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THE 1946 RADIO ANNUAL

Edited by
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Greetings from

The Greatest Show on Earth

Bek Kelley  RADIO DEPT.  Frank Morrissey

Ringling Bros and Barnum & Bailey
FACES BUSIEST YEAR
IN 25-YEAR HISTORY

By PAUL A. PORTER
Chairman, Federal Communications Commission

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

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

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

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

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

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

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

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

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

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

For Complete FCC Personnel Please Turn to Page 225
We're trying to act our ages

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

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

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

Our plans for the future are ambitious. We expect to do big things in radio and television. But our greatest ambition is to keep all the good friends we made in the past—to enjoy the same pleasant dealings we've had with the hundreds of time-buyers, musicians, artists, salesmen and engineers who first got to know us as "The Blue" and who assisted in our rebirth as ABC.
FROM a humble beginning in the crystal set era, radio has forged steadily ahead until it is now one of the greatest social forces the world had ever known. It has done this within a brief span of time embracing only 25 years—a fleeting moment in the vast chronology of history.

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

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

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

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

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

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

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

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

For Complete NAB Section and Personnel Please Turn to Page 898
Thanks

To the radio editors of the United States and Canada.

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

To the Roosevelt Hotel.

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

And to our exclusive agents and friends, MCA.

Guy Lombardo
Industry Outlook
Bright For 1946-47

By FRANK BURKE, Editor, RADIO DAILY

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

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

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

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

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

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

Allocations Settled

Most important in the technical advances has been fixing of FM and television allocations by the FCC. These decisions, while contested in some quarters, have had a stabilizing effect within the industry with both prospective broadcasters and manufacturers looking ahead to production in 1946.

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

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

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

Educational Outlook

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

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

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

Presents

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

JACK BENNY

His Cast

MARY LIVINGSTONE
ROCHESTER
PHIL HARRIS
DON WILSON
LARRY STEVENS

Written by

SAM PERRIN
MILTON JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY
TEN OUTSTANDING RADIO NEWS EVENTS OF 1945

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

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


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

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

The establishment of the United Nations organization in San Francisco.

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

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

The nation’s reconversion program, business situation and strikes.

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

**Outstanding Broadcasts:**

Norman Corwin’s “On A Note Of Triumph,” full hour show on CBS network.

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

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

Pooled broadcast by Merrill Mueller, NBC commentator, during the Japanese surrender aboard the deck of the U.S.S. Missouri, covering signing of documents.
THANKS A MILLION ... for helping us raise over a million Christmas Gifts for disabled War Veterans.

EDDIE CANTOR

"I LOVE TO SPEND EACH WEDNESDAY WITH YOU"

9 P.M., E.S.T. — NBC

Broadcasting Over 127 Stations for SAL HEPATICA and TRUSHAY
Programs Of 1945
-A Network Picture

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

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

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

COLUMBIA
Picture on Columbia Broadcasting System reveals 14,990 sustaining programs of 4,611 hours duration in 1945 and 1,309 commercial shows totaling 4,038 hours of broadcast time. Drama, script serials and other forms, totaled 2,706 hours, both commercial and sustaining, but with a four to one ratio in favor of sponsorship; music however was hard by with 2,698 hours of time, greatly on the sustaining side. Of 7,381 such programs, 6,313 were sustaining and 1,068 were commercial. Popular music dominated in each case, with light and serious music following far behind, in order named. Variety was sponsored to the tune of 432 hours and 366 variety hours were heard as sustainings. There were 789 hours of news reports, of which 270 were sponsored; analyses and reports, roundups of correspondents, built up toward a grand total of 1,398 hours of news of which total 529 were commercial. Talks, quizzes, discussions, interviews, etc., ran up 868 hours of which total 511 were commercial. These included public affairs, agriculture, household and other shows. Religious services, talks and music, hit 104 hours, but none of the 198 programs in this category was commercially sponsored.

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

NATIONAL
National Broadcasting Company's major programming was music as to the number of hours, 32 per cent of the total. Sponsored was 580 hours of this music and sustaining 2,078; former comprised classical, semi-classical and light music; latter category included 534 hours of dance music. Drama comprised 23 per cent of the total hours on the air. Of the 1,903 dramatic hours of programming, 1,730 was sponsored and 172 sustaining. News, which accounted for 21 per cent of the total, found 319 hours of news reports sponsored and 506 hours of analyses commercial. Variety, sponsored, was heavy comparatively speaking, with 603 hours commercial. Otherwise NBC had 197 hours of quiz shows sponsored and 76 hours sustaining; making 3.4 per cent of the total.

For Complete Listing Of Commercial Programs On Major Networks See Page 865
TEN OUTSTANDING TELEVISION EVENTS OF 1945

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

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

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

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

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

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

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

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

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

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

For Television Year Book—100 Pages—Please Turn To Page 965
HOPE
1938-1946
PEPSODENT PROGRAM
PARAMOUNT PICTURES
Reconversion Is Dominant Factor

By BRIGADIER GENERAL DAVID SARNOFF, President RCA

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

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

Crossing New Frontiers

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

As a result of wartime developments, vehicular radio, or “citizens’ radio,” as it is popularly called, is about to be introduced. From microwave transmitters in automobiles, trucks and buses, travelers on the highways will be able to establish contact by radio with the nearest telephone exchange so that they can talk with any telephone subscriber in the country, just as a passenger on a modern ship can telephone via a radio link to home or office.

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

Television Ready For The Home

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

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

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

(Please See Page 59)
EDGAR BERGEN
and
CHARLIE McCARTHY

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

In Production . . .
Walt Disney's
"Mickey and the Beanstalk"
A Place In The Sun For Women In Radio

By DOROTHY LEWIS, Coordinator of Listener Activity, NAB

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

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

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

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

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

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

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

Highlighting the year was the launching of the 1945 campaign “Women of the United Nations.” Not only did such distinguished personalities as Mrs. Franklin Delano Roosevelt and Queen Wilhelmina, but thirty-five national groups and all of the United Nations officially cooperated. Material was prepared by these countries and organizations for use on women's programs throughout the country. In 70 cities, AWD women spearheaded community campaigns dedicated to interest and inform their listeners about the United Nations. In this connection several women broadcasters attended the San Francisco conference, among them Dorothy Lewis who sent back official releases to AWD members. She later rendered this same service from the Food and Agriculture Conference at Quebec. This international project of AWD won commendation from government and civic leaders. Alma Kitchell and Dorothy Lewis represented the Association at White House and State Department conferences.

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

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

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

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

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

Baroness Marthe Boel, President, Conseil International des Femmes, announced the appointment of Dorothy Lewis as Vice-Convener of Radio for this key organization in most of the United Nations.
Starring On The
"JOAN DAVIS SHOW"
For
"SWAN SOAP"
CBS—Every Monday Night
1946 Radio Market—Larger Than Ever

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

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

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

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

Major cities of the country—those which showed an actual gain in civilian population during the period 1940-1943—while the nation’s civilian population declined as a whole—are expected to maintain their rate of growth in 1946. At the same time rural counties, many of which suffered severe losses are expected to regain some part of these losses during the year due chiefly to the return of veterans to civilian life. All this adds up, of course, to Radio’s biggest potential audience of all time.

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

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

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

For Major Markets—Radio Homes Section Please See Page 247
Bud
ABBOTT and Lou
COSTELLO

On The Air
Thursdays—NBC
For CAMEL CIGARETTES

On The Screen in
UNIVERSAL PICTURES

Exclusive Management
EDWARD SHERMAN

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

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

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

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

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

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

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

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

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

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

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

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

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

For Television Complete—Please Turn To Page 965
Ed (Archie) Gardner
BMB Objective

A 'Yardstick'

By HUGH FELTIS, President, Broadcast Measurement Bureau

"HOW many listeners have you got?
And where are they located?
These questions are fundamental in the purchase of radio time, and therefore fundamental in its sale.
The number of families who listen to a station and their location are the most basic of all radio measurements. Odd, then, that the 25th anniversary of commercial radio should be but the birth date of BMB, designed primarily to provide this measurement.

For years radio stations have used widely varying definitions of station audience, widely varying yardsticks whereby to measure it. Indeed, the growth of commercial radio has focused attention on the need for a common yardstick by which to measure station audiences and has prompted the formation of BMB to create the yardstick and measure station and network audiences by it.
The Association of National Advertisers and the American Association of Advertising Agencies as well as the National Association of Broadcasters are represented on the Board of Directors and on every committee of BMB, assurance that BMB will serve buyer and seller alike.

What Does BMB Measure?

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

How Does BMB Measure Listening?

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

Official BMB Reports are published in two forms, U. S. Area Reports and individual Station Reports.
The Area Report shows for the entire United States, alphabetically by state, county and measured cities in those counties, the number of radio families, and for each subscribing station, its day and night audiences in the area, expressed in terms of radio families and per cent of all radio families in the area.

Where Does BMB Measure?

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

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

BMB Survey

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

First Year’s Progress

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

KAY KYSER

COLGATE-PALMOLIVE-PEET
NBC—WEDNESDAY NIGHTS

Exclusive Management
MUSIC CORPORATION of AMERICA
What FM Means To Education

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

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

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

Long Term Viewpoint

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

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

A program put on over an FM station in a given locality can, with the cooperation of the school authorities, adjust itself to these local conditions in a way in which no network program can hope regularly to do. Furthermore, an FM system, whether owned by a School Board or by some private agency, can readily repeat a program to meet the particular needs of different schools or local organizations. This procedure is also practically impossible over a network.

Network Difficulty

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

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

Conclusion

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

For Complete Section Devoted To FM Please Refer To Editorial Index
REXALL PROGRAM

Sponsored by United Drugs

Pacific Time 6:30-7:00 p.m.
Eastern Time 9:30-10:00 p.m.

Mgt. LOU CLAYTON
The Economic Role Of Advertising

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

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

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

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

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

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

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

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

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

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

All branches of advertising should, I believe, recognize this responsibility and prepare to handle a much greater volume of business. We must strive to make advertising more productive and to lessen advertising failures if we are to do our part in moving this great post-war volume of goods and services.

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

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

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

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

For List Of Advertising Agencies And Radio Accounts See Page 167

57
Thanks, Radio Editors, for your confidence in me, and thanks also to my new friends at Columbia Recording Corporation for making recording with them such a pleasure.

Sincerely

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

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

The A.A.A.A. works for the improvement of advertising and recognizes that advertising agencies, along with advertisers and media, have a considerable responsibility for any elements of it that may be deemed objectionable and for working toward the improvement of these elements. Our Association, working with the representatives of advertisers and media is actively seeking to develop ways and means to improve the content of advertising through self-regulation and to make an over-all industry approach to the improvement of radio, as well as all other forms of advertising.

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

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

Radio has great opportunities and responsibilities ahead in 1946!

(Continued from Page 45)

RECONVERSION -- By Brigadier General David Sarnoff

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

New Uses Of Television “Eyes”

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

War made vision a vital part of electronic communications. Airborne television perfected by RCA has been demonstrated to reveal how an “eye” in the nose of a plane scans the terrain while a small portable transmitter flashes the panorama to a distant screen on which observers see it exactly as the pilot. And now radar—a direct offspring of television—will be applied commercially, especially to aviation and navigation, for it is a new all-seeing “eye” for the pilot, whether in the cockpit of a plane or on the bridge of a ship. Radar in the control towers at airports, will bring the sky, the runways, and nearby planes, into view whether the weather be thick or the night cloudy and dark, with all lights obscure.

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

The miracle of radar and the advent of postwar television, make 1945 a year to be remembered as beginning the third cycle in the evolution of radio; First, there was wireless telegraphy; second, broadcasting of the human voice and music, and now the world enters the third cycle—the era of radio sight.
LOS ANGELES stations and Hollywood headquarters of national networks are preparing for a busy year in radio. Three of the webs have sites for new homes, and at this writing NBC is constructing a $630,000 one-story addition to its Sunset and Vine building. The new NBC structure will provide two additional studios, with 340 seats each, and will conform with the architecture of the main building. NBC's Western division recording department will be moved to the basement of the addition. Thirty t.c. commercial and two t.c. sustaining shows emanate from NBC's Hollywood home, and the additional quarters will provide six audience studios in all.

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

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

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

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

KGFJ has moved to new quarters at Sunset and Vine, while at this writing approval is expected shortly from the FCC on the New York Post-KMTR deal. The New York Post-KYA (San Francisco) agreement was approved last year, and Don Fedderson, who manages KYA, has also been supervising KMTR pending approval of the pact.

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

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

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

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

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

on the air for

REXALL DRUG STORES

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

CBS
Washington Looks Toward Busy 1946

By ANDREW H. OLDER, Staff Correspondent, RADIO DAILY

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

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

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

Rarin' To Go

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

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

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

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

FCC Stiffens

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

Truman-Miller

A surprise to most broadcasters was the failure of President Truman to reappoint to the commission former Governor Norman Case of Rhode Island, Republican veteran held in high esteem by the entire trade. His successor is Governor William R. Wills of Vermont, a businessman thus far prevented by illness from pointing to any important estimate of his capabilities.
13th Consecutive Year Presenting

THE ORIGINAL

“MAKE BELIEVE BALLROOM”

CREATED BY

AL JARVIS

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

ANOTHER AL JARVIS ORIGINAL

“CAN YOU TIE THAT”

National Representative, WILLIAM G. RAMBEAU COMPANY
NEW YORK AND CHICAGO
Chicago Contends For Radio Honors

By BILL IRVIN, Staff Correspondent, RADIO DAILY

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

Construction Programs

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

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

Listener interest in Chicago-originated programs showed a marked increase in 1945 over the preceding year, according to figures released by several Chicago stations having audience broadcasts. WGN, for instance, played host to more than a quarter of a million persons in 1945, most of whom viewed the opera and operetta performances of the Chicago Theater of the Air. Attendance at programs requiring tickets totaled 270,792, an increase of 31,149 over the record attendance of 1944. In addition 15,000 persons attended programs which required no tickets for admission. Approximately 149,000 persons attended the American Broadcasting Company's Chicago-originated shows during 1945. Greatest attendance record for ABC programs was set by the Breakfast Club with 78,677 ticket requests. Runnerup was the Quiz Kids with more than 20,000 requests. A total of 124,800 persons attended the WLS National Barn Dance broadcasts at the Eighth Street theater during the year.

More Studio Audiences

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

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

Additional Tele Plans

P. K. Wrigley, owner of the Cubs, has announced plans for televising Cub games at Wrigley Field this summer if proper television equipment is available. Summing it up, no less an authority than Paul Whiteman, who has more discoveries to his credit among the top stars of radio than probably any other individual, foresees a great future for Chicago as a radio center, if Chicago will fight for it. Himself a Chicago radio personality for many years, Whiteman recently recalled how many of the top names and programs in radio today got their start in Chicago. This development of talent and program ideas, Whiteman believes, may be expected to continue.
"Fibber McGee and Molly"
ELEVENTH YEAR FOR THE MAKERS OF JOHNSON'S WAX
Canadian Radio Is On The March

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

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

Recommendations

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

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

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

In 1944 permission was granted to 33 privately operated Canadian radio stations to increase power to a maximum of 5,000 watts where suitable channels were available. It was, of course, not possible to obtain the necessary equipment during 1944 and 1945 but this difficulty has been largely overcome and a number of stations will, during 1946, increase their signal strength to the 5,000 watts allowed, with a consequent better service to the public.

Audience Main Factor

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

Spring Report

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

Rate Schedules

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

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

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

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

Answer:

Ralph Edwards—TRUTH OR CONSEQUENCES—DIZ

Ralph is a Trustee of the University of Alabama and a Trustee of the University of the Virgin Islands. He is between the Captain of the L. S. C. Football team and a Trustee of the University of Alabama. He is between the Captain of the L. S. C. Football team and a Trustee of the University of Alabama.
New Developments 
In Electronics

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

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

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

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

A complete line of AM transmitters ranging from 250 watts to 50 kilowatts is currently in production and now being delivered. Also designed and in production to take care of all directional antenna array requirements for AM broadcasting are line branching, phase shifting, phase monitoring, and antenna coupling equipments. By the end of 1945 designs were well under way and production had already begun on FM equipment to serve the needs of FM broadcasters. When the FCC assigned the new higher frequency FM allocations, Western promptly proceeded with conversion of customers equipment purchased for operation in the old 42-50 megacycle band to operate in the new 88-108 megacycle portion of the frequency spectrum.

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

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

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

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

For Complete Equipment Section Please Turn to Page 1037
"It is the artistry, the command and the projection with which she invests the words and music that count so heavily for her."
—The Billboard

Beatrice Kay

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

Exclusively on
COLUMBIA RECORDS
Advantages Of ET Programs

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

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

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

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

Product-Test

Suppose you don't want to build an expensive custom tailored show to test a product in a certain market, or group of markets. In that case, there are many good open-end transcribed syndicated shows to use—shows which cost a lot of money to produce, but which the individual sponsor in a market may purchase (lease) to make the test — shows which range from gospel songs to variety, from sports programs to mystery drama, from musical to juvenile strip programs. There are shows with well-known names at a fraction of the expense a custom-built show would cost — shows without "big names" but which have a proven record of success in building and holding audiences, and selling merchandise. Actually, many such shows without those "big names" have pulled greater results per dollar of expenditure for time and program than some of the more costly shows with the so-called "stars." The payoff isn't always in the "big name," or even in the ratings. It's in the jingle of the sponsor's cash register.

Safe For Small Markets

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

Producer Is Important

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

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

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

A Few Outstanding Musicommercial Gems:

SUPER-SUDS
ST. JOSEPH ASPIRIN
PENETRO NOSE DROPS
HI-SPOT (Canada Dry)
PALL MALL CIGARETTES
LIFE-BUOY
PIEL’S BEER
FRAM OIL FILTERS

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

CALL

FRANK NOVAK
Trafalgar 4-1999
## 1941—Growth of Stations—1945

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**This figure includes 5 Special Broadcast Stations.
AMERICA'S MOST VERSATILE MUSICAL PERSONALITY

*1946 Winner
ESQUIRE AWARD
DOWN BEAT POLL
METRONOME POLL

"THE OL' WOODCHOPPER HIMSELF"

Woody Herman
AND HIS ORCHESTRA

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

Exclusively on COLUMBIA Records
Forecasting Sportscasting

By BILL SLATER, President, Sports Broadcasters Association

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

Postwar Status

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

Trends

Trends in sports broadcasting, initiated before the war and continued substantially through the duration, are now being accented and developed into broader fields. Chief among these is the increasing commercial sponsorship of athletic events. This trend is today most marked in football, boxing, and baseball but is rapidly spreading to other sports. Network sustaining coverage of athletics has dwindled sharply in the past decade and will shrink further. Sports promoters and advertisers are aware of sports' huge listenership and now that the promoters have outgrown the fetish, clung to by some, that radio hurt the gate, the sky is the limit in the matter of deals for packaging product promotion and sport thrills.

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

Expansion

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

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

NBC - MONDAY THRU FRIDAY - 11 A.M., EST
# National Association
## Of Ed’c’l Broadcasters

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<th>Power</th>
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Columbia University... FM—CP Facilities to be assigned.
Indiana University
University of Kentucky
University of Michigan... FM—CP Facilities to be assigned.
University of Southern California

### ASSOCIATE MEMBERS

Western State Teachers College. Depends on commercial radio facilities.
Miss Pearl Rooser. Depends on commercial radio facilities.
Drake University. Depends on commercial radio facilities.

