agent.....George T. Deaney

Advertising Manager.....Phil Barnes

Industrial Relations Mgr....James J. Hagan

Export Manager.....John H. Purcell

Service Manager.....Charles W. Biswanger

PRODUCTS: Electrical Indicating Instruments Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Temperature Gauges and Laboratory Thermometers, Weston Aircraft Instruments.

**Wheeler Laboratories, Inc.**

259-09 Northern Blvd., Great Neck, N. Y.

Phone: Imperial 645

President.....Harold A. Wheeler

Secretary.....E. Leonhardt

PRODUCTS: Inductance Measuring Equipment, Capacitance Measuring Equipment, Microwave Components, Special Electronic Equipment on order, Consulting Services.

**Zenith Radio Corp.**

6001 Dickens Ave., Chicago 39, Ill.

Phone: Berkshire 7500

President.....E. F. McDonald, Jr.

Exec. Vice Pres.....Hugh Robertson

V. P. Chg. Engineering....G. E. Gustafson

V. P. Dir. of Sales.....H. C. Bonfig

Credit Manager.....Sam Kaplan

Purchasing Agent.....J. E. Anderson

Sales Promotion Manager....D. H. Grigsby

Personnel Manager.....George Ergang

Service Manager.....Frank Smolek

Advertising Manager.....W. E. Mache

Sales Manager Export.....E. E. Loucks

BRANCH OFFICES: All principal cities.

PRODUCTS: Household radio receivers; radio-phonograph combinations; FM radio receivers; radionic hearing aids; automobile radio receivers.

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## MASTERS MART, INC.

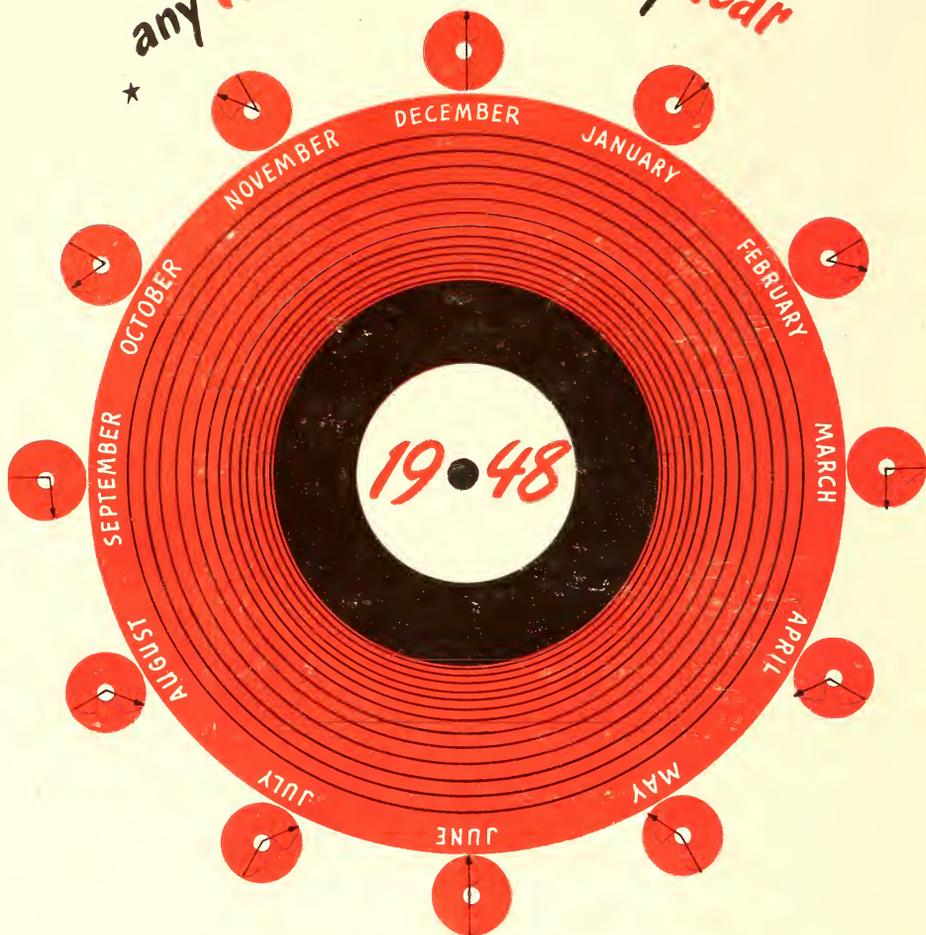
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A broadcast station that's FM by Federal all the way—from microphone to antenna—offers *three exclusive features* that assure maximum coverage at minimum operating cost, and maximum performance with minimum maintenance expense.