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

*International shortwave frequencies*
JEAN HERSHOLT
9th YEAR
"Dr. Christian"
SPONSORED BY VASELINE
CBS, WEDNESDAY, 8:30 P.M.
Uses Of Radar
In Peacetime

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

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

Advances in Electronics

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

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

Peacetime Needs

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

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

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

Saver of Time

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

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

Many Uses

As an example of the unexpected developments of radar we may quote its experimental use for the rapid finding of the queen in a hive of bees. A technician has found that a minute speck of radio-active substance inserted under the wings of the queen enables her to be found instantly at any future time with a comparatively simple amplifier.
year out...year in
1945 IS OUT...

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

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

1946 IS IN...

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

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

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

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

BREAKFAST CLUB
Monday to Friday, Incl.

ABC NETWORK
Chicago, 8 to 9 A.M., C.S.T.
The Overseas Press Club of America was founded in 1939 to furnish some meeting place for Americans who had worked abroad for American newspapers and magazines. Radio was not included in the club's name, or in the thinking of its founders, because up to that time radio from abroad consisted largely of an occasional pickup of Big Ben or the Sistine Choir. It still had to make its grand entry into the newsfield.

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

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

The record now shows that of the club's 7 (seven) Presidents two have already been radio men, Lowell Thomas and myself, and several others have been officers or committee chairmen, like H. V. Kaltenborn, Bill Downs, Larry LeSueur, and Morgan Beatty. At present the club's membership includes 38 radio reporters.

When the club was first founded its chief purpose was a haven for men and women who had served as foreign correspondents and then returned to the domestic field. They all had similar interests and the club gave them a good meeting place for discussion of past experiences. Long before the war started, however, the scope of the club was changing. Already the field of foreign correspondence was expanding and the ex-correspondents were soon out-numbered by men and women who were virtually commuting between America and innumerable points East and West. During the war the chief difficulty has been to select officers who with some degree of certainty would remain in the country long enough to do their club chores. I, for instance, was informed of my election as President when I was covering the German surrender at Gen. Eisenhower's headquarters in France.

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

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

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

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

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

One important feature of the Overseas Press Club is its Correspondents' Fund, founded by H. V. Kaltenborn.
TOM BRENEMAN'S Hollywood Restaurant
Home Base of the radio program
"BREAKFAST IN HOLLYWOOD"

SOON TO BE RELEASED THROUGH UNITED ARTISTS—the movie,
"BREAKFAST IN HOLLYWOOD"
Main Street--1945
Radio Reflections

By SID WEISS, Staff Writer, RADIO DAILY

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

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

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

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

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

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

☆ ☆ ☆

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

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

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

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

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

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

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

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

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

☆ ☆ ☆

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

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

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

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

THE GINNY SIMMS SHOW (CBS)
"NIGHT AND DAY" — A R A RECORDS
(Warner Bros.)
Music In Radio—A Powerful Factor

By HERMAN PINCUS, Staff Writer, RADIO DAILY

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

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

Radio cleared the desks for action, assuming the role of “sounding the alarm” for the Government. The music industry likewise shouldered its great responsibility. Within twenty-four hours music publishers and songwriters delivered to radio stations throughout the country thousands of martial airs and patriotic songs. Orchestra leaders and singers hopped aboard the bandwagon and programmed stirring music. A soldenn people, stunned by the infamous sneak attack at Pearl Harbor, found in their saddened hearts, responsive chords to the “American Marsellaise”—comprised of scores of inspired songs. Forgotten for the moment were the songs of “home,” “mother,” “baby,” “love.” Instead, composers both professional and amateur poured out WAR songs, fervent appeals designed to quicken the beating of men’s hearts to synchronize with the staccato-like cadence of marching feet—Soldiers’, Sailors’, Marines’ feet.

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

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

"ONE MAN'S FAMILY"
VOTED THE NATION'S FAVORITE DRAMATIC SERIAL

1942
1943
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BARRY FITZGERALD

"I LOVE A MYSTERY"

"THE BENNETTS 1946"

*"ADVENTURES BY MORSE"

... AND MORE TO COME

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*TRANSCRIBED ... WRITE OR WIRE FOR INFORMATION
JANUARY

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
   Paul Revere B'rn (1735).
   Proclamation of Emancipation (1863).
2: Georgia Admitted (1788).
3: Horace Greeley Born (1811).
4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).
5: Massachusetts Admitted (1788).
   Aaron Burr Born (1756).
   American Forces Recapture Manila from Japs.
6: Charles Dickens Born (1812).
7: Boy Scout Day.
8: Edward Everett Born (1809).
9: William Henry Harrison 9th President Born (1773).
   Nebraska Admitted (1867).
11: Frank J. Goodnow Born (1859).
14: Maine Admitted (1820).
   Daniel Boone Born (1734).
   Oregon Admitted (1859).
16: Joseph Pulitzer Born (1847).
17: Pick-Sloan Plan Passed (1938).
18: Edgar Allan Poe B'rn (1809).
19: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
20: Colorado Admitted (1876).
21: Foundation Day. In the Canal Zone.
22: First Incentive Award Day.
23: Maine Admitted (1820).
24: Woman's Day.
   Oregon Admitted (1859).
26: Michigan Admitted (1837).
   First A.E.F. landed in Ireland (1914).
28: William McKinley Born (1843).
   Kansas Admitted (1861).
29: William McKinley Born (1843).
   Kansas Admitted (1861).
30: Franklin D. Roosevelt Born (1882).
   Oregon Admitted (1859).

FEBRUARY

1: Victor Herbert Born (1859).
2: Ground Hog Day.
   Candlemas.
3: Theodore Roosevelt Born (1858).
4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).
5: Massachusetts Admitted (1788).
   Aaron Burr Born (1756).
   American Forces Recapture Manila from Japs.
6: Charles Dickens Born (1812).
7: Boy Scout Day.
8: Edward Everett Born (1809).
9: William Henry Harrison 9th President Born (1773).
   Nebraska Admitted (1867).
11: Thomas A. Edison Born (1847).
   Georgia Day.
13: Valentine's Day.
   Arizona Admitted (1912).
   Oregon Admitted (1859).
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: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
17: Ohio Admitted (1803).
   Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated). Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles,
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Chicago, Ill.

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LOUIS G. COWAN, INC.
250 W. 57th St., New York, N.Y.
8 So. Michigan, Chicago, Ill.
St. John the Baptist, East Baton Rouge), Canal Zone.
   James Russell Lowell Born (1819).
26: William F. Cody (Buffalo Bill) Born (1846).

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).
8: Edwin Forrest Born (1806).
9: Girl Scout Day.
15: Maine Admitted (1820).
    Andrew Jackson Born (1767).
16: James Madison Born (1751).
    U. S. Military Academy at West Point, N. Y., founded (1802).
17: Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
18: Fast of Esther.
    Grover Cleveland Born (1837).
21: First Day of Spring.
25: Maryland Day.
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.
3: Washington Irving Born (1783).
4: Adoption of the present American Flag’s design (1818).
5: Elihu Yale Born (1648).
6: Army Day. Observed in New York and some other States by a display of flags and military parades.
   Easter Sunday (1947).
7: Peary Discovered North Pole (1909).
   Metropolitan Opera House Opened in New York (1830).
   Louisiana Admitted (1812).
9: Surrender of General Lee (1865).
10: Salvation Army Founder’s Day.
    William Booth Born (1829).
11: Charles Evans Hughes Born (1862).
12: Franklin Delano Roosevelt Died (1945).
    Halifax Independence Resolution (North Carolina).
14: Pan American Day.
15: Abraham Lincoln Assassinated (1865).
17: Charter granted American Academy of Arts and Letters (1916).
18: San Francisco Fire (1906).
19: Patriots’ Day. (Maine, Massachusetts).
22: Arbor Day (Nebraska).
    William Shakespeare Born (1564).
23: James Buchanan Born (1791).
    St. George Day (English).
24: First Newspaper Issued in America (1704).
    U. S.-Mexican War (1846).
    Arbor and Bird Day (Massachusetts).
25: War Declared with Spain (1898).
    St. Mark’s Day.
26: Confederate Memorial Day (Florida, Georgia, Mississippi).
    Slavery Abolished in U. S. (1865).
    First Shot of War with Germany (1917).
    John James Audubon Born (1785).
27: General U. S. Grant Born (1822).
28: James Monroe Born (1758).
    Maryland Admitted (1788).
30: Louisiana Purchased (1803).
    Washington Became First President (1789).
    Rhode Island Settled (1636).
    Benito Mussolini Executed (1945).

MAY
1: May Day.
   Child Health Day.
   Labor Day (Canal Zone).
   Dewey’s Victory in Manila (1898).
Vox Pop
Parks Johnson and Warren Hull
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BROMO SELTZER

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PROGRAM DIRECTORS GUIDE

2: Stonewall Jackson Fatally Wounded (1863).
   National Music Week.
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
5: Napoleon's Death (1821).
   Cinco de Mayo Celebrations (Mexico).
6: Corregid.or Surrender (1942).
   Admiral Robert E. Peary Born (1856).
7: Germany Surrendered to United States, England and Russia (1945).
   Lusitania Torpedoed (1915).
   Johannes Brahms Born (1833).
8: V.E. Day (1945).
9: John Brown Born (1833).
10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
    Completion of First Transcontinental Railroad (1869).
11: Minnesota Admitted (1858).
12: Florence Nightingale Born (1820).
13: Mother's Day.
14: Rockefeller Foundation Granted Charter (1913).
15: Norwegian Independence Day (1914).
16: First American Confederation of United Colonies of New England (1613).
17: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
18: Lindbergh's Flight to Paris (1927).
20: South Carolina Admitted (1778).
21: First Telegraph Message Sent (1844).
22: Ralph Waldo Emerson Born (1803).
23: Wisconsin Admitted (1848).
   Rhode Island Admitted (1790).
   Patrick Henry Born (1736).
24: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

JUNE

1: Kentucky Admitted (1792).
   Tennessee Admitted (1796).
3: Confederate Memorial Day (Louisiana, Tennessee).
   King's Birthday (Canada).
   Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
6: Nathan Hale Born (1756).
   D-Day (1944).
7: Daniel Boone Day (Kentucky).
8: Battle of New Orleans (1815).
9: Feast of St. Columbia.
   Confederate Memorial Day (Petersburg, Virginia).
10: Franklin Drew Lightening from Sky (1752).
    Henry M. Stanley Born (1841).
11: Feast of St. Barnabas.
14: Harriet Beecher Stowe Born (1811).
    Flag Day.
15: Pioneer Day (Idaho).
17: Bunker Hill Day. (In Massachusetts, Suffolk County).
18: Battle of Waterloo (1815).
19: Beginning of War of 1812.
    King John of England signed Magna Carta (1215).
20: West Virginia Day.
21: Longest Day in Year.
    New Hampshire Joined the Union (1788).
    Constitution Ratified (1788).
22: Bolivarian Day (Canal Zone).
23: Penn's Treaty With Indians.
24: San Juan Day (Puerto Rico).
25: Virginia Admitted (1788).
26: First American Tr ops Lnd in France (1917).
27: Hellen Keller Born (1880).
28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
29: St. Peter's Day.

JULY

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

93
JUDY CANOVA

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A. & S. LYONS, Inc.

94
**PROGRAM DIRECTORS GUIDE**

8: John D. Rockefeller Born (1839).
   Liberty Bell Cracked Tolling Death of John Marshall (1835).
10: Wyoming Admitted (1890).
   James McNeill Whistler Born (1834).
11: John Quincy Adams Born (1767).
13: Forrest’s Day (Tennessee).
14: Stars and Stripes Adopted (1777).
   Bastille Day—First Celebrated in U. S. (1914).
   Admiral Perry Opened First Negotiations for Trade With Japan (1853).
15: St. Swithin’s Day.
16: Mary Baker Eddy Born (1821).
17: Munoz Rivera’s Birthday (Puerto Rico).
19: Franco-Prussian War Began (1870).
   Society of Jesuits Abolished by Pope Clement XIV (1773).
24: Pioneer Day (Utah).
   Mormon Pioneer Day (Idaho).
25: Occupation Day (Puerto Rico).
27: First Successful Atlantic Cable (1866).
   Barbosa’s Birthday, in the Canal Zone.
28: Austria Declared War on Serbia (1914).
   Volunteers of America Founder’s Day.
30: First Representative Assembly in America Convoked (1607).
31: Feast of St. Ignatius De Loyola.

**AUGUST**

1: Colorado Day.
   Beginning of World War I (1914).
2: Government of India Transferred to British Crown (1858).
3: Civic Holiday (Canada).
   Germany Declared War on England and France (1914).
   Columbus Sailed From Spain (1492).
4: Feast of St. Dominic.
7: First Atomic Bombings (1945).
   Creation of War Department (1789).
   Society of Jesuits Restored by Pope Pius VII (1814).
8: Charles A. Dana Born (1819).
9: First Train Drawn in U. S. by Steam Locomotive (1831).
   Izaak Walton Born (1593).
10: Herbert Clark Hoover Born (1874).
    Russia Declared War Against Japan (1945).
14: V-J Day.
   Atlantic Charter Agreement Between
   President F. D. Roosevelt and Prime Minister
   Winston Churchill.
15: Panama Canal Opened (1914).
16: Bennington Battle Day (Vermont).
17: Fulton’s First Steamboat (Claremont) Maiden Voyage.
18: Virginia Dare Born (1587).
19: National Aviation Day.
20: Benjamin Harrison Born (1833).
23: Oliver Hazard Perry Born (1785).
24: British Burn White House (1814).
   St. Bartholomew’s Day Massacres, France (1792).
   Festival of St. Bartholomew.
26: Suffrage for Women—19th Amendment (1920).
29: Oliver Wendell Holmes Born (1809).
30: Germany Declared War on Poland (1939).
   Beginning of World War II.

**SEPTEMBER**

1: Germany Invaded Poland (1939).
2: Official V-J Day (1945). (Surrender Terms Signed Aboard U.S. Missouri.)
2: Labor Day.
   Eugene Field Born (1850).
   Allies Invaded Italy (1943).
4: Henry Hudson Discovered Manhattan Island (1609).
5: First Continental Congress (1774).
6: Lafayette Day.
   First Battle of the Marne (1914).
7: James Fenimore Cooper Born (1789).
8: Dutch Surrendered New Amsterdam (New York) to British (1664).
   Italy Surrendered (1943).
   Crimean War Ended (1855).
9: Admission Day (California—1850).
12: Defender’s Day (Maryland).
16: Russians Burned Moscow (1812).
17: Constitution Day.
22: Nathan Hale Executed (1776).
   First Day of Autumn.
25: Bill of Rights (1789).
26: Rosh Hashonah.
27: American Indian Day (4th Friday).
29: Michaelmas Day.

**OCTOBER**

1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
   Germany Crossed Border Into Czechoslovakia (1938).
4: Rutherford B. Hayes Born (1822).
5: Yom Kippur.
   Wright Brothers Took First Long Distance Flight in an Airplane (1903).
   Chester A. Arthur Born (1830).
6: Missouri Day.
7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
   James Whitcomb Riley Born (1853).
8: Chicago Fire (1871).
11: Farmers' Day (2nd Friday) (Florida).
12: Columbus Day.
18: General Tojo Appointed Premier of Japan (1941).
   Alaska Day.
19: Surrender of Cornwallis (1781).
   Volstead Act (Prohibition) Passed (1919).
   John Adams Born (1735).
24: Pennsylvania Day.
   William Penn Born (1644).
27: Navy Day.
   Theodore Roosevelt Born (1858).
28: Dedication of Statue of Liberty (1866).
31: Hallowe'en.
   Admission Day, Nevada (1864).

**NOVEMBER**

1: All Saints' Day (Louisiana).
   Liberty Day (St. Croix, Virgin Islands Only).
2: General Election Day.
   North Dakota Admitted (1889).
   South Dakota Admitted (1889).
   James K. Polk Born (1795).
   Warren G. Harding Born (1865).
4: John Philip Sousa Born (1854).
5: Guy Fawkes Day (English).
8: Montana Admitted (1889).
9: Great Fire in Boston (1872).
10: Martin Luther Born (1483).
11: Armistice Day, World War I.
    Washington Admitted (1889).
16: Oklahoma Admitted (1907).
17: Sixth Congress Met for First Time in Washington (1801).
   Suez Canal Opened (1869).
19: James A. Garfield Born (1831).
21: North Carolina Admitted (1789).
   Edison Announced Invention of Phonograph (1877).
23: Franklin Pierce Born (1804).
24: Zachary Taylor Born (1874).
28: Thanksgiving Day (4th Thursday).
29: Admiral Byrd Discovered South Pole (1929).
30: Samuel L. Clemens (Mark Twain) Born (1835).
   Russia Invaded Finland (1939).

**DECEMBER**

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

respectfully directs

your attention to

ORANGE COUNTY, FLORIDA

the most unusual county

in the United States
<table>
<thead>
<tr>
<th>AREA</th>
<th>TOTAL RADIO FAMILIES</th>
<th>% NBC CIRCULATION</th>
<th>NBC CIRCULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRIMARY Counties, 10% or more of all Radio Families Listen Regularly to the Network</td>
<td>28,353,293</td>
<td>87</td>
<td>24,540,204</td>
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<tr>
<td>SECONDARY Counties, 25% to 50% of all Radio Families Listen Regularly to the Network</td>
<td>410,976</td>
<td>40</td>
<td>165,926</td>
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<tr>
<td>TERTIARY Counties, 10% to 25% of all Radio Families Listen Regularly to the Network</td>
<td>58,533</td>
<td>18</td>
<td>10,244</td>
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<tr>
<td>NOT CLAIMED</td>
<td>15,401</td>
<td>—</td>
<td>—</td>
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</tbody>
</table>

TOTAL (1940 U.S. CENSUS) 28,838,203 86 24,716,374
TOTAL (1945 ESTIMATE) 33,100,000 86 28,400,000
LISTENING AREAS

COMPLETE NETWORK OF 147 STATIONS

Source: NBC 1944 NATIONWIDE SURVEY

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

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... the National Broadcasting Company

AMERICA'S NO. 1 NETWORK

KANS... Wichita, Kan.
KARK... Little Rock, Ark.
KCRA... Sacramento, Cal.
KDKA... Pittsburgh, Pa.
KDYL... Salt Lake City, Ut.
KELO... Sioux Falls, S. D.
KFAM... St. Cloud, Minn.
KFI... Los Angeles, Cal.
KFSD... San Diego, Cal.
KFTY... Bismarck, N. D.
KGBO... Springfield, Mo.
KGO... Billings, Mont.
KGIR... Butte, Mont.
KGLU... Safford, Ariz.
KMBC... Amarillo, Tex.
KGO... Honolulu, T. H.
KGW... Portland, Ore.
KMQ... Spokane, Wash.
KIOO... Boise, Ida.
KMED... Medford, Ore.
K appointment.
KNOE... Monroe, La.
KOAA... Denver, Colo.
KOAM... Pittsburg, Kan.
KOAS... Albuquerque, N. M.
KODY... North Platte, Neb.
KOUM... Reno, Nev.
KOMO... Seattle, Wash.
KPFA... Helena, Mont.
KPLC... Lake Charles, La.
KPO... San Francisco, Cal.
KPRC... Houston, Tex.
KRBM... Bismarck, Mont.
KGTV... Waco, Tex.
KRS... Corpus Christi, Tex.
KROC... Rochester, Minn.
KSD... St. Louis, Mo.
KSEI... Pocatello, Ida.
KSOO... Sioux Falls, S. D.
KSTP... Minn.-St. Paul, Minn.
KTAR... Phoenix, Ariz.
KTBS... Shreveport, La.
KTFI... Twin Falls, Ida.
KTSW... El Paso, Tex.
KVOA... Tucson, Ariz.
KVOL... Lafayette, La.
KVOO... Tulsa, Okla.
KWBW... Hutchinson, Kan.
KWBX... Globe, Ariz.
KXSM... Mankato, Minn.
KXUM... Yuma, Ariz.
KZRC... Cebu, P. I.
KZRH... Manila, P. I.
WALA... Mobile, Ala.
WAMU... Laurel, Miss.
WAPO... Chattanooga, Tenn.
WAVE... Louisville, Ky.
WAZL... Hazelton, Pa.
WBAL... Baltimore, Md.
WBAP... Fort Worth, Tex.
WBBN... Buffalo, N. Y.
WBLK... Clarksburg, W. Va.
WBBW... Terre Haute, Ind.
WBC... Birmingham, Ala.
WBRE... Wilkes Barre, Pa.
WBZ... Boston, Mass.
WBZA... Springfield, Mass.
WCOA... Pensacola, Fla.
WCBS... Baden, N. Y.
WCSH... Portland, Me.
WDAY... Fargo, N. D.
WDEL... Wilmington, Del.
WEAF... New York, N. Y.
WEAU... Eau Claire, Wis.
WEDC... Duluth-Superior, Wis.
WENY... Elmira, N. Y.
WERC... Erie, Pa.
WEST... Easton, Pa.
WFAA... Dallas, Tex.
WFEC... Greenville, S. C.
WFBG... Altoona, Pa.
WFLL... Tampa, Fla.
WFOR... Hattiesburg, Miss.
WGAL... Lancaster, Pa.
WGBF... Evansville, Ind.
WGKV... Charleston, W. Va.
WGL... Fort Wayne, Ind.
WGRM... Greenwood, Miss.
WGY... Shenectady, N. Y.
WHAM... Rochester, N. Y.
WHIS... Bluefield, W. Va.
WHIZ... Zanesville, O.
WHLB... Virginia, Minn.
WHO... Des Moines, la.
WIBA... Madison, Wis.
WIOD... Miami, Fla.
WIRE... Indianapolis, Ind.
WIS... Columbus, S. C.
WISE... Asheville, N. C.
WJAC... Johnstown, Pa.
WJAR... Providence, R. I.
WJAX... Jackson, Fla.
WJDK... Jackson, Miss.
WKBN... Youngstown, O.
WKPT... Kingsport, Tenn.
WKY... Oklahoma City, Ok.
WLAK... Lakeland, Fla.
WLBZ... Bangor, Me.
WLOK... Lima, O.
WLW... Cincinnati, O.
WMAM... Marine, Wis.
WMAQ... Chicago, Ill.
WMBG... Richmond, Va.
WMRC... Memphis, Tenn.
WMAG... Hibbing, Minn.
WMIS... Natchez, Miss.
WMRF... Lewistown, Pa.
WMVA... Martinsville, Va.
WOAI... San Antonio, Tex.
WOOD... Grand Rapids, Mich.
WOPI... Bristol, Tenn.-Va.
WORK... York, Pa.
WOW... Omaha, Neb.
WPTF... Raleigh, N. C.
WRAK... Williamsport, Pa.
WRAW... Reading, Pa.
WRC... Washington, D. C.
WRDO... Augusta, Me.
WROL... Knoxville, Tenn.
WSAM... Saginaw-Bay City, Mich.
WSAN... Attleboro, Pa.
WSAV... Savannah, Ga.
WSB... Atlanta, Ga.
WSFA... Montgomery, Ala.
WSJS... Winston-Salem, N. C.
WSM... Nashville, Tenn.
WSMB... New Orleans, La.
WSOC... Charlotte, N. C.
WSBP... Toledo, O.
WSVA... Harrisonburg, Va.
WSYR... Syracuse, N. Y.
WTAM... Cleveland, O.
WTAR... Norfolk, Va.
WTBO... Cumberland, Md.
WTIC... Hartford, Conn.
WTMA... Charleston, S. C.
WLMJ... Milwaukee, Wis.
WTRC... Elkhart, Ind.
WTTM... Trenton, N. J.
WWJ... Detroit, Mich.
News-By-Radio
Grows Day-By-Day

By OLIVER GRAMLING, Assistant General Manager, AP Radio

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

BMI IS YOURS—For Radio and By Radio
99% of the dollar volume in the industry is represented by BMI licensees...

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

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

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

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

*As of February 1, 1946.
### Radio Stations

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>WAAT</td>
<td>Rector</td>
<td>York</td>
<td>2-5878</td>
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<tr>
<td>WBAM</td>
<td>Pennsylvania</td>
<td>6-5600</td>
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<tr>
<td>WABD</td>
<td>Plaza</td>
<td>3-6900</td>
<td></td>
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<tr>
<td>WAFB</td>
<td>Regent</td>
<td>4-7547</td>
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<tr>
<td>WABC</td>
<td>Wickersham</td>
<td>2-2000</td>
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<tr>
<td>WBBR</td>
<td>MAin</td>
<td>4-9735</td>
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<tr>
<td>WNXX</td>
<td>Meroe</td>
<td>5-0333</td>
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<tr>
<td>WBYN</td>
<td>Triangle</td>
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<td>WCAU</td>
<td>Wickersham</td>
<td>2-2000</td>
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<td>WCBI</td>
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<td>WJZ</td>
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<td>7-5700</td>
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<tr>
<td>WWRL</td>
<td>Newtown</td>
<td>9-3300</td>
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### National Networks

- America Broadcasting Co. | Circle 7-5700
- Columbia Broadcasting System | Wickersham 2-7000
- Keystone Broadcasting System | Longacre 3-2221
- Mutual Broadcasting System | Pennsylvania 6-9600
- National Broadcasting Co. | Circle 7-8300

### Station Representatives

- Adam Young, Inc. | Longacre 3-1926
- John Blair Co. & Co. | Murray Hill 6-6904
- Blue Network Co. | Circle 7-5700
- The Brannham Co. | Murray Hill 6-1860
- British Broadcasting Corp. | Circle 7-0656
- Burn-Smith Co. | Murray Hill 2-3124
- Caber Publications, Inc. | Mohawk 4-3280
- Forjoe & Co. | Vanderbilt 6-5080
- Frce & Fers, Inc. | Plaza 5-4100
- Headley-Reed Co. | Murray Hill 3-5469
- George P. Hollinger Co. | Murray Hill 3-9447
- The Katz Agency | Wisconsin 7-8620
- Joseph Hershey McGill | Murray Hill 2-8755
- J. P. McKinney | Circle 7-1178
- National Broadcasting Co. | Circle 7-8300
- John H. Perry Associates | Murray Hill 4-1647
- Edward Petry Co. | Murray Hill 2-4800
- Pan American Broadcasting Co. | Murray Hill 2-0810
- John E. Pearson | Plaza 8-2255
- Juan Piza | Eldorado 5-6788
- Radio Advertisers Corp. | Murray Hill 2-1270
- Radio Sales | Wickersham 2-2000
- William G. Rambeau Co. | Lexington 2-1820
- Paul H. Raymer Co. | Murray Hill 2-8669
- R C Radco Associates | Wisconsin 7-1166
- Sears & Ayer | Lexington 2-0722
- Viola, J. Franklin | Chickerin 4-3254

### Important Radio Telephone Numbers in New York

<table>
<thead>
<tr>
<th>Name</th>
<th>Telephone Numbers</th>
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<tr>
<td>The Walker Co.</td>
<td>Murray Hill 2-7986</td>
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<tr>
<td>Wood &amp; Co.</td>
<td>Vanderbilt 6-4542</td>
</tr>
<tr>
<td>Howard A. Wilson Co.</td>
<td>Murray Hill 6-1230</td>
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<tr>
<td>Wood, Helen</td>
<td>Regent 7-1154</td>
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</tbody>
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### Advertising Agencies

- N. W. Ayer & Son, Inc. | Circle 6-0200
- Badger & Brownlow & Hersey | Circle 7-3719
- Ted Bates, Inc. | Circle 6-9700
- Batten, Barton, Durstine & Osborn, Inc. | Eldorado 5-5800
- Benton & Bowles, Inc. | Wickersham 2-0400
- Bernhard & Company | Circle 7-8300
- Inc. | Lexington 2-7550
- The Blau Co., Inc. | Circle 6-9300
- Brooke, Smith, French & Dorrance, Inc. | Murray Hill 6-1800
- Franklin Buck Advertising Corp. | Circle 7-7661
- Buchanan & Co. | Medallion 3-3380
- Campbell-Ewald Co. of N. Y. | Circle 7-7661
- Calling, Inc. | Wickersham 2-6900
- Cecil & Presby, Inc. | Wicker sham 2-8200
- Compton Advertising Inc. | Circle 6-2800
- Dancer-Frisger-Adams Co. | Vanden 2-4290
- D'Arcy, Advertising Co. | Plaza 8-2600
- Decherty, Clifford & Shenfield, Inc. | Bryant 9-3140
- Sherman K. Ellis & Co. | Plaza 5-7711
- Erwin, Wyse & Co. | Mohnaw 4-8700
- William W. Co. | Caledonia 5-1900
- Federal Advertising Agency, Inc. | Eldorado 5-6400
- foote, Cone & Belding | Wickersham 2-6600
- Fuller & Smith & Ross, Inc. | Murray Hill 6-5600
- Gardner Advertising Co. | Columbus 5-2900
- Geyer, Cornwell & Newell, Inc. | Wickersham 2-5400
- Grant Advertising, Inc. | Bryant 9-6100
- Lawrence C. Gumbiner | Murray Hill 2-5680
- M. H. Hackett, Inc. | Circle 6-1950
- Hill Advertising Agency | Plaza 3-7800
- Charles W. Hoyt Co. | Murray Hill 2-0850
- lvey & Ellington, Inc. | Murray Hill 2-5204
- Kasch, Farrell, Chesley & Clifford, Inc. | Columbus 5-6135
- Joseph Katz Co. | Wickersham 2-2740
- Kenyon & Eckhardt, Inc. | Plaza 3-0700
- K. C. Kessler Advertising Agency, Inc. | Lexington 2-0025
- Nick, Kimball Co., Inc. | Plaza 3-9600
- Knox Reeves, Advertising, Inc. | Murray Hill 4-3992
- Kuderer Agency | Circle 6-3200
- Lonen & Mitchell, Inc. | Murray Hill 2-9170
- Marschall & Pratt, Inc. | Vanden 6-2022
- J. M. Mathes, Inc. | Lexington 2-7450
- Mazon, Inc. | Eldorado 5-2930
- McCann-Erickson, Inc. | Circle 5-7000
- Mckee & Albright | Columbus 5-2058
- Emil Modig Co., Inc. | Columbus 5-2482
- C. L. Miller Co. | Murray Hill 2-1010
- Morse International, Inc. | Lexington 2-6727
- Newell-Hammet Co., Inc. | Ashland 4-4900
- Paris & Peart | Caledonia 5-8940
- Peck Advertising Agency | Plaza 3-0900
- Pedras & Ryan & Luck, Inc. | Plaza 5-1500
- Arthur Rosenberg Co. | Chickerin 4-4420
- Rathmell & Ryan, Inc. | Murray Hill 6-6400
- Redfield-Johnstone, Inc. | Plaza 3-6120
- Sherman & Marquette Co. | Columbus 5-1550
- Raymond Spector Co., Inc. | Chickerin 4-4420
- Kayton Spiero Co., Inc. | Longacre 5-5090
- Street & Finney | Bryant 9-2400
- I. D. Thrall & Co. | Circle 6-1950
- Weiss & Collins, Inc. | Plaza 3-4070
- J. Walter Thompson Co. | Mohawk 4-7700
Warwick & Legler .......... Murray Hill 6-8585
 Ward Wheelock Co. ......... Plaza 3-7120
 Wm. H. Weintraub & Co. ... Circle 7-4822
 Young & Rubicam, Inc. ... Ashland 4-8400

**Publications**

Advertising Age ............ Bryant 9-6431
Advertising & Selling........ Caledonia 9-9770
The Billboard ................ Medallion 3-1615
Broadcasting ................. Plaza 5-8935
Printers Ink ................. Murray Hill 3-6500
Radio Advertising (Rates and Data) .. Lexington 2-6611
Radio Craft .................. River 2-9690
**RADIO DAILY** .............. Wisconsin 7-6335
Radio & Television Mirror ... Lexington 2-9050
Radio Highlight .............. Plaza 4-1340
Radio & Television Weekly .. Walker 2-2576
Sales Management .......... Mawhawk 4-1760
Standard Advertising Register .. Medallion 3-5850
Television, The .............. Longacre 3-5653
Television .................. Plaza 3-5748
Tido ......................... Ashland 3-3930
Tune-In ........................ Circle 5-8425
Variety ....................... Bryant 9-3153

**News Agencies and Associations**

Associated Press ............. Circle 6-4111
International News Service ... Murray Hill 2-0131
Press Association, Inc ....... Circle 7-3863
Reuters ................................ Circle 6-3960
Transradio Press Service, Inc. .... Murray Hill 2-0100
United Press .................. Murray Hill 2-0100

**Talent Agencies**

James Appel .................. Plaza 3-7840
Batchelor Enterprises, Inc. .. Circle 6-4224
Columbia Broadcasting System .. Plaza 2-1417
Consolidated Radio Artists, Inc. .... COLUMBUS 5-3580
Frank Cooper .................. Vanderbilt 6-5661
Wallace Downey, Inc. ........ Circle 6-4145
Evans & Saltier ............... Circle 7-6900
Fanchon & Marco ............... Circle 4-3936
Frederick Bros. Artists Corp. ... Circle 6-2144
Moe Gale ....................... Longacre 3-0250
General Amusement Corp. ...... Circle 7-7543
William Germain .............. Vanderbilt 6-1750
Spencer Hare .................. Murray Hill 2-0523
Hesse & McCaffrey ........... Eldorado 5-1076
Estella Korn ................... Vanderbilt 6-3860
Bob Kerr ........................ COLUMBUS 5-8051
Mark Leddy .................... Bryant 9-1631
Bob B. Lipsit, Inc. ......... Chickering 4-2456
A. D. Lyons, Inc. ............ Plaza 3-5117
Management Corp. of America ... Wickersham 2-8900
A. T. Michaud ................ Circle 7-4014
William Morris & Co. ........ Circle 7-3568
Music Corporation of America . Wickersham 2-8930
National Concert & Artists Corp. .... Plaza 3-0820
James Peppe ................... Plaza 3-2636
Myron Selznick & James L. Saphir Co. .... Circle 7-6200
Stix, Thos. L .................. Circle 7-2690
Roy Wilson (Wilson, Powell & Hayward) .. Plaza 9-4961
Stan Zucker .................. Plaza 3-0163

**Program Producers and Transcription and Recording Companies**

Advertizers' Broadcasting Co .... Bryant 9-1176
Advertizers Recording Service .... Circle 6-0141
Air Features, Inc. ............ Wickersham 2-2700
American Institute of Food Products ... Plaza 3-7146
Arts Recording Studios & Recording Co ... Plaza 8-0407
Asch Recording Studios ....... Bryant 9-3137
Associated Publicists, Inc .... Plaza 3-7146
Associated Radio & Television Productions ... Longacre 5-3710
Audio-Scriptions, Inc ........ Circle 7-7600
Busch Radio Productions ...... Murray Hill 2-0100
Broadcasting Programs ........ Circle 7-4324
Ted Collins .................... Circle 7-0094
Columbia Recording Corp ........ Circle 5-7300
Doeca Records, Inc. .......... Columbus 5-2300
Federal Transcribed Programs, Inc. ... Caledonia 5-7530
Allen A. Funt Radio Productions ... Murray Hill 4-6148
Wm. Germain ................. Vanderbilt 6-1750
H. S. Goff ..................... Wickersham 2-2700
Kent-Johnson, Inc. ............ Plaza 7-7246
Kermit-Raymond Corp. ......... Eldorado 5-5511
Lang-Whitmer .................. Plaza 2-4900
Phillips H. Lord, Inc. ........ Wickersham 2-2211
Management Corp. of America ... Wickersham 2-8900
Charles Michelson ............. Murray Hill 2-3376
Miller Broadcasting System, Inc. .... Circle 2-4500
M. D. Morris Associates, Inc. .. Plaza 3-4144
Muzak Transcriptions, Inc. ..... Bryant 9-1246
NBC Radio-Recording Division .... Circle 7-8300
Lilian Greats, Inc. .......... Circle 7-3945
Donald Peterson .............. Wisconsin 7-0009
Radio Events, Inc. ............ Murray Hill 6-3487
RCA Manufacturing Co. ....... Ashland 3-8900
Reeves Sound Studios .......... Circle 6-6659
Rockhill Radio Productions .. Eldorado 5-1866
Bernard L. Schubert, Inc. .... Plaza 3-4677
Henry Souvaine ............... Circle 7-5666
Standard Radio ................ Plaza 3-6690
Transamerican Broadcasting & .. Plaza 5-9300
Transcribed Radio Shows, Inc. .. Longacre 5-2449
Thomas Valentino ............. Circle 6-4675
Victor Recording Laboratory ... Murray Hill 4-6200
Wolf Associates ................ Plaza 5-7620
World Broadcasting System ... Wickersham 2-7758
F. W. Ziv, Inc. ............... Plaza 3-9612

**Organizations, Unions and Government Agencies**

Actors' Equity .............. Bryant 9-3550
Advertising Club ............. Caledonia 5-1810
Advertising Federation of America ... Bryant 9-0430
AAAA ......................... Lexington 2-7980
American Communications Assn. .. Cortlandt 7-3947
American Federation of Musicians .. Plaza 8-0500
AFRA ................................ VANDERBILT 3-8999
Army U. Service Commission .... Worth 2-1882
ASCAP .......................... Columbus 5-7464
American Television Society..... Caledonia 7-5430
ANA ......................... Murray Hill 5-9167
Broadcasting Music, Inc. .... Pennsylvania 5-6466
Coordinator of Inter-American Affairs .... Plaza 5-3939
Federal Communications Comm. .. Canal 6-4000
Federal Trade Commission .... Walthall 3-8000
Institute of Radio Engineers .. Medallion 3-5661
Music Publishers' Protective Association .. Circle 6-3084
NAB—New York City ......... Murray Hill 2-1953
NAPA Broadcasting System .... Circle 7-9854
Professional Music Men, Inc. ... Columbus 5-7362
Radio Writers Guild ........ Murray Hill 5-6930
SESC ................................ Murray Hill 3-5365
Song Writers Guild of America ... Circle 7-4954
Television Broadcasters Assn., Inc. .. Lackawanna 4-7488
U. S. Navy, Radio Section ..... Bryant 9-1710
Women's National Radio Committee .. Circle 7-4193
Writers' War Board ........... Bryant 9-6937

**Hotels**

Algonquin .......... Murray Hill 2-0100
Ambassador .................... Wickersham 2-1991
Astor ................................ Circle 6-6000
Biltmore ......................... Murray Hill 9-7290
Commodore ..................... Murray Hill 6-6000
Edison ................................ Circle 6-4600
Lincoln ................................ Circle 6-5000
Lombardy .......................... Plaza 3-8600
New Yorker ....................... Medallion 3-1000
New Yorker ....................... Plaza 3-4800
Park Central .................... Circle 7-8000
Pennsylvania .................. Pennsylvania 6-5000
Plaza .......................... Murray Hill 6-6000
Ritz Carlton ...................... Plaza 3-4600
Ritz Tower ........................ Wickersham 2-5000
Roosvelt ......................... Murray Hill 6-9200
St. Moritz ........................ Wickersham 2-5000
St. Regis .......................... Plaza 3-4500
Savoy Plaza ..................... Volunteer 5-2600
Sherry Netherland ............. Volunteer 5-2800
Vanderbilt ....................... Garden 5-4000
Waldorf-Astoria ............... Eldorado 5-3000
Warwick ......................... Circle 7-2700
IMPORTANT RADIO Telephone Numbers in LOS ANGELES

Radio Stations

KECA  Hillside  8231
KFAC  Fitzroy  1231
KFI  Fairfax  2121
KFOX  Hillside  2510
KFVD  DRexel  2391
KFWB  HEmstead  5151
KCER  Madison  2551
KGFJ  Prospect  2484
KJ  Hollywood  8111
KIE  Chapman  5-2388
KMP  Hollywood  5341
KMTR  Hillside  1161
KNX  Hollywood  1212
KPAS (Pasadena)  YR  1-6991
KRKD  Tucker  7111
KKWV (Pasadena)  YR  1-6744
XEMO-XERB (L. A. Office)  Prospect  9136

Networks

American Broadcasting Co.  Hillside  8231
Associated Broadcast Corp.  Exposition  1339
Columbia Broadcasting System  Hollywood  1212
Between 10 P.M. and 8:30 A.M.  Hollywood  7052
Don Lee Broadcasting System  Hollywood  8111
Inter-California Broadcasting System  Mutual  2759
Keystone Broadcasting System  Hollywood  5338
L. A. Broadcasting Co.  Fitzroy  1231
Mutual Broadcasting System  Hollywood  8211
National Broadcasting Co.  Hollywood  6161

Station Representatives

Associated Recorded Program Service  Hollywood  8318
Walter Biddick Co.  Richmond  6184
John Blair & Co.  Prospect  3684
Howard C. Brown & Co.  Hollywood  6045
Forlong & Company  Hillside  8111
Foster Advertising Service  TRinity  3419
Free & Peters  Hollywood  2151
W. S. Grant Co.  Van Dyke  6341
Grant Gene & Co.  Hollywood  7874
Homer Griffith Co.  Granite  6131
Katz Agency, Inc.  Tucker  3219
Joseph Hershey Mc Gillivia  Michigan  9021
Tracy Moore  Hollywood  5408
Edw. Petry & Co.  Michigan  8729
Ralph L. Power  Madison  5617
Radio Advertising Corp.  Van Dyke  1901
Radio Sales  Hollywood  1212
Wm. Rambeau & Co.  Granite  3686
Paul H. Raymer Co.  Van Dyke  1901
Sears & Ayers  Granite  6113
Taylor-Howe-Snowden Radio Sales  Granite  6113
Universal Sales  Hollywood  8222
Weed & Co.  Hillside  8611
Spot Sales, Inc.  Hollywood  8318
Howard H. Wilson Co.  Granite  6113

Advertising Agencies

Alber R. H. Company  Prospect  3831
Allied Advertising Agencies, Inc.  DRexel  7331
E. Emmett Atkinson (Pasadena)  YR  1-5386
N. W. Ayer & Son, Inc.  Hollywood  5131

Batten, Barton, Durstine & Osborn  Hollywood  7337
Benton & Bowles Inc.  Hillside  9151
The Biow Co.  HEmstead  2377
Dancer-Fitzgerald-Sample  HEmstead  0716
Botsford, Constantine & Gardner  Michigan  1427
Brisacker, Van Norden & Staff  Prospect  9568
Buchanan & Company, Inc.  Mutual  6316
Bert Butterworth, Agency  Hollywood  7263
Broadcast Advertising  Exposition  1339
Campbell-Ewald  Richmond  6204
The Caples Co.  Mutual  4143
Compton Agency  Hollywood  8107
Erwin, Wasey & Company  Prospect  5317
Fonte, Cost & Rickey (Hollywood)  Hollywood  8724
Garfield & Guild  TRinity  3823
Glaser-Gailey & Co.  Fitzy  2141
Hillman-Shane-Breyer, Inc.  TRinity  1453
William Estey & Co., Inc.  Hillside  2183
Hixson-O'Donnell Advertising  Mutual  8381
Jaffe & Jaffe  Fitzy  3104
W. C. Jeffries Co.  WAlnut  8824
Lennon & Mitchell, Inc.  Hillside  7593
Lockwood-Sharpstell  TRinity  9801
The Mayers Co.  Prospect  0101
McCann-Erickson Inc.  Hillside  8268
McCann-Erickson  Prospect  7001
Mckee & Albright, Inc.  Hollywood  8363
Miner, Dan B.  Richmond  3101
Morgan, Raymond R. Co.  HEmstead  4194
Needham, Louis & Brody  Granite  7186
Pacific Coast Advertising  Granite  4185
Radio Program Agency  Bradshaw  2-3268
Radio Sales  Hollywood  1212
Ruthrauff & Ryan Inc.  Hillside  7593
Scholls Advertising Service  Michigan  239
Russel M. Seeds Co.  Granite  4185
Bartol A. Stubbins Advertising Agency  TRinity  8281
Suderl Curbeth Co.  TRinity  0709
Thompson, J. Walter Co.  Hillside  7241
The Tullis Co. Riverside  7874
R. W. Webster Co.  TRinity  2159
Ward Wheelock Co.  Hillside  0191
Warwick-Legler  HEmstead  8163
Weinberg, Milton Advertising Co.  Tucker  8161
Young & Rubicam Inc.  Hollywood  2734

Program Producers and Transcription and Recording Companies

Abbott & Costello Radio Program  Bradshaw 2-3205
Acme Radio & Sound Labs  ANgelus  8765
Air-Check Co.  Gladstone  2189
All Star Radio Prods.  Granite  4975
Allied Record Mfg. Co.  Hollywood  5107
Associated Broadcasters, Inc.  Hollywood  8282
Associated Recorders, Inc.  Hillside  4111
Associated Studios Broadcast & Recording

Hillside 0191

Audio Pictures  Bradshaw 2-1645
Walter Biddick Co.  Richmond  6184
American Broadcasting Co.  Hillside  8231
Bronze Recording Studio  Gladstone  0158
Cinesound  Gladstone  9158
Columbia Recording Corp.  Granite  4134

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Columbia Pacific Network .................................. Hollywood 1212
Continental Radio Productions ......................... Hempstead 8171
Glendale Broadcasting .................................... Central 5-9248
Patrick Michael Cuning .................................. Hillside 5915
Decca Recording Division ................................ Hollywood 5191
Eccles Disc Recordings .................................. Hillside 8351
Electro-Vox Recording Studios ......................... Central 5-3059
Electro-Vox Recording Studios ......................... Gladstone 2189
John Gueldal Radio Productions ....................... Granite 4185
Martin A. Gosch ........................................... Bradshaw 2-3205
Charles Blum ............................................. Michigan 4443
Hispaco Broadcasting Co. ................................ Michigan 4443
Hollywood Music Recording Studios ................. Hempstead 5407
Hollywood Recorders .................................... Gladstone 1707
Intern Animation, Inc. .................................. Hollywood 9718
International Recording Studio ....................... Hollywood 7391
Johnson-Ayers ............................................ Hillside 8171
Sam Kerner, Inc. ......................................... Hempstead 1813
Keystone Brosed Recording System, Inc. ............ Hollywood 9338
Marshal-More, Inc. .................................... Hempstead 1354
Kennet Long ............................................. Hillside 0191
C. P. MacGregor ........................................ Filtzow 4191
Haven MacQuart ......................................... Central 6-7162
Mitchel & Wst ............................................ Granite 7270
Lindharn & Romaine Recording ......................... AXminister 2-8812
Mutual Recording ....................................... Hillside 1782
Raymond & Morgan Co .................................. Central 4917
Music City Glenn Walch ................................ Hollywood 8211
NBC Radio-Recording Division ....................... Hollywood 6163
Jack Parker .............................................. Citrus 2-1607
Ralph L. Power ........................................... Granite 5197
B. D. Prazer ............................................. Gladstone 5013
Precision Recording Co .................................. Walnut 8219
Radio Corporation of America ......................... RCA Victor Division ................................ Hillside 5171
Radio Craft Recording Studio ......................... Granite 0074
Radio Features .......................................... Crestview 1-7231
Radio News Reel ........................................ Hollywood 9230
Radio Producers of Hollywood ......................... Hollywood 6506
Radio Recorders, Inc. .................................. Hollywood 3917
James L. Saphier ........................................ Hollywood 7211
Radio Transcriptions Co of America .................. Hollywood 6928
RCA Manufacturing Co. .............................. Central 5141
Rec-Art Recording ...................................... Hollywood 9233
Record-O-Shers Recording Studios ................... Hillside 0191
Sound Services, Inc ..................................... Hempstead 1136
Stage No. 8 ............................................... Hillside 5915
Stan L. Powel ............................................ Central 6066
Studio Center Music Co ................................ Granite 6066
Studio & Artists Records ................................ Hillside 8241
Sweum Studios .......................................... DRexel 6560
Teledia Broadcasting .................................. Hollywood 1212
Universal Broadcasting Company ..................... Hollywood 8282
Universal Recorders .................................... Hollywood 8282
George Ward & Co ...................................... Crestview 1-4245
World Broadcasting System ......................... Hollywood 8282
Frederick W. Ziv Co ..................................... Hempstead 2723
Charles Garland Agency ............................... Crestview 1-7357
General Amusement Corp .............................. Crestview 6-8101
Nat Garvie Agency ..................................... Crestview 6-1071
Mitchell Hamiltonburg Agency ....................... Crestview 1-5108
Lou Irwin, Inc .......................................... Crestview 1-7131
Kane-Armstrong Agency ............................... Crestview 6-2396
Sam Kerner ............................................... Hillside 7239
M. C. Levey ............................................. Gladstone 3115
Robert Light Agency .................................... Bradshaw 2-2202
A. & S. Lyons, Inc. .................................... Crestview 1-6131
MacQuart Agency ....................................... Crestview 6-7662
John Mashio Agency .................................... Hollywood 6-6101
MCA Artists, Ltd. ...................................... Crestview 6-2001
Monter-Gray, Inc. ...................................... Crestview 1-1191
Wm. Morris Agency, Inc. ............................. Crestview 1-6161
National Concert & Artists Corp ..................... Bradshaw 2-7211
Ossatti Agency ......................................... Crestview 6-6241
Art Rush, Inc ............................................ Hillside 5161
Salkow Agency .......................................... Crestview 1-9134
James L. Saphier Agency ............................. Crestview 1-7231
Melville A. Shauer Agency ............................. Crestview 1-1103
Edward Sherman Agency .............................. Crestview 5-0186
Louis Shurr Agency .................................... Crestview 1-1116
The Small Company .................................... Hollywood 2722
Frank Stempel .......................................... Crestview 1-5121
Rudy Vallee Presents, Inc. ............................ Crestview 1-5169
Frank W. Vincent Agency .............................. Crestview 6-2042
Charles Wending Agency ................................ Hollywood 6-2348
Daniel M. Winkler Agency ............................. Crestview 1-7244
Bill Woolfenpong, Inc .................................. Crestview 6-3191

Publications
Broadcasting & Broadcast Advertising .................. Gladstone 7393
Contact Book ............................................ Crestview 1-6850
Hollywood Reporter .................................. Hillside 7411
RADIO DAILY ............................................. Granite 6607
Radio Life ............................................... Hempstead 2025
Radio-Television News ................................ Hillside 5854
Variety .................................................. Hollywood 1141

Air Lines
American Airlines ........................................... Tucker 7241
Pan American Airways .................................. Michigan 2121
TWA ......................................................... Madison 6717
United Lines ............................................. Madison 1212
Western Air Lines ....................................... Tucker 1557

Sport Arenas
American Legion Stadium-Hollywood .................. Hollywood 2951
Los Angeles Coliseum .................................. Richmond 6391
Gilmore Stadium ........................................... Whittney 1163

Railway Terminals
Santa Fe .................................................... Mutual 0111
Southern Pacific ........................................ Michigan 6161
Union Pacific ............................................. Trinity 9211

Hotels
Ambassador Hotel ............................................ DRexel 7011
Beverly Hills Hotel ...................................... Crestview 1-8131
Beverly-Wilshire Hotel ................................ Crestview 6-8881
Biltmore Hotel ............................................ Michigan 1011
Garden of Allah Hotel .................................. Hollywood 3581
Hollywood Hotel ........................................ Hempstead 4181
Hollywood Knickerbocker ............................... Gladstone 3115
Hollywood Plaza Hotel ................................ Gladstone 1131
Ravenswood Apt Hotel .................................. Hollywood 5991
Roosevelt Hotel .......................................... Hollywood 2442
The Town House ......................................... Exposition 1224
Keep your eye on

ABC's Key Stations!

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

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

Thanks to ABC programming and ABC spot sales representation, KECA, our most recently acquired station, had over five times the spot billing in 1945 that it had the year before. And ABC spot representation did a grand job for other than owned and operated stations, too. WMAL, the Washington Star's station in the nation's capital, enjoyed a 25% increase in national spot sales over a banner 1944—and the American Pacific regional network had its spot billing upped 45.5%!

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

American Broadcasting Company

Owned and Operated Stations represented by Spot Sales Offices at:

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

Telephone Numbers in CHICAGO

Radio Stations

KSTP (Chicago office) .................................................. SUPERior 8659
WAAF ................................................................. DELaware 5746
WGN ................................................................. DELaware 1020
WBBM ............................................................... DELaware 6000
WCAC (Chicago office) ....................................... SUPERior 5072
WCBD ................................................................. SEElly 8066
WCFL ................................................................. DELaware 5300
WCWR ............................................................... LINcoln 2188
WEBC ................................................................. CRAWford 4100
WENR ............................................................... DELaware 1900
WGES ................................................................. SEEly 8066
WGN ............................................................... SUPERior 0100
WHFC ................................................................. LIndale 8228
WHIP ................................................................. DEArborn 8600
WIND (Chicago office) ............................................ STAte 4176
WJJD ................................................................. STAte 5466
WLS ................................................................. MONroe 5970
WLW (Chicago office) ............................................. STAte 0366
WMAQ ............................................................... SUPERior 8300
WBMI ................................................................. MICHigan 1570
WMCA (Chicago office) ....................................... SUPERior 5072
WOR (Chicago office) ............................................. SUPERior 5110
WSBC ................................................................. MONroe 9060
WSIC ................................................................. STAte 1357

National Networks

Blue Network Co. ..................................................... DELaware 1900
Columbia Broadcasting System ................................ WHItthall 5060
Keystone Broadcasting System ................................ STAte 4590
Mutual Broadcasting System .................................... WHItthall 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 2350
Free & Peters .......................................................... FRANKlin 6373
Headley-Reed Co. .................................................... FRANKlin 4686
George P. Hollingbery ........................................... STAte 2898
Hal Holman Co. ...................................................... FRANKlin 0110
The Katz Agency ...................................................... CENTral 4006
Joseph Hershey Mc Gillvra ....................................... STAte 5282
J. P. McKinney & Son ................................................ SUPERior 8666
National Broadcasting Co. ....................................... SUPERior 8300
John E. Pearson Co. .................................................. CENTral 2559
John H. Perry Associates ........................................... HARRison 8085
Edward Petry & Co. .................................................. DELaware 8600
Radio Sales ............................................................ WHItthall 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 7750
Howard H. Wilson Co. .............................................. CENTral 8744

Advertising Agencies

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

Buchanan & Co. ....................................................... DELaware 5522
Leo Burnett Co. ...................................................... CENTral 9595
Campbell-Ewald Co. .................................................. CENTral 1946
The Caples Co. ....................................................... SUPERior 3806
Critchfield & Co. ...................................................... CENTral 9132
Doremus & Co. ......................................................... HARRison 8612
Sherman K. Ellis & Co. ............................................. DELaware 4952
Erwin, Wasey & Co., Ltd. ........................................... RANdolph 8910
Albert Frank-Guenther Law, Inc. ................................ DEArborn 8400
Foote, Cone & Belding ............................................ SUPERior 4800
Goodkind, Joice & Morgan ........................................ SUPERior 6743
Grant Advertising, Inc. ............................................. SUPERior 6500
Henri, Hurst & McDonald, Inc ..................................... SUPERior 3000
H. W. Kastor Advertising Co., Inc. ............................ CENTral 5331
W. E. Long Co. ....................................................... RANdolph 4506
MaxFairall & Coleman & Co. ...................................... RANdolph 9630
Maxon, Inc. ............................................................ DELaware 3536
McCann-Erickson, Inc. .............................................. WEBster 3701
McJunkin Advertising Co. ........................................... STAte 5060
C. L. Moellering Co. ................................................ CENTral 1640
Mitchell-Faust Advertising Co. .................................... STAte 6610
Needham, Louis, & Brodby ........................................... STAte 5151
Presby, Fellers & Presba ............................................ CENTral 7683
L. W. Ramsey Co. ..................................................... FRANKlin 8155
Roche, Williams & Cleary .......................................... RANdolph 9760
Ruthrauff & Ryan, Inc. ............................................. FRANKlin 0465
Schwimmer & Scott .................................................... DEArborn 1815
Russell M. Seeds Co. ..................................................... DELaware 1045
Sherman & Marquette, Inc. .......................................... DELaware 8000
J. Walter Thompson Co. ............................................ SUPERior 0303
Wade Advertising Agency .......................................... CENTral 7369
Weston-Barnett ...................................................... WHItthall 7225
Young & Rubicam, Inc. .............................................. CENTral 9839

Program Producers and Transcription and Recording Companies

Chicago Recording Co ............................................... CENTral 5275
Columbia Recording Corp......................................... WHItthall 6000
Decca Records, Inc. ................................................. DELaware 8300
Estelle Lutz Artists Bureau ......................................... HARRison 2435
William Morris Agency, Inc. ...................................... CENTral 3632
Music Corporation of America ..................................... DELaware 1100
NBC Radio Recording Division ................................... SUPERior 8016
James Park Co. ......................................................... CENTral 7700
RCA Manufacturing Co. ............................................ WHItthall 4600
Radio Recording Studios .......................................... EDGewater 6461
Standard Radio, Inc. ................................................... CENTral 3153
Carl Wester & Co. ..................................................... RANdolph 6922
World Broadcasting System ....................................... SUPERior 9114

News Agencies and Associations

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

Organizations and Unions

American Federation of Musicians ................................ CENTral 0063
American Federation of Radio Artists ............................ SUPERior 6517
Ascap ................................................................. SUPERior 8289
Association For Education By Radio ................................ DEArborn 2207
Radio Council .......................................................... DEArborn 7801
HENNY YOUNGMAN

Exclusive Management

WILLIAM MORRIS AGENCY

New York    Chicago    London    Hollywood

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### Federal Departments and Agencies

<table>
<thead>
<tr>
<th>Department</th>
<th>Telephone Numbers</th>
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<tr>
<td>White House</td>
<td>National 1414</td>
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<tr>
<td>State Department</td>
<td>Republic 5600</td>
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<tr>
<td>Treasury Department</td>
<td>Executive 6400</td>
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<td>War Department</td>
<td>Republic 6700</td>
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<td>Justice Department</td>
<td>Republic 8204</td>
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<tr>
<td>Post Office Department</td>
<td>District 5360</td>
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<tr>
<td>Navy Department</td>
<td>Republic 7400</td>
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<tr>
<td>Interior Department (Office of Education)</td>
<td>Republic 1820</td>
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<tr>
<td>Agriculture Department</td>
<td>Republic 4142</td>
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<tr>
<td>Commerce Department</td>
<td>District 2200</td>
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<td>Labor Department</td>
<td>Executive 2420</td>
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<td>Federal Trade Commission</td>
<td>Executive 6800</td>
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<td>FEDERAL COMMUNICATIONS COMMISSION</td>
<td>Executive 3620</td>
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<td>Civilian Production Administration</td>
<td>Republic 7500</td>
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<td>War Labor Board</td>
<td>Republic 7500</td>
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<td>War Savings Staff, Radio Section</td>
<td>Executive 6400</td>
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<td>Securities &amp; Exchange Commission</td>
<td>District 3633</td>
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<td>National Labor Relations Board</td>
<td>National 9716</td>
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<td>Wage &amp; Hour Administration</td>
<td>Executive 2420</td>
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<td>Social Security Board</td>
<td>Executive 6500</td>
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<td>Supreme Court of the U. S.</td>
<td>Executive 1640</td>
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<td>D. C. Court of Appeals</td>
<td>Republic 701</td>
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<td>U. S. District Court (for D. C.)</td>
<td>District 2854</td>
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<tr>
<td>Capitol (Senate and House)</td>
<td>National 3120</td>
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<td>Radio Script &amp; Transcription Exchange, Extension 2225</td>
<td>Republic 1820</td>
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<td>Bureau of Census</td>
<td>District 2200</td>
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### Non-Governmental

<table>
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<th>Organization</th>
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<tbody>
<tr>
<td>American Red Cross</td>
<td>Republic 8300</td>
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<td>Clear Channel Group</td>
<td>Republic 3306</td>
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<td>National Association of Broadcasters</td>
<td>National 2080</td>
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<td>National Press Club</td>
<td>Republic 2500</td>
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<td>Radio Correspondents' Galleries</td>
<td>National 3120</td>
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<td>RADIO DAILY</td>
<td>Wisconsin 3271</td>
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<td>Hobart 7627</td>
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<td>National 2292</td>
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<td>Radio Manufacturers' Association</td>
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### Radio Stations

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<th>City</th>
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<tbody>
<tr>
<td>WINX</td>
<td>Republic 8000</td>
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<tr>
<td>WJSV</td>
<td>Metropolitan 3200</td>
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<td>WMAL</td>
<td>National 5400</td>
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<td>WOL</td>
<td>Republic 4000</td>
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<tr>
<td>WRC</td>
<td>National 7203</td>
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<td>WWDC</td>
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### Hotels

<table>
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<tr>
<th>Hotel</th>
<th>City</th>
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<tbody>
<tr>
<td>Carleton Hotel</td>
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<tr>
<td>Mayflower Hotel</td>
<td>District 3000</td>
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<tr>
<td>Raleigh Hotel</td>
<td>National 3810</td>
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<tr>
<td>Shoreham Hotel</td>
<td>Adams 0700</td>
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<tr>
<td>Statler Hotel</td>
<td>Executive 1000</td>
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<td>Wardman Park Hotel</td>
<td>Columbia 2000</td>
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<td>Willard Hotel</td>
<td>National 4420</td>
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### News Services

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<th>Service</th>
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<td>Associated Press</td>
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<tr>
<td>International News Service</td>
<td>National 1733</td>
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<tr>
<td>Transradio Press</td>
<td>National 1178</td>
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<tr>
<td>United Press</td>
<td>Executive 3430</td>
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### Railway Terminals

<table>
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<tbody>
<tr>
<td>Baltimore &amp; Ohio R. R.</td>
<td>Executive 0770</td>
</tr>
<tr>
<td>Pennsylvania R. R.</td>
<td>Executive 6600</td>
</tr>
<tr>
<td>Union Station</td>
<td>Executive 7900</td>
</tr>
</tbody>
</table>

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If you have Availability Chills and Spots Before the Eyes

TAKE THE CURE WITH "CUE-IN"

SEE

AP RADIO PRODUCTIONS

Press Association, Inc.
50 Rockefeller Plaza
New York 20, N. Y.
KATHRYN CRAVENS

Accredited War Correspondent who broadcast from 21 countries in
EUROPE — ASIA — The MIDDLE EAST

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

and

Mutual Broadcasting System

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

Among events covered
War Crime Trials
Potsdam Conference
Pétain Trial
Bulgarian Elections
Palestine Riots
Quisling Trial

108
Hollywood As Tele Production Center

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

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

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

Play Is the Thing

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

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

Wealth of Production

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

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

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

Conditions Ideal

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

The job of making Hollywood a great television production center is not going to be easy. It will take everything that Hollywood has and all that it can become, television-wise, to satisfy the great maw that is television programming.
Radio’s Weekly Payroll Showed Increase in ’45

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

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

<table>
<thead>
<tr>
<th>Class of employees</th>
<th>(1)</th>
<th>Total 9 networks and 876 stations</th>
<th>Total 9 networks including 10 key stations of nationwide networks</th>
<th>866 other standard stations</th>
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<tbody>
<tr>
<td></td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>(5)</td>
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<tr>
<td>Executives:</td>
<td></td>
<td>Number</td>
<td>Compensation</td>
<td>Average Compensation</td>
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<tr>
<td>General managerial</td>
<td>1,076</td>
<td>$186,540</td>
<td>$173.36</td>
<td>53</td>
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<tr>
<td>Technical</td>
<td>655</td>
<td>54,626</td>
<td>83.40</td>
<td>30</td>
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<tr>
<td>Program</td>
<td>602</td>
<td>56,025</td>
<td>92.30</td>
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<td>Commercial</td>
<td>482</td>
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<td>138.80</td>
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<td>Publicity</td>
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<td>15,905</td>
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<td>Other</td>
<td>276</td>
<td>26,738</td>
<td>96.88</td>
<td>36</td>
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<td>Total, executives</td>
<td>3,254</td>
<td>407,011</td>
<td>125.08</td>
<td>237</td>
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<tr>
<td>Employees (other than executives):</td>
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<tr>
<td>Technical:</td>
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<tr>
<td>Research and development</td>
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<td>13,289</td>
<td>86.50</td>
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<td>Operating</td>
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<td>Other</td>
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<td>Program:</td>
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<td>82,485</td>
<td>62.49</td>
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<td>218,847</td>
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<td>Staff musicians</td>
<td>2,250</td>
<td>180,260</td>
<td>81.30</td>
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<tr>
<td>Other artists</td>
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<td>135,658</td>
<td>70.95</td>
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<td>Other</td>
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<td>16,591</td>
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<tr>
<td>Total, excluding executives</td>
<td></td>
<td>26,151</td>
<td>$1,515,930</td>
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<tr>
<td>Total, including executives</td>
<td></td>
<td>29,405</td>
<td>$1,922,941</td>
<td>$65.40</td>
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On January 31, 1946 the Columbia Broadcasting System in a private showing before a group of leading newspaper and magazine radio editors demonstrated the fact of full color television broadcast on a commercial transmitter in the higher frequencies.

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

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

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

and again for the record.....
Radio's most complete coverage of history's greatest year of news

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

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

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

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

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

and now . . . . . .
Let's look ahead...

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

this is CBS... the Columbia Broadcasting System
PRESENTS

THE

ALL AMERICAN
RADIO PROGRAM
OF 1945

—THE PAGES THAT FOLLOW
REFLECT THE CONSIDERED OPINIONS
OF 1091 RADIO CRITICS AND WRITERS
NORMA JEAN NILSSON

"The Little Girl Next Door"

ON THE JACK CARSON CBS SHOW
THE FINAL BALLOT

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

NOW  "VETS TALK IT OVER" Warner Bros.' KFWB
America's First Rehabilitation Program for Ex-Servicemen (Sundays 7-7:30 P.M.)
Also,  "SO YOU'JD LIKE TO BE IN RADIO" (Sundays 3:30-4 P.M.)
      Audience Participation-Comedy-Drama Warner Bros.' KFWB
      Announcer, Producer, Commentator, Dialectician, Special Events
ALL-AMERICAN WINNERS
IN RADIO DAILY'S
1945 CERTIFIED POLL

Commercial Program

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

Entertainer

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

Dance Band (Sweet)

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

Dance Band (Swing)

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

Male Vocalist (Classical)

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

Male Vocalist (Popular)

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

Feminine Vocalist (Classical)

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

Feminine Vocalist (Popular)

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

Symphonic Program

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

Popular Musical Show

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

Symphonic Conductor

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

Comedian

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

News Commentator

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

Exclusive Management
ART RUSH, INC.
Hollywood
ALL-AMERICAN WINNERS
IN RADIO DAILY'S 1945 POLL

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

Dramatic Serial

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

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

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

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

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

Comedienne

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

Popular Singing Unit

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

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

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

Star of
"Chesterfield Supper Club"
Mon., Wed., Fri., 7-7:15 p.m., E.S.T.

NBC

Under Contract to
20th Century-Fox Films

Victor Recording Artist

GENERAL AMUSEMENT CORPORATION
Results of Radio Daily’s 1945 Certified Poll

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

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- Phila. Symphony ...................................... 28

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- Danny Kaye ........................................... 39

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- Fred Waring .......................................... 43
- Tommy Dorsey ........................................ 40

### Dance Bands (Swing)
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- Harry James ......................................... 134
- Benny Goodman ...................................... 105
- Woody Herman ....................................... 54
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- Lawrence Tibbett .................................... 43

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- Perry Como .......................................... 61
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- Frank Munn .......................................... 18

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- Mr. D. A. ............................................. 11
- The Gt. Gildersleeve ............................... 8
LOOK MAGAZINE PREDICTS FOR '46...
As the dance orchestra most likely to hit
the 1946 top in popular and critical approval.

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

"ARTISTRY IN RHYTHM"

Stan Kenton
AND HIS ORCHESTRA

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

Management —
CARLOS GASTEL

Roberts Holley and Co. Inc. Ad. No. 1277
# Results of Radio Daily's 1945 Certified Poll

## Sports Commentators
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- Red Barber ........................................ 37
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- Charleeteers ..................................... 25

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- Burns & Allen .................................... 119
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- Gladys Swarthout ............................... 103
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GREAT NAMES IN RADIO
aired by N. W. Ayer

THE TELEPHONE HOUR
DONALD VOORHEES
and his Orchestra
with some of America's
finest stars of the
world of music

JIMMY DURANTE

GARRY MOORE

THE REXALL DRUG RADIO SHOW

HIRES SUNDAY EVENING PARTY
FELIX KNIGHT

THE ELECTRIC HOUR
NELSON EDDY
presents many
famous guest stars

LOUISE CARLYLE

ROBERT ARMBRUSTER'S
Orchestra

PHIL DAVIS
and his Orchestra

N. W. AYER & SON, Inc.

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

126
BUSINESS

Agency and Sponsor Network Billings

Station Representatives

News Service

Research Firms

Advertising Agencies

Federal Communications Commission
THE SHORTEST DISTANCE BETWEEN TWO POINTS IS YOUR LINE TO

COLUMBIA TRANSCRIPTIONS

NEW YORK - 799 Seventh Ave. - Circle 5-7300
HOLLYWOOD - 6624 Romaine St. - Granite 4134
Radio From The Business Side

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

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

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

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

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

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

No actual reconversion problem exists for radio as to broadcasting, yet it remains a problem upon which the broadcaster’s welfare is contingent. This applies to the availability of new equipment as well as to sources of additional clientele. As a whole, radio business continued its gains, well managed by the men and women in back of the industry. This group grows in numbers constantly, as witnessed by the constantly increasing number of applications for new stations of every description, revealing a confidence probably exceeded by no other great American industry.
Ten percent commission buys one hundred percent efficiency in the counseling and sale of talent and the development and production of radio programs that sell.

JAMES L. SAPHIER
AGENCY
9538 Brighton Way
Beverly Hills California
### American Broadcasting Co. 1945 Agency Gross Billings

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Billings</th>
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<tbody>
<tr>
<td>J. Walter Thompson Co.</td>
<td>$4,540,394</td>
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<td>Compton Advertising, Inc.</td>
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<td>Kenyon &amp; Eckhardt, Inc.</td>
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<td>Batten, Bracy &amp; Inersee Inc.</td>
<td>2,082,855</td>
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<td>Young &amp; Rubicam, Inc.</td>
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<td>Wade Ad. &amp; Mktg. Co.</td>
<td>1,956,191</td>
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<td>Warwic &amp; Legler</td>
<td>1,888,187</td>
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<tr>
<td>Dancer-Fitzgerald &amp; Sample</td>
<td>1,530,392</td>
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<tr>
<td>D'Arcy Adv., Inc.</td>
<td>1,493,370</td>
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<tr>
<td>McCann-Erickson, Inc.</td>
<td>1,486,136</td>
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<td>MaeFarland Aveyard &amp; Co</td>
<td>1,287,844</td>
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<td>Schwimmer &amp; Scott Adv.</td>
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<td>Benton &amp; Bowles, Inc.</td>
<td>1,146,690</td>
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<td>Hutchins Adv., Inc.</td>
<td>1,144,236</td>
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<td>Sherman &amp; Marquette, Inc</td>
<td>891,921</td>
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<td>Lennen &amp; Mitchell, Inc.</td>
<td>851,622</td>
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<td>Aubrey, Maltby &amp; Co.</td>
<td>737,086</td>
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<tr>
<td>Foote, Cone &amp; Belding</td>
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<td>Knox Reeves Adv. Co.</td>
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<td>Walker &amp; Downing</td>
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<td>Wm. Esty &amp; Co., Inc.</td>
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<td>N. W. Ayer &amp; Son, Inc</td>
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<td>Sherman K. Ellis, Inc.</td>
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<td>Dobert, Clifford &amp; Shenfield, Inc.</td>
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<td>Grant Advertising, Inc.</td>
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<td>Small &amp; Seltzer, Inc.</td>
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<td>Hazard Advertising Co.</td>
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<td>H. W. Kastor &amp; Sons Adv., Inc.</td>
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<td>Geyer Cornel &amp; Newell, Inc.</td>
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<td>Leo Burnett Co., Inc.</td>
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<td>Burton Brown Adv.</td>
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<td>Tracy-Locke Co., Inc.</td>
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<td>Hill Blackett &amp; Co.</td>
<td>284,729</td>
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<td>Raymond Spector Co., Inc.</td>
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<td>Buchanan &amp; Co., Inc.</td>
<td>268,607</td>
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<td>Maxon, Inc.</td>
<td>262,892</td>
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<tr>
<td>Alfred J. Silberstein—Bert Goldsmith, Inc.</td>
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<td>Pacific Nat'l Adv. Agency</td>
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<td>Charles Dallas Reach Co.</td>
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<td>Fuller &amp; Smith &amp; Ross</td>
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<td>Keeling &amp; Co., Inc.</td>
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<td>J. M. Mathes, Inc.</td>
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<tr>
<td>Donald &amp; Co.</td>
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<td>J. D. Tarcher &amp; Co.</td>
<td>123,813</td>
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<tr>
<td>A. W. Lewis Co.</td>
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<tr>
<td>The M. H. Hackett Co.</td>
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<tr>
<td>Henry Suvaine, Inc.</td>
<td>87,384</td>
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<td>Arthur Kudner, Inc.</td>
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<td>Garfield &amp; Guild Adv.</td>
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<td>Tucker Wayne &amp; Co.</td>
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<td>The Blow Co., Inc.</td>
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<td>Charles H. Sheldon Adv.</td>
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<td>Street &amp; Finney, Inc.</td>
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<td>Duane Jones Co.</td>
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<td>Birschaker Van Norden &amp; Staff</td>
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<td>U. S. Hamburg &amp; Co.</td>
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<td>The Clements Co., Inc.</td>
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<td>St. Georges &amp; Keyes, Inc.</td>
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<tr>
<td>Huber Hoge &amp; Sons</td>
<td>34,755</td>
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**TOTAL** $10,015,966

### Columbia Broadcasting System 1945 Agency Gross Billings

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Billings</th>
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<tbody>
<tr>
<td>Young &amp; Rubicam, Inc.</td>
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<tr>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
<td>6,495,750</td>
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<td>The Blow Co., Inc.</td>
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<td>J. Walter Thompson Co.</td>
<td>4,618,864</td>
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<td>Ruthrauff &amp; Ryan, Inc.</td>
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<td>Compton Advertising, Inc.</td>
<td>3,151,963</td>
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<td>Batten, Barton, Durstine &amp; Osborne, Inc.</td>
<td>2,674,898</td>
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<td>Foote, Cone &amp; Belding</td>
<td>2,517,908</td>
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<tr>
<td>McCann-Erickson, Inc.</td>
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<td>Benton &amp; Bowles, Inc.</td>
<td>1,853,831</td>
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<td>William Esty &amp; Co., Inc.</td>
<td>1,758,064</td>
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<tr>
<td>Dungan James &amp; Co.</td>
<td>1,398,502</td>
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<tr>
<td>Arthur Meyerhoff &amp; Co.</td>
<td>1,377,510</td>
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<tr>
<td>Ward Wheelock Co.</td>
<td>1,308,365</td>
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<tr>
<td>Maxon, Inc.</td>
<td>1,283,782</td>
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<td>N. W. Ayer &amp; Sons, Inc.</td>
<td>1,161,200</td>
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<td>Campbell-Ewald Co., Inc.</td>
<td>1,118,745</td>
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<td>Grant Advertising, Inc.</td>
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<td>Pedlar &amp; Ryan, Inc.</td>
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<td>Geyer, Cornell &amp; Newell, Inc.</td>
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<td>Garner Advertising Co.</td>
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<td>Lennen &amp; Mitchell, Inc.</td>
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<td>Buchanan &amp; Co., Inc.</td>
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<td>Wm. H. Weintraub &amp; Co.</td>
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<td>Newell-Emmott Co., Inc.</td>
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<td>Warvic &amp; Legler, Inc.</td>
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<td>Ted Bates, Inc.</td>
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<td>Sherman &amp; Marquette, Inc.</td>
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<td>Roche, Williams &amp; Cleary, Inc.</td>
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<td>Morse International, Inc.</td>
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<td>Kenyon &amp; Eckhardt, Inc.</td>
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<td>Smith &amp; Drum, Inc.</td>
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<td>C. L. Miller Co.</td>
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<td>Lambert &amp; Feasley, Inc.</td>
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<td>Henri, Hurst &amp; McDonald, Inc.</td>
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<tr>
<td>Barton A. Stebbins, Inc.</td>
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</tbody>
</table>
Like its live radio showmanship, the constantly expanding transcription activity of the William Morris Agency is characterized by experience, imagination and intelligence. Spot announcement or full hour presentations ... sparked by the finest performing, production and writing talent ... testify that the William Morris Agency is best equipped to service the transcription needs of the industry.
<table>
<thead>
<tr>
<th>Agency</th>
<th>Network</th>
<th>Sponsor</th>
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<tbody>
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<td>Fitzgerald Advertising Agency</td>
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<td>Garfield &amp; Guild</td>
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<td>Kelly Norton, Inc.</td>
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GRAND TOTAL: $65,724,851

National Broadcasting Company 1945 Sponsor Expenditures

American Broadcasting Company 1945 Sponsor Expenditures

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<tr>
<th>Sponsor</th>
<th>Expenditure</th>
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<tbody>
<tr>
<td>Kroeger &amp; Gamble Co.</td>
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<td>General Mills, Inc.</td>
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<td>Miles Laboratories, Inc.</td>
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<td>Kellogg Company</td>
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<td>The Coca-Cola Company</td>
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<td>Quaker Oats Co.</td>
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<td>Swift &amp; Company</td>
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<td>Libby, McNeill &amp; Libby</td>
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<td>Esquire, Inc.</td>
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<td>Westinghouse Electric Corp.</td>
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<td>Philco Corporation</td>
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<td>Ford Motor Company</td>
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<td>Reader's Digest Assn., Inc.</td>
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<td>Curtis Publishing Company</td>
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<td>General Foods Corporation</td>
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<td>Allis-Chalmers Mfg. Co.</td>
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<td>Lenn &amp; Fink Products Corp.</td>
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<tr>
<td>Yarus &amp; Brother Co., Inc.</td>
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<tr>
<td>Mail Pouch Tobacco Co.</td>
<td>530,518</td>
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<td>The Borden Company</td>
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<tr>
<td>Charles E. Hires Co.</td>
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<td>Williamson Candy Company</td>
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<td>Suratan Co.</td>
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<td>Equitable Life Ass. Soc. of U.S.</td>
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<td>Raytheon Production Corp.</td>
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<td>Hall Brothers, Inc.</td>
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<td>The D. L. Clark Co.</td>
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<td>Carter Products, Inc.</td>
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<td>Nat'l Board of Fire Underwriters</td>
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<tr>
<td>Prudential Life Insurance Co.</td>
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<tr>
<td>American Cyanamid</td>
<td>390,689</td>
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<tr>
<td>United States Steel Corporation</td>
<td>372,815</td>
</tr>
</tbody>
</table>
Serving Every Phase of the Radio Industry

MCA

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS • DETROIT
<table>
<thead>
<tr>
<th>Company</th>
<th>Billings</th>
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<tbody>
<tr>
<td>Agency</td>
<td>8,015,966</td>
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<tr>
<td>AGENCY NETWORK SPONSOR BILLINGS</td>
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**Columbia Broadcasting System**

**1945 Sponsor Expenditures**

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<tr>
<th>Sponsor</th>
<th>Billings</th>
</tr>
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<td>Welch Grape Juice Co.</td>
<td>367,447</td>
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<tr>
<td>Time, Inc.</td>
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<tr>
<td>George Washington Co.</td>
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<tr>
<td>Nash-Kelvinator Corporation</td>
<td>341,530</td>
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<tr>
<td>American Meat Institute</td>
<td>325,874</td>
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<tr>
<td>Pacific Coast Borax Co.</td>
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<td>Pharm-a-Mint Corp.</td>
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<td>Dr. Pepper Company</td>
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<td>The Wander Company</td>
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<td>257,712</td>
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<tr>
<td>Texas Company</td>
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<td>Botany Worstend Mills, A. E. L. E. Waterman Co.</td>
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<tr>
<td>Sweets Co. of America</td>
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<td>Mars, Inc.</td>
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<td>Fisher Flouring Mills Co.</td>
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<td>O'Cedar Corporation</td>
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<td>Elgin National Watch Co.</td>
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<td>Chef Boy Ar-Dee Quality Foods, Inc.</td>
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<td>B. F. Goodrich Co.</td>
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<tr>
<td>Wildroot Co.</td>
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<td>Armour and Company</td>
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<tr>
<td>Grove Laboratories, Inc.</td>
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<td>Ward Baking Co.</td>
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<td>Sherwin-Williams Co.</td>
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<td>Harry Watch Co.</td>
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<td>Lockheed Aircraft &amp; Mfg. Co.</td>
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<td>Army-Navy-Red Cross Series</td>
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<td>U. S. Army</td>
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<td>Lear, Incorporated</td>
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<td>Falstaff Brewing Corp.</td>
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<td>Serinto Mfg. Co.</td>
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<td>Eversharp, Inc.</td>
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<td>John H. Breck, Inc.</td>
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<td>Hunt Foods, Inc.</td>
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<tr>
<td>Wilson Sporting Goods</td>
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<td>General Baking Company</td>
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<td>Benjamin Moore and Co.</td>
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<td>Manhattan Soap Co., Inc.</td>
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<td>William Wise and Co.</td>
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<td>Congress of Indus. Organizations</td>
<td>31,428</td>
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<td>H. Fendrich, Inc.</td>
<td>31,393</td>
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<tr>
<td>Gum Laboratories, Inc.</td>
<td>32,148</td>
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<td>Rainier Brewing Company</td>
<td>32,046</td>
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<td>Frank H. Lee Company, Inc.</td>
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<td>Safeway Stores, Inc.</td>
<td>29,054</td>
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<tr>
<td>Chemicals, Inc.</td>
<td>28,996</td>
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<tr>
<td>Kellogg Company</td>
<td>27,848</td>
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<td>Guittard Chocolate Co.</td>
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<td>Pinaud, Inc.</td>
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<td>S. A. Moffett Co.</td>
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<td>The Cummer Co., Division of Sterling Drugs, Inc.</td>
<td>19,836</td>
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<tr>
<td>Signal Oil Company</td>
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<tr>
<td>Club Aluminum Products Company</td>
<td>16,761</td>
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<tr>
<td>Bekins Van &amp; Storage</td>
<td>16,086</td>
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<td>Soil-Off Mfg. Co.</td>
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<td>Washington Co-operative Egg &amp; Poultry Co-</td>
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<tr>
<td>Christian Science Publishing Soc.</td>
<td>12,440</td>
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<tr>
<td>The Mentholatum Company</td>
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<td>Food Machinery Corp.</td>
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<tr>
<td>Washington State Apple Commission</td>
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<tr>
<td>Dr. Earl Sloan, Inc.</td>
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<tr>
<td>Denalany Company, Inc.</td>
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<tr>
<td>Batavia Metal Products Co.</td>
<td>7,530</td>
</tr>
</tbody>
</table>
A. & S. LYONS INC.
MANAGERS OF DISTINGUISHED ARTISTS

16 YEARS OF RADIO LEADERSHIP

NEW YORK
HARRY G. OMMERLE
IRENE ETKIN
HARRIET RHODAY

NEW YORK
515 Madison Avenue

BEVERLY HILLS
WALTER JOHNSON
WYNN ROCAMORA
MARGARET KENT

BEVERLY HILLS
356 No. Camden Drive
AGENCY—NETWORK—SPONSOR BILLINGS

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Billings</th>
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<tbody>
<tr>
<td>Armstrong Cork Co.</td>
<td>385,346</td>
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<tr>
<td>Standard Brands, Inc.</td>
<td>374,500</td>
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<tr>
<td>Cresta Bla Wine Co.</td>
<td>374,421</td>
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<tr>
<td>Armour &amp; Co.</td>
<td>367,886</td>
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<tr>
<td>Prince Matehabeli, Inc.</td>
<td>364,136</td>
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<tr>
<td>J. B. Williams Co.</td>
<td>354,765</td>
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<tr>
<td>Pillsbury Mills, Inc.</td>
<td>331,666</td>
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<tr>
<td>Johnson &amp; Johnson</td>
<td>325,430</td>
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<td>Cream of Wheat Corp.</td>
<td>321,351</td>
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<td>Lambert Co.</td>
<td>304,542</td>
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<td>American Oil Co.</td>
<td>287,825</td>
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<td>Curtiss Candy Co.</td>
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<td>Textron, Inc.</td>
<td>248,702</td>
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<tr>
<td>Ballard &amp; Ballard Co.</td>
<td>231,193</td>
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<tr>
<td>Admiral Corp.</td>
<td>201,177</td>
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<td>Nash-Kelvinator Corp.</td>
<td>190,763</td>
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<tr>
<td>Bowey's, Inc.</td>
<td>199,689</td>
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<td>Electric Auto-Lite Co.</td>
<td>197,166</td>
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<td>Bendix Aviation Corp.</td>
<td>195,905</td>
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<td>Pacific Coast Borax Co.</td>
<td>190,480</td>
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<td>P. Ballantine &amp; Sons</td>
<td>189,774</td>
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<td>Ford Motor Co.</td>
<td>182,760</td>
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<tr>
<td>Campana Sales Co.</td>
<td>183,157</td>
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<td>Vick Chemical Co.</td>
<td>178,910</td>
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<tr>
<td>Corn Products Refining Co.</td>
<td>153,081</td>
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<tr>
<td>Schenley Laboratories, Inc.</td>
<td>153,024</td>
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<td>Chef Boy-Ar-Dee Quality Foods, Inc.</td>
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<td>Servel, Inc.</td>
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<td>General Petroleum Corp. of California</td>
<td>38,550</td>
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<td>Colonial Dames, Inc.</td>
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<td>Hudson Coal Co.</td>
<td>37,635</td>
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<td>Union Oil Co.</td>
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<td>Miles California Co.</td>
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<td>Hunt Bros. Packing Co.</td>
<td>30,057</td>
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<td>Safeway Stores, Inc.</td>
<td>26,656</td>
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<td>S. &amp; W. Fine Foods, Inc.</td>
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<tr>
<td>Mennen Co.</td>
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<td>National Lead Co.</td>
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<td>Yellow Cab Co.</td>
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<td>Andrew Jergens Co.</td>
<td>18,954</td>
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<tr>
<td>Benrus Watch Co.</td>
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<td>Kelite Products, Inc.</td>
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<td>Day &amp; Night Mfg. Co.</td>
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<tr>
<td>McManah Furniture Stores</td>
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<td>O'Cedar Corp.</td>
<td>14,654</td>
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<td>Wilshire Oil Co.</td>
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<td>Pan American Petroleum Corp.</td>
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<td>Compton Co.</td>
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<td>L. B. Laboratories, Inc.</td>
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<tr>
<td>Ronson Art Metal Works, Inc.</td>
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<td>Gallangamp Stores Co.</td>
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<td>Bu-Tay Products, Ltd.</td>
<td>12,30</td>
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<tr>
<td>California Prune &amp; Apricot Growers Assn.</td>
<td>12,008</td>
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<td>Edison Bros. Stores, Inc.</td>
<td>11,517</td>
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M. J. B. Co. .................................. 9,887
Maryland Pharmaceutical Co. .............. 9,735
R. M. Hollingshead Corp. .................. 7,845
Grove Laboratories, Inc. ... ............ 7,312
Union Ice Co. ................................ 7,240
Chemicals, Inc. ............................. 6,876
S. A. Moffatt Co. ............................ 6,412
Seaman Bros., Inc. ......................... 6,060
Seal-Cote Co. ................................ 5,007
Guittard Chocolate Co. .................... 5,580
L. Ginsberg & Bros., Inc. ............... 4,875
Lyon Van & Storage Co. ........................ 4,392
Barron-Gray Packing Co. ................... 3,938
Washington Cooperative Egg & Poultry Assn. | 3,348 |
Industrial Management Corp. .............. 3,180
Herman Basch & Co. .......................... 1,404
Newell Gutradt Co. ......................... 1,315

GRAND TOTAL ................................ $65,724,851

Mutual Broadcasting System
1945 Sponsor Expenditures

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Billings</th>
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</thead>
<tbody>
<tr>
<td>R. B. Smler, Inc.</td>
<td>$1,713,933.23</td>
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<tr>
<td>Coca-Cola Company</td>
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<tr>
<td>Ralston Purina Co.</td>
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<tr>
<td>Sinclair Refining Co.</td>
<td>1,013,899.27</td>
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<tr>
<td>Kellogg Company</td>
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<tr>
<td>Bayuk Cigars, Inc.</td>
<td>884,137.99</td>
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<tr>
<td>Zonite Products Corp.</td>
<td>701,077.93</td>
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<tr>
<td>Pharmaco, Inc.</td>
<td>669,002.33</td>
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<tr>
<td>Mutual Benefit Health &amp; Accident Assn.</td>
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<td>Whitehall Pharmacal Co.</td>
<td>586,708.84</td>
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<td>Gillette Safety Razor Co.</td>
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<td>Seven-Up Bottling Co.</td>
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<td>Stokely Brothers &amp; Co., Inc.</td>
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<td>Knox Company</td>
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<td>Serutan Company</td>
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<tr>
<td>Conti Products, Inc.</td>
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<td>Helbros Watch Co.</td>
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<td>Barbasol Company</td>
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<td>Richfield Oil Corp.</td>
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<td>Employer's Group Inc. Co.</td>
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<td>Lutheran Laymen's League</td>
<td>319,177.00</td>
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<td>Lin-X (formerly Acme White Lead &amp; Color Works)</td>
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<td>Beaumont Company</td>
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<td>Miles Laboratories, Inc.</td>
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<td>Reichhold Chemicals, Inc.</td>
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<td>Radio Bible Class.</td>
<td>264,231.89</td>
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<td>Petri Wine Company</td>
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<td>Voice of Prophecy</td>
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<td>Allegheny Ludlum Steel Corp.</td>
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<td>Carter Products, Inc.</td>
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<td>Gospel Broadcasting Assn.</td>
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<td>Frank H. Lee, Inc.</td>
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<tr>
<td>Union Pacific Railroad</td>
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<tr>
<td>Young People's Church of the Air.</td>
<td>214,120.23</td>
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</tbody>
</table>
POPULARITY IN RADIO MEANS POPULAR NCAC ARTISTS

Bartolini, Earl Kennedy, Virginia Haskins, Stella Wagner, Osa Crevco, Dr. James E. Borden, Florence Herley, Benji Snow, W. Harry McNaughton, Harry B. Byng.

Lyricists: Alfonso Baglione, Martha Steeples, Restwood, Alvin, Don Johnson, Frank Bucht, Eddie Lee, Steve Coleman, Ethel Barrymore, Edna Kruger, John Jacob Milles, Bill Slater.


The Southernaires: John Raitt, Boll Stern, Nancy Reid, Kerrie Uygar, Warren Delecht, John Raitt, Christy Johnson, Jane Dillon, Tally McCarigl.

Singers: Maurice Rendall, Howard Peck, Julie Ogins, Frank E. Seligmann, Jr., Charles Gilbert, Tom Skel, Jack Duggan, Robert Parker, Lynne, Howard Petrillo, Nola Luxford, Thaddeus "Rosy" Rosewell, Tony and Sally De Marco.

Address inquiries to DANIEL S. TUTHILL, Vice-President and Director of POPULAR DIVISION NATIONAL CONCERT AND ARTISTS CORPORATION 711 FIFTH AVENUE • NEW YORK CITY 22, N. Y. • PLAZA 3-0820 HOLLYWOOD CHICAGO SAN FRANCISCO
### National Broadcasting Company Gross Monthly Billings

Not Available

### American Broadcasting Co.

Gross Monthly Billings

<table>
<thead>
<tr>
<th>Month</th>
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<tr>
<td>February</td>
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<tr>
<td>March</td>
<td>$3,699,248</td>
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### Columbia Broadcasting System Gross Monthly Billings

<table>
<thead>
<tr>
<th>Month</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$5,884,576</td>
</tr>
<tr>
<td>February</td>
<td>$5,396,392</td>
</tr>
<tr>
<td>March</td>
<td>$5,884,545</td>
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<tr>
<td>April</td>
<td>$5,170,361</td>
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<tr>
<td>May</td>
<td>$5,018,030</td>
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<tr>
<td>June</td>
<td>$4,700,859</td>
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<tr>
<td>July</td>
<td>$5,030,847</td>
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<tr>
<td>August</td>
<td>$5,005,160</td>
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<tr>
<td>September</td>
<td>$5,396,198</td>
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<tr>
<td>October</td>
<td>$5,683,948</td>
</tr>
<tr>
<td>November</td>
<td>$5,567,630</td>
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<tr>
<td>December</td>
<td>$5,687,615</td>
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**TOTAL** $65,724,851

### Mutual Broadcasting System Gross Monthly Billings

<table>
<thead>
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<th>Month</th>
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<tbody>
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<td>$1,428,994</td>
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<td>February</td>
<td>$1,355,477</td>
</tr>
<tr>
<td>March</td>
<td>$1,512,361</td>
</tr>
<tr>
<td>April</td>
<td>$1,637,183</td>
</tr>
<tr>
<td>May</td>
<td>$1,579,940</td>
</tr>
<tr>
<td>June</td>
<td>$1,473,787</td>
</tr>
<tr>
<td>July</td>
<td>$1,653,068</td>
</tr>
<tr>
<td>August</td>
<td>$1,702,467</td>
</tr>
<tr>
<td>September</td>
<td>$1,726,250</td>
</tr>
<tr>
<td>October</td>
<td>$2,109,371</td>
</tr>
<tr>
<td>November</td>
<td>$2,154,485</td>
</tr>
<tr>
<td>December</td>
<td>$2,384,900</td>
</tr>
</tbody>
</table>

**TOTAL** $30,637,638

### National Broadcasting Company 1945 Agency Gross Billings

Not Available
ROBERT MERRILL

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

TED DALE

- MUSICAL CONDUCTOR

ELLA FITZGERALD

- THE FIRST LADY OF SWING
  Winner of the Esquire Gold Award as the Outstanding Singer of 1945
Research Organizations

A. S. BENNETT ASSOCIATES
512 Fifth Avenue, New York 18, N. Y.
Phone: Pennsylvania 6-0646

CALIFORNIA ASSOCIATES
417 South Hill St., Los Angeles 13, Calif.
Phone: Madison 1196

CALIFORNIA RESEARCH BUREAU
Phone: No. 5111

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

THE COOPERATIVE ANALYSIS OF
BROADCASTING, INC.
11 West 42nd Street, New York, N. Y.
Phone: Circle 6-6100-1-2-3-4-5

CROSSLEY, INC.
330 West 42 St., New York 18, N. Y.
Phone Bryant 9-5462

ELLIOTT-HAYNES, LTD.
(Radio Research Division)
25 King St., West, Toronto, Ont., Canada

C. E. HOOPER, INC.
10 East 40th St., New York 16, N. Y.
Phone, LEXington 2-3000

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

McKINSEY & CO.
60 East 42nd St., New York 17, N. Y.
Phone, VANDerbilt 6-5280

A. C. NIELSEN COMPANY
2101 Howard Street, Chicago, Ill.
Phone, Hollycourt 6100

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

OFFICE OF RESEARCH, INC.
3470 Broadway, New York 31, N. Y.
Phone, AUDubon 3-2335

RALPH L. POWER
767 Castellar St., Los Angeles 12, Calif.
Phone: Mutual 5277

210 W. 7th St., Los Angeles 14, Calif.
Phone: Madison 4221

THE PULSE, INC.
110 Fulton St., New York 7, N. Y.
Phone: Rector 2-6863

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

RADIO REPORTS, INC.
220 East 42nd St., New York 17, N. Y.
Phone: MURray Hill 2-6406

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

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

ROSS FEDERAL RESEARCH CORP.
18 East 48th St., New York 17, N. Y.
Phone, PLAza 3-6500

'Type-for-Word'
TYPEWRITTEN TRANSCRIPTS

RADIO COPY

12-hour Delivery in New York.
Round-the-Clock Service.

ALSO

Electrical Transcriptions converted to typewritten scripts.

162-25 Depot Road
Flushing, New York FL 9-7779

141
VITELLIUS — Roman Spendthrift of 60 A.D. paid this huge sum to the chief priest of Flamen Province to extend Spring by one minute. Thus proving he could buy the most priceless of all commodities—TIME!

* $250,000,000

for ONE MINUTE of TIME!

Today the buying of time is no whim — but BIG Business... a mighty BIG Business.

Let the Adam Young Organization help you make your sales problems easier. Adam Young serves a limited number of selected "top-notch" radio stations in major markets. They have ten outstanding sales representatives — all specialists in their field — to give you fast, efficient service. This is the type of operation for which the Adam Young Organization stands.

Adam J. Young Jr.
INCOFOATED
RADIO STATION REPRESENTATIVE

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO
**Radio Station Representatives**

**JAMES L. ALEXANDER**

**Toronto**—Concourse Bldg., James L. Alexander, Manager.......................... Adelaide 9594

**Montreal**—Drummond Bldg., Frank Lewis, Manager.................................. Harbour 6448

**Stations**—CKPC, Brantford, Ont.; CJIC, Sault Ste. Marie, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.; CKB, St. Catherines, Ont.; CJFX, Antigonish, N. S.

**ALL-CANADA RADIO FACILITIES LIMITED**

**Calgary**—Southam Bldg. .................................................. M 7691

H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.

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

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

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

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


**AMERICAN BROADCASTING COMPANY** (National Spot Sales Division)

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

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

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

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

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

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

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


**ASSOCIATED BROADCASTING CO., LTD.**

**Montreal**—Dominion Square Bldg. ............................................................ Belair 3325

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

**Toronto**—199 Bay St. .................................................................................. Adelaide 3248

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

**BERTHA BANNAN**

*(New England Representative)*

**Boston**—533 Little Bldg., Bertha Bannon .................................................. Hubard 4370


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

James LeBaron
General Sales Manager

Ray Murphy

Stuart Kelly

Richard Gerken

NEW YORK
366 Madison Avenue
Murray Hill 2-8755

William Sauerstrom

Walter Beadell

Robert Walker
Pacific Coast Manager

JOSEPH HERSHEY

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

CHICAGO, 1
35 East Wacker Drive
State 5282

LOS ANGELES
403 West Eighth Street
Vandyke 9248

Willie Kissick
Manager

John Nelson
Spells Manpower!

"MANPOWER SPELLS RESULTS IN SPOT RADIO"

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

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

"MANPOWER SPELLS RESULTS IN SPOT RADIO"

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

McGillvra, Inc., is fully staffed with aggressive young men, led by a pioneer of 13 years' experience in station advertising representation. So for results—please contact our office nearest you.
EXPONENTS OF
Aggressive Activity
...the men
who have formed
LEWIS H. AVERY INC.

LEWIS H. "Lew" AVERY
New York

ARTHUR H. "Art" MCCOY
New York

B. P. "Tim" TIMOTHY
Chicago

DAVID H. "Sandy" SANDEBERG
San Francisco

LEWIS H. AVERY INC.
Radio Station Representatives

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

544 Market Street
San Francisco, Calif.
DOuglas 5873

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

WALTER BIDDICK COMPANY

Los Angeles—568 Chamber of Commerce Bldg. (24) ......................................................... Richmond 6184
Walter Biddick, President; M. Cornell, Vice-President; G. M. Biddick, George Link, Salesmen.

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

JOHN BLAIR & COMPANY

Chicago—520 N. Michigan Avenue ................................................................. Superior 8659
John Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray, Charles Dilcher, Ward Ingram.

New York City—341 Madison Avenue .......................................................... Murray Hill 9-6084
George Bolling, Vice-President; Richard Buckley, William Weldon, Robert Hill Bolling, E. Schuyler Ensell, Robert Eastman.

Los Angeles—438 Chamber of Commerce Bldg., Carleton E. Coveny .............. Prospect 3584
San Francisco—608 Russ Bldg., Lindsey Spight, Vice-President ...................... Douglas 3188
St. Louis—350 Paul Brown Bldg., J. Chris Hetherington ................................ Chestnut 5688
Detroit—1114 Book Bldg., Charles M. Adell ................................................. Randolph 5257


D. L. BOUFFORD

Toronto—112 Yonge St., 1 ............................................................... AD. 7468

Stations—CKCH, Hull, Quebec.

THE BRANHAM COMPANY

New York—230 Park Avenue ................................................................. Murray Hill 6-1860
M. H. Long, Vice-President; F. P. Morz, Vice-President; Joseph F. Timlin, Manager of radio department.

Chicago—360 N. Michigan Avenue .......................................................... Central 5726
John Petrie, President; E. F. Corcoran, Vice-President; C. B. Peterson, Manager of radio department.

Detroit—General Motors Bldg., Harry Anderson .......................................... Trinity 1-0440

Dallas—First National Bank Bldg., J. S. McCauley .................................... Central 8569

Atlanta—Rhodes Haverty Bldg., J. B. Keough ............................................ Walnut 4851

St. Louis—Arcade Bldg., J. E. Nicholson .................................................... Chestnut 6192

Kansas City—Board of Trade Bldg., G. F. Doherty ....................................... Harrison 1023

San Francisco—5 Third St., George D. Close .............................................. Garfield 6740

Los Angeles—448 S. Hill St., J. H. Hornung ................................................. Michigan 1269

Charlotte, N. C.—612 Commercial National Bank Bldg., H. L. Rails .............. Charlotte 8839

Memphis—1018 Sterick Bldg., S. Arnold ...................................................... Memphis 8-2344

Stations—KTHS, Hot Springs, Ark.; KWKH, Shreveport, La.; WCPO, Cincinnati, Ohio; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMG, Memphis, Tenn.; KRKC, Beaumont, Texas; KRLD, Dallas, Texas; (WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington, West Va.;) KFMB, San Diego, Cal.; WMOB, Mobile, Ala.; KWBU, Corpus Christi, Texas.
THE PAN AMERICAN MARKET

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

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

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

Representatives for radio stations in

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

Pan American Broadcasting Co.
330 Madison Avenue New York (17), N. Y.

In Chicago ... Fred Jones, 228 No. Lasalle St.
In Hollywood ... Homer Griffith, 6362 Hollywood Blvd.
BROADCAST SALES CO.

New York City—280 Madison Ave., Peggy Stone..........................MUrray Hill 5-2940
Chicago—360 N. Michigan Ave., George Roesler..........................Randolph 9034


HOWARD C. BROWN COMPANY

Hollywood—6404 Sunset Blvd..................................................Hollywood 6045
H. C. Brown, In Charge; Helen V. Brown, Office Manager; Sara Beltron, Sales Manager.

Stations—3XY, Melbourne, Australia; Efftee Network, Australia.

BURN-SMITH COMPANY, INC.

Chicago—307 N. Michigan Ave., John Toothill, President..................Central 4437
New York—19 W. 44th St., Robt. S. Keller, Mgr..........................MUrray Hill 2-3124
Los Angeles—Chamber of Commerce Bldg., Walter Biddick, Mgr..............Richmond 6814


CANADIAN BROADCASTING CORPORATION

Toronto—354 Jarvis Street....................................................Midway 5481
E. A. Weir, Commercial Manager; W. E. Powell, Asst. Commercial Mgr.
Montreal—1231 St. Catherine Street, West..................................Marquette 8021
Omer Renaud, Commercial Manager—Quebec Division.

Stations—CBB, Vancouver, B. C.; CBA, Sackville, N. B.; CBO, Ottawa, Ont.; CBL, Toronto, Ont.; CJBC, Toronto, Ont.; CJN, Chicoutimi, Que.; CBF, Montreal, Que.; CBM, Montreal, Que.; CBV, Quebec City, Que.; CBK, Watrous, Sask.; CBH, Halifax, N. S.

CAPPER PUBLICATIONS, INC.

Topeka—1035 Topeka Blvd.....................................................Topeka 3-2377
Ben Ludy, General Manager; Edna Hann, Ass’t; Kathryn Young.

New York City—420 Lexington Avenue.........................................Mohawk 4-3280
William L. McKee.

Chicago—180 N. Michigan Avenue, Tom L. Greene..........................Central 5977
Kansas City, Mo.—300 Waltower Bldg., Joseph H. Story, Jr.................Victor 3864
San Francisco—1207 Russ Blvd., Pearl Ann Lyon..........................Douglas 5220

Stations—KCKN, Kansas City, Kans.; WIBW, Topeka, Kans.

THOMAS F. CLARK CO., INC.

New York—205 East 42nd St...................................................MUrray Hill 4-6317
Thomas F. Clark, President; Miss Mary Dempsey, Manager; Mrs. E. A. Abernethy, Asst. Manager.

Chicago—35 East Wacker Drive...............................................Central 1112
C. J. Anderson, Manager.
Walnut Adelade

HARRY HUBBARD

HILLSIDE GRANT

RITTENHOUSE VANDERBILT

JACKSONVILLE LOMBARD

STATE PITTSGURGH

PHILADELPHIA—HOLLYWOOD

CHICAGO

NEW YORK—ATLANTA

B. FRANK COOK

(Southeastern Representative*)

Atlanta, Ga.—1104-22 Marietta St. Bldg. ......................................... Walnut 1231

Stations—WALB, Albany, Ga.; WFBG, Greenville, S. C.

* Stations represented on a regional basis only.

COX & TANZ

Philadelphia—Drexel Building .................................................. Lombard 1720

E. R. Tanz

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

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


HARRY E. CUMMINGS

(Southeastern Representative*)

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

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

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

DOMINION BROADCASTING CO.

Toronto, Canada—4 Albert Street .............................................. Adelaide 3383

Hal B. Williams, Manager; Don Copeland, Recording Division Manager; Stan Francis, Production.

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

FORJOE & COMPANY

New York—19 W. 44th St. ...................................................... VANDERBILT 6-5080

Joseph Bloom, President; Fredric Apt, Sales and Sales Promotion.


Philadelphia—1301 Widener Bldg., Charles Shall, Rep. ...................... RITTENHOUSE 9698

Race 2050

Pittsburgh—Keystone Hotel, Thomas B. Price, Rep. ........................... Grant 5200


Stations—WLWB, New York, except New York; WBNX, New York; WBSB, Chicago; WJBK, Detroit, except Chicago; WWSW, Pittsburgh; WDAS, Philadelphia; WORL, Boston, except New York; WMIN, Minneapolis; St. Paul; KEYS, Corpus Christi; KONO, San Antonio; WIBM, Jackson, Mich., except Chicago; WISR, Butler, Pa.; WCOU, Lewiston, Maine; WBRO, Welch, W. Va.; WRRF, Washington, N. C.; WTAW, College Station, Texas; CKNW, Vancouver, New Westminster, Canada.

R. C. FOSTER & COMPANY

(New England Radio Advertising)

Boston—507 Statler Bldg. ..................................................... Hubbard 3225

Robert C. Foster, Gertrude Saxe, Manager.

Owner (now in U. S. Navy.)

150

*Represented on regional accounts only.

FREE & PETERS, INC.

**New York—**444 Madison Avenue ........................................ Plaza 5-4130

**Chicago—**180 N. Michigan Avenue .................................... Franklin 6373
Russell Woodward, Vice-President; Sherman R. Barnett, Sec.-Treasurer; John A. Cory, Joseph W. Evans, Lloyd Griffin, Ray Neihengen.

**Atlanta—**322 Palmer Bldg., James M. Wade .......................... Main 5667
San Francisco—111 Sutter Street, A. Leo Bowman ......................... Sutter 4353

**Hollywood—**6331 Hollywood Blvd .................................... Sutter 3615
James L. Free, Chairman; Hal W. Hoag, Manager.

**Detroit—**645 Griswold St., William W. Bryan .......................... Cadillac

ROMIG C. FULLER & ASSOCIATES

(Northwest Representative*)

**Seattle—**2939 Fourth Ave., South ................................. Main 0110

*Stations represented on a regional basis only.

W. S. GRANT COMPANY

**San Francisco—**582 Market St., W. S. Grant, General Manager ........... Exbrook 6685
W. S. Grant, General Manager; Patria Craig, Secretary.

**Los Angeles—**412 W. 6th St., J. H. Johnston ........................ Vandick 6341

**New York—**366 Madison Ave ......................................... Murray Hill 2-8865
Phil Broderick, Mgr.

**Chicago—**180 N. Michigan Ave., Frank Back, Manager .................. Dearborn 7869
Frank Back, Mgr.

151
HOMER GRIFFITH CO.

Hollywood—6123 Selma Ave. (28) .......................................................Granite 6113
Homer Griffith, Owner and Manager; Mrs. Homer "Jerie" Griffith, Ass't
Manager; Walter Miles, Account Executive; Gladys Macrey, Auditor-
Manager.

New York City—330 Madison Ave., John Livingston .......................Murray Hill 2-0811
Chicago—612 N. Michigan Ave., Al Halus .......................................Superior 8177
San Francisco—681 Market St., David Williamson .........................Douglas 4475
Seattle—1011 American Bldg., Gil Wellington .................................Elliot 3933

MELCHOR GUZMAN COMPANY, INC.
(Latin American Representative)

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

Stations—Argentina: LRI, Buenos Aires; LU2, Bahia Blanca; LU8, Barioche;
LV2, Cordoba; LU6, Mar Del Plata; LT5, Resistencia; LU12, Rio Gallegos;
LU4, Rivadavia; LT3, Rosario; LV9, Salta; LV5, San Juan; LT9, San Fe;
LV7, Tucuman, Bolivar; CP3-CP2-CP38, La Paz; CP1-CP141, Sucre.

Chile: CA141, Antofagasta; CC117, Concepcion; CD, Osorno; CD111, Punta
Arenas; CD69, Temuco; CA90, Tocopilla; CD132, Valdivia; CB114, Santiago
Columbia: HJEM-HJFH, Armenia; HJAN-HJAB, Barranquilla; HJCZ-
HJEX, Bogota; HJER-HJEX, Cali; HJAF-HJAE, Cartagena; HJB-HJBC,
Cucuta; HJED-HJFB, Manizales; HJDP-HJDP, Medellin; HJFF-HJFK,
Pereira; HJEq, Palmira.

Costa Rica: TIPG, San Jose.
Cuba: CMQ-COCQ, Havana; CMQ, Camaguey; CMKJ, Holguin;
CMHQ, Santa Clara; CMKU, Santiago; CMAQ, Pinar del Rio.

Dominican Republic: HIZ-HI1Z, C. Trujillo.

Ecuador: HC2AJ-HC2AK, Guayaquil.

Guatemala: TGW-TGWB-TGWA, Guatemala City.

Honduras: HR1, San Pedro Sula; HRN, Tegucigalpa.

Mexico: XEFQ, Cananea; XEBW, Chihuahua; XEBL, Culiacan; XEDR,

"We Know the West—
We Sell the West"

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

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

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

HOMER GRIFFITH COMPANY

Radio Station Representatives

HOLLYWOOD — SAN FRANCISCO — CHICAGO — NEW YORK

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ARTHUR H. HAGG & ASSOCIATES, INC.

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

HEADLEY-REED COMPANY

New York—405 Lexington Ave................................................................. MUrray Hill 3-5470
Frank M. Headley, President; John D. Allison, Vice-President; Pat Sullivan, Frank Hays, Sterling B. Beeson, William B. Faber, L. J. Blumenthal.

Chicago—180 N. Michigan Ave., (1) ....................................................... Franklin 4686
Dwight S. Reed, Vice-President; Paul R. Weeks, John Wrath.

Detroit—New Center Bldg., (2), B. H. Keit, Vice-President ...................... Madison 4675

Detroit—1920 Penobscot Bldg., H. V. Barrett ....................................... Randolph 9615

Los Angeles—210 W. 7th St., H. Lindley ............................................. Vandyke 1725

Atlanta—120 Marietta St., N.W., (3), E. W. Sweatman ......................... Walnut 1636

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


HOMER HOGAN & CO.

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

HAL HOLMAN CO.

Chicago—260 N. Michigan Ave. ................................................................. State 5262
Hal Holman, Owner.

New York—551 Fifth Avenue ................................................................. MUrray Hill 2-7986

Stations—WJBK, Detroit, Mich.; WIBM, Jackson, Mich.

GEORGE P. HOLLINGBERY CO.

Chicago—307 N. Michigan Avenue (1) ................................................... Andover 2636
George P. Hollingbery, Owner; Fred Hague, Frank E. McCarthy, Harry H. Wise, Jr., Salesman.

New York City—420 Lexington Avenue (17) ............................................. MUrray Hill 3-9447
F. E. Spencer, Jr., Manager; Paul J. Senft, Noel C. Breault, Thomas A. Welstead, Knox LaRue, Salesmen.

Atlanta—510 Healey Bldg. (3), M. P. Martin, Manager ......................... Walnut 3856
J. Gordon Hewell, Salesman.
San Francisco—300 Montgomery St. (4), R. J. Birch, Manager 4393
Los Angeles—607 S. Hill Street (14), J. V. Fisler, Manager 7386
Van Dyke


INTERNECOLLEGIATE BROADCASTING STATION REPRESENTATIVES

College Stations—University of Alabama, Tuscaloosa, Ala.; Brown University, Providence, R. I.; Columbia University, New York, N. Y.; Cornell University, Ithaca, N. Y.; Harvard University, Cambridge, Mass.; Haverford College, Haverford, Pa.; Princeton University, Princeton, N. J.; Wesleyan University, Middletown, Conn.; Williams College, Williamstown, Mass.; Yale University, New Haven, Conn.; Radcliffe College, Cambridge, Mass.; Stephens College, Columbia, Mo.; Bryn Mawr College, Bryn Mawr, Pa.; Bucknell University; Swarthmore College, Swarthmore College; Union College; Wellesley College; St. Lawrence University; Mary Washington College

THE KATZ AGENCY, INC.

New York City—500 Fifth Avenue, Wisconsin 7-8620

Chicago—307 N. Michigan Avenue, Central 400C
G. H. Gunst, Vice-President & Manager; Sidney L. Katz, Lowell E. Jackson, David H. Decker, Roy Miller, Frank B. Heib, Mrs. V. Greisen, W. W. Joyce.

Detroit—General Motors Bldg., 2-7685
Ralph Bateman, Manager; F. J. Barron.

Kansas City—Bryant Bldg., 7095

Atlanta—22 Marietta Street Bldg., Walnut 4795
Fred M. Bell, Manager, Charles Coleman.

Dallas—Republic Bank Bldg., Frank Brimm, Central 7936

Los Angeles—530 W. 6th Street, S. J. Reulman, Mgr., Tucker 3219

San Francisco—Monadnock Bldg., Richard S. Railton, Manager, Sutter 7434
Richard S. Railton, Manager.

STATION REPRESENTATIVES

JOHN KEATING

Portland, Ore.—814 Studio Bldg. (5), Lee P. Bishop..................................Beacon 4107
Seattle—318 Douglas Bldg., (1) ....................................................Elliott 3300
James McLoughlin, Manager.

JOSEPH HERSHEY McGILLVRA, INC.

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

J. P. MCKINNEY & SON

New York City—30 Rockefeller Plaza, Hugh Boice, Jr. ..........................Clircle 7-1178
Chicago—400 N. Michigan Avenue ...........................................Superior 9866
San Francisco—681 Market St., R. J. Bidwell, Co. ................................Garfield 5512
Stations—WHTT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany,
N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N.

NATIONAL BROADCASTING COMPANY
(Original Spot and Local Sales Division)

New York City—30 Rockefeller Plaza ...........................................Clircle 7-8300
James V. McConnell, National Manager; W. O. Tilienius, W. C. Roux, Asis-
tant Managers.
Boston—Hotel Bradford, 5E. Kettrel .................................Hancock 4261
Cleveland—815 Superior Ave., N. E., Donald G. Stratton ...........................Cherry 0942
Chicago—Merchandise Mart ..................................................Superior 8300
Oliver Morton, Manager.
Denver—1625 California Street, James R. MacPherson ..........Main 6211
Hollywood—Sunset & Vine, Robert E. Howard ..................Hollywood 6161
San Francisco—Taylor & O'Farrell Sts., C. Nielson ...............Sutter 1920
Washington, D. C.—Trans-Lux Bldg., Mahlon Glascock ..........Republic 5400


NATIONAL BROADCAST SALES

Toronto—25 King Street, West .....................................Elgin 1165
R. E. McGuire, Toronto Office Manager.

Montreal—660 St. Catherine Street, West .........................Harbour 3051
R. A. Leslie, Manager.

Stations—CKEY, Toronto, Ont.; CJAD, Montreal, Que.; CKWS, Kingston, Ont.; CHEX, Peterborough, Ont.; CFCH, North Bay Ont.; CKKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.; CHAD, Amos, Que.; CFPA, Port Arthur, Ont.; CKTB, St. Catharines, Ont.

NEW ENGLAND RADIO ADVERTISING COMPANY

Boston—507 Statler Building ........................................Hubbard 3225
R. C. Foster, Executive in Charge; Gertrude Saxe, Manager.

Stations—WDRC, Hartford; WEI, New Haven; WPRO, Providence; WSAR, Fall River; WHAI, Greenfield; WOCB, Cape Cod; WNBH, New Bedford; WBRK, Pittsfield; WESX, Salem; WMAS, Springfield; WABI, Bangor; WCOU, Lewiston; WGAN, Portland; WAGM, Presque Isle; WMUR, Manchester; WSYB, Rutland; WNEW, New York; WOV, New York; WSNY, Schenectady.

NORTHERN BROADCAST SALES

Toronto—Bank of Commerce Bldg. ..................................Elgin 1165
R. A. Leslie, Manager; N. D. Brown, C. E. Wingrove.

Montreal—510 Keefo Bldg. ..........................................Harbour 3051
Roy Hoff, Manager.

Stations—CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn-Noranda, Que.; CKVD, Val d'Or, Que.; CHAD, Amos (Northern Quebec B'casting System).

NORTHWEST RADIO ADVERTISING COMPANY

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

Stations—KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska.

PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Foreign Station Representative)

New York City—330 Madison Avenue, (17), E. Bernald, Manager ..........Murray Hill 2-0811
Chicago—228 North La Salle St., F. R. Jones, Manager ..................State 5096
Cleveland—1635 East Twenty-Fifth St., Alonzo Hawley ..................Prospect 2922
Hollywood—6362 Hollywood Blvd., H. O. Griffith .........................Granite 1726
San Francisco—168 Market St., S. P. LaDue ................................Douglas 4475
Seattle—White Bldg., Hal Pearce .....................................Main 6626

Stations—KFQD, Anchorage; Red Argentina De Emisoras Splendid, CIA; Broadcasting De La Patagonia, ZFY, British Guiana; La Cooperativa Vitalicia, Chile; Barranquilla, Emisoras Unidas; Barranquilla, La Voz De La Patria; Bucaramanga, Radio Santander; Bogota: La Voz De La Victor, Radio Mundial; Cali: La Voz Del Valle, Radio Cali, Radio Pacifico; Medellin: La Voz De Antioquia; Pereira: La Voz De Pereira; San Jose: La Voz De La Victor, La Voz De La Democracia; Guantanamo: CMKS; Havana: CMQ Network; HIN-HIIN, Ciudad Trujillo; Radio Comercial, Quito; YSO-YSN, San Salvador; TGW, Guatemala; HHW-HH3W-HHBM, Port-au-Prince; HRN Tegucigalpa; Rikisutvarpid, Reykjavik; YNDS-YNPS, YNDS, Mangagua; VONF-H-G, St John's; Radio Mil Network, Mexico; HPSJ-6J, Panama City; ZP9, Asuncion; Cia Peruana De Radiodifusion: WKAQ-WIAC, San Juan; WPAB, Ponce; WPRK, Mayaguez; El Espectador, Uruguay; Radio Caracas, Radiodifusora Ven., Caracas; Ecos Del Zulia, Radio Popular, Maracaibo; La Voz Del Tachira, San Cristobal.
## JOHN E. PEARSON COMPANY

### Chicago—360 N. Michigan Avenue
- John E. Pearson, Owner; Kay Fisher, Sales; James F. Brown, Sales; Suzanne Masterson, Office Manager; Agnes Terrace, Secretary.

### New York—250 Park Ave.
- Hines H. Hatcher, Manager; John McSweeney, Salesman; Kay Kane, Office Mgr.; Florence Albus, Secretary.

### Kansas City, Mo.—Dierks Bldg., Owen H. Balch, Manager
- Grand Christine Mitchell, Secretary.

### Stations

## JOHN H. PERRY ASSOCIATES

### New York City—310 East 45th St., (17)

### Chicago—122 S. Michigan Avenue, O. J. Ranft, Manager
- Harrison 8085

### Detroit—7338 Woodward Avenue, J. J. Higgins, Manager
- Madison 0790

### Atlanta—1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant, Manager
- Walnut 1334

### Philadelphia—12 South 12th St., Robert Hitchens, Manager
- Walnut 3555

### Stations
- WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.

## EDWARD PETRY & COMPANY, INC.

### New York City—17 East 42nd Street
- Murray Hill 2-4400

### Chicago—400 N. Michigan Avenue
- Delaware 8600

### Detroit—General Motors Bldg.
- Madison 1035

### San Francisco—Russ Bldg., Earle H. Smith
- Garfield 4082

### Los Angeles—601 W. 5th Street, Chester Matson
- Michigan 8729

### St. Louis—Shell Bldg., George Kercher
- Chestnut 7911

### Stations
RALPH L. POWER
(Australian Representative)

Los Angeles—767 Castellar (12), Eugene Parker ............................................Mutual 5277
210 W. 7th St. (14), R. L. Power .................................................................Madison 4221

Station—Representation of stations in Australia, New Zealand and South Africa.

RADIO ADVERTISING CO.

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

Chicago—333 N. Michigan Avenue (1) ..........................................................Central 1742-3
R. L. Swats, Jr., Manager.

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

San Francisco—Russ Bldg. (4), L. Ray Rhodes, Manager ...............................Exbrook 2093

Los Angeles—707 South Hill St. (14), J. Leslie Fox .....................................Van Dyke 1901

Stations—KROC, Rochester, Minn.; WJNO, W. Palm Beach, Fla.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WMBS, Uniontown, Pa.; WKAT, Miami Beach, Fla.; WAAT, Newark, N. J.; WHKK, Akron, O.; KROW, Oakland, Calif.; WHBL, Sheboygan, Wis.

RADIO CENTRE LIMITED

Toronto—64 Wellington St., West .................................................................WAverage 2036
D. Spencer Grow, Manager.

RADIO REPRESENTATIVES, LTD.

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

Montreal—337 Dominion Square Bldg., W. Dippie, Mgr. ...............................HArbour 7811


RADIO SALES
(The SPOT Broadcasting Division of the Columbia Broadcasting System)

New York—485 Madison Avenue ...............................................................Wickersham 2-2000
J. L. Van Volkenburg, General Sales Manager; Herbert A. Carlborg, Eastern Sales Manager; E. J. Heerdt, Jr., Sales Service Manager; Richard F. Hess, Supervisor of Research; Dick Dorrance, Promotion Director; Alice Santti, Manager Clearance Dept.; G. R. Dunham, Jr., A. H. Flaten, Don Miller, Roy F. Shults, Gordon Owen.

Chicago—410 N. Michigan Avenue .............................................................Whitehall 6900

Atlanta—101 Marietta St. Bldg. ..................................................................Jackson 5960
H. H. Holtshouser, Sales Manager.

St. Louis—Mart Bldg., Carter Ringlep, Sales Manager ..................................Central 8240

San Francisco—Palace Hotel .........................................................................Yukon 1700
Jack Brumbach, Sales Manager for Northern California & the Northwest.
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<th>City</th>
<th>Address</th>
<th>Manager</th>
<th>Phone</th>
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<tr>
<td>Chicago</td>
<td>360 N. Michigan Ave.</td>
<td>William G. Rambeau, Owner; Mary S. Rudd, Mary Moore.</td>
<td>5566</td>
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<tr>
<td>New York</td>
<td>Chainin Bldg.</td>
<td>William M. Wilson, Manager; Robt. L. Brockman, Dorothy P. Phillips,</td>
<td>2-1820</td>
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<tr>
<td>Los Angeles</td>
<td>5833 Fernwood Ave.</td>
<td>Fred L. Allen, Manager</td>
<td>3636</td>
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<tr>
<td>San Francisco</td>
<td>Russell Bldg. (4)</td>
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**WILLIAM G. RAMBEAU COMPANY**

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<tr>
<td>New York</td>
<td>366 Madison Avenue (17)</td>
<td>Fred C. Brokaw, Peirce L. Romaine, Paul Tiemer, Charles A. Hammarstrom.</td>
<td>2-8689</td>
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<tr>
<td>Detroit</td>
<td>28 W. Adams St. (26)</td>
<td>Robert B. Rains</td>
<td>8321</td>
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<tr>
<td>San Francisco</td>
<td>Russell Bldg. (4)</td>
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<tr>
<td>Los Angeles</td>
<td>707 South Hill St. (14)</td>
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**PAUL H. RAYMER COMPANY**

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<th>Manager</th>
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<tr>
<td>Los Angeles</td>
<td>707 South Hill St. (14)</td>
<td></td>
<td>1901</td>
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### REGIONAL RADIO SALES COMPANY

**Chicago**—360 N. Michigan Avenue..........................Central 6595
George Clifford, Partner.

**Milwaukee**—231 W. Wisconsin................................Br. 2579
Myles H. Johns, Sr., Partner; Winifred Land, assistant to Mr. Johns.

**Stations**—WRJN, Racine, Wisc.; WIGM, Medford, Wisc.; KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.

### VIRGIL REITER & CO.

**Chicago**—400 N. Michigan Ave. (11).................Superior 5072
Virgil Reiter, Jr., Owner.

**Station**—WCAU, Philadelphia, Pa.

### SEARS & AYER, INC.

**Chicago**—612 N. Michigan Ave..................................Superior 8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.

**New York City**—295 Madison Ave..........................LExington 2-0772
P. Joseph Bogner, Jack Martin, Robert C. Whitehead, Jr.

**Kansas City**—15 W. 10th St., Wm. Temple, Mgr..........................Victor 0021

**Hollywood**—6123 Selma Ave., Homer Griffith, Mgr..........................Granite 6113

**San Francisco**—681 Market St., Edith Olson................................Douglas 4475

**Portland**—Studio Bldg. (5), James McLoughlin, Mgr..........................Beacon 4107

**Seattle**—318 Douglas Bldg., R. G. Chastain, Mgr..........................Elliot 3300


### HORACE N. STOVIN AND COMPANY

**Toronto**—1402 Victory Bldg................................Adelaide 9184

**Montreal**—608 Keefer Bldg., R. F. Bowden, Mgr..........................Plateau 8749

**Winnipeg**—c/o Radio Station CKY, 608 Manitoba Telephone System Bldg., Winnipeg 92-191

**Stations**—CJCH, Halifax, N. S.; CHSJ, Saint John, N. B.; CKCW, Moncton, N. B.; CJEM, Edmundston, N. B.; CJBW, Rimouski, Quebec; CKSF, Cornwall, Ont.; CFBR, Brockville, Ont.; CHOV, Pembroke, Ont.; CFOR, Orillia, Ont.; CFPL, London, Ont. (Montreal & Winnipeg only); CHML, Hamilton, Ont. (Montreal & Winnipeg only); CKLW, Windsor, Ont.; CFOS, Owen Sound, Ont.; CJRL, Kenora, Ont.; CKY, Winnipeg, Man.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CJGX, Yorkton, Sask.; CKLN, Nelson, B. C.; CJOR, Vancouver, B. C.; CFPR, Prince Rupert, B. C.
TAYLOR—HOWE—SNOWDEN RADIO SALES

Amarillo, Texas—Radio Building .............................................. Amarillo 4242
Alex Keese, General Manager; O. L. Ted Taylor, Exec. Partner; Gene Howe, T. E. Snowden, Partners.

Chicago—360 North Michigan (1), Tom Peterson, Mgr ................................... State 5260

Dallas—806 Tower Petroleum Bldg., C. Melville, Mgr .................................. Riverside 5663

New York City—19 W. 44th St., Jack Keasler, Mgr .................................. MU 2-2485

San Francisco—681 Markt St. (28), David Williamson, Mgr __________________________ Douglas 4475

Hollywood—6362 Hollywood Blvd. (28), Homer Griffith, Mgr ...................... Granite 6113

Seattle—1011 American Bldg., Gilbert Wellington, Mgr .................................. Elliott 3933

Stations—KGNC, Amarillo, Texas; KFYO, Lubbock, Texas; KTSA, San Antonio, Texas; KRGV, Weslaco, Texas; KFDM, Beaumont, Texas; KTKO, Oklahoma City, Okla.; The Oklahoma Network; KTBC, Austin, Texas; KOME, Tulsa, Okla.; KGFF, Shawnee, Okla.; KADA, Ada, Okla.; KCRC, Enid, Okla.; KBIX, Muskogee, Okla.; KVSO, Ardmore, Okla.; KGGM, Albuquerque, N. M.; KVSF, Santa Fe, N. M.

WILLIAM M. TEMPLE

Kansas City, Mo.—15 W. Tenth Street .............................................. Victory 0021

ADVERTISING TIME SALES CO.

Dallas—507 Texas Bank Bldg., Irl W. Brown, Manager .................................. Central 9026

New York—60 East 42nd St., Lowell W. Brown, Manager ................................ MUrray Hill 6-1788

Chicago—360 N. Michigan Ave., John Alexander, Manager .................................. Franklin 5241

St. Louis—915 Olive St., Fred J. Wright, Manager .................................. Chestnut 1965

San Francisco—155 Sansome St., R. J. Birch, Manager .................................. Davenport 4164

EDWARD S. TOWNSEND COMPANY

San Francisco—Russ Bldg., Edward S. Townsend, Owner .................................. Exbrook 2164

Station—WOR, New York, N. Y.

TRI-CITY STATIONS OF VIRGINIA

Lynchburg, Va.—Allied Arts Bldg., Philip P. Allen, General Manager ........ Lynchburg 3032
Katherine Gleason, Traffic; J. P. Read, Jr., Auditor.


J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative*)

New York City—152 W. 42nd St., J. Franklyn Viola, President .................. CHickering 4-3254

*Stations represented for the broadcasting and producing of foreign language programs only.
THE WALKER COMPANY

New York—551 Fifth Avenue........................................MUrray Hill 2-7986-7

Chicago—360 North Michigan Ave., Hal Holman............................State 5262

Kansas City, Mo.—15 W. 10th St., Wm. Temple..................................Victory 0021

Los Angeles—568 Chamber of Commerce Bldg., Walter Biddick............Richmond 6184

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

WAXELBAUM ADVERTISING CO.

New York—10 East 43rd St. (17)........................................MUrray Hill 2-7398
Benjamin Waxelbaum, Owner; Rita Klatzer, Office Manager; Louis Rosen,
Acct. Executive.

Stations—WHOM, WBNX, WBYN, WEVD, New York, N. Y.

WEED & CO.

New York—350 Madison Avenue........................................Vanderbilt 6-4542
Joseph J. Weed, President; Norman V. Farrell, Paul Frank, Peter A.
McGurk, Fred E. Wester, Edward B. Couglin, Edwin J. Fitzsimmons,
Salesmen.

Detroit—Book Bldg., Wm. J. Reilly, Manager..................................Randolph 5382

Chicago—203 N. Wabash Avenue........................................Randolph 7730
C. C. Weed, Vice-President.

Boston—Statler Bldg., Dana Baird, Manager..................................Hubbard 5677

Hollywood—6253 Hollywood Blvd., Lincoln P. Simonds, Manager...........Hillside 8611

San Francisco—Mark Hopkins Hotel, Lincoln P. Simonds, Manager.........Yukon 1899

Stations—KSFO, San Francisco, Calif.; WTIC, Hartford, Conn.; WWDC,
Washington, D. C.; WMBR, Jacksonville, Fla.; WSN, St. Petersburg, Fla.;
WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WHBU, Anderson, Ind.;
WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WHOT, South Bend,
Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; KGGF, Coffeyville,
Kan.; KALB, Alexandria, La.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.;
WCSH, Portland, Me.; WORC, Worcester, Mass.; WSLI, Jackson, Miss.;
KBFB, Great Falls, Mont.; WEBR, Buffalo, N. Y.; WMCN, New York,
N. Y.; WNYN, Watertown, N. Y.; WAKR, Akron, O.; WIZE, Springfield,
Ohio; WAYS, Charlotte, N. C.; WRAL, Raleigh, N. C.; WING, Dayton,
Ohio; WERC, Erie, Pa.; WJAR, Providence, R. I.; WFBC, Greenville,
S. C.; WDEF, Chattanooga, Tenn.; WRR, Dallas, Texas; KFJJ, Fort Worth,
Texas; Texas State Network; WCAH, Burlington, Vt.; WTAQ, Green
Bay, Wisc.; New England Regional Network; CFAC, Calgary, Alta.;
Marjorie Mills Hour; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.;
CJO, Lethbridge, Alta.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.;
CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.;
CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCJ, Sydney, N. S.;
CKOC, Hamilton, Ont.; CKWS, Kingston, Ont.; CKJL, Kirkland Lake, Ont.;
CFCH, North Bay, Ont.; CHER, Peterborough, Ont.; CJCS, Stratford, Ont.;
CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CFCCY, Charlottetown, P. E. I.;
CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.;
CKCK, Regina, Sask.; KNOW, Austin, Texas; KTHT, Houston, Texas;
KABC, San Antonio, Texas; WACO, Waco, Texas; WTKW, Wheeling,
W. Va.; KPAS, Los Angeles, Calif.; KTFI, Twin Falls, Idaho; WLAW, Lawrence, Mass.; KGVO, Missoula, Mont.; WMUR, Manchester, N. H.; WMSA, Massena, N. Y.; WHGB, Harrisburg, Pa.; WKST, New Castle, Pa.; KQV, Pittsburgh, Pa.; WKIX, Columbia, S. C.; WSVA, Harrisonburg, Va.; Sunshine Trio (Florida); Universal Broadcasting Co. (Coast); CFJC, Kamloops, B. C.; CKFY, Toronto, Ont.

HOWARD H. WILSON COMPANY

Chicago—75 East Wacker Drive.................................................................Central 8744
S. M. Aston, George E. Hallemann, George E. Wilson.

New York—551 Fifth Ave.................................................................Murray Hill 6-1230
W. S. Clark, Edward Devney.

Hollywood—6362 Hollywood Blvd., Homer O. Griffith.........................Granite 6113

San Francisco—681 Market St., D