**1. FEDERAL'S SQUARE-LOOP ANTENNA!**

The coverage of an FM station depends primarily on the effective strength of the radiated signal. And Federal's 8-Element, Square-Loop Antenna gives an effective radiated power *more than 8 times* the transmitter rating. Actual installations have repeatedly *proved* its ability to give outstanding coverage—and to withstand high winds and heavy icing loads.

**2. FEDERAL'S HIGH-FIDELITY TRANSMITTER!**

All Federal FM transmitters feature the exclusive "Frequematic\*" modulator—for outstanding fidelity and performance. Maintains center-frequency stability within 0.001%—reduces signal-to-noise ratio to 5600-to-1—uses simple all-electronic circuits with standard receiver tubes—easy to align, simple to maintain.

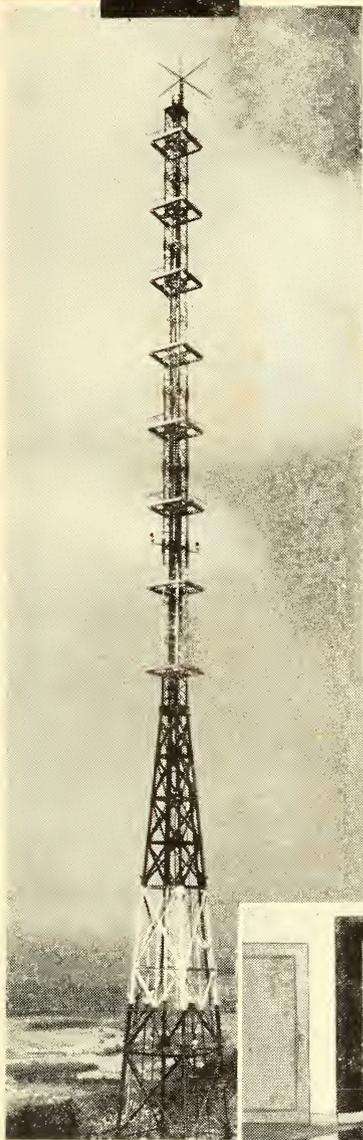
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Complete FM by Federal means FM at its best, with all components precision engineered to work together. Transmitter console, studio console, transcription units, power supplies—everything from microphone to antenna—designed and coordinated for maximum over-all performance and economy.

When planning your new FM station, remember these exclusive advantages. And if you want to get on the air *fast*, Federal can now make your complete installation in record time! For further information, write to Federal, Dept. B668.

With this Federal 8-Element Square-Loop Antenna, now on the air at Station WMRC-FM, Greenville, South Carolina, listeners more than 200 miles away—including cities in 6 different states—report excellent reception. Lower photo shows WMRC's transmitter room, with Federal 10-Kw transmitter, console, monitor speaker and power supply.

\*Trade Mark



*Federal Telephone and Radio Corporation*

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

KEEPING FEDERAL YEARS AHEAD... is IT&T's world-wide research and engineering organization, of which the Federal Telecommunication Laboratories, Nutley, N. J., is a unit.

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Radio City, New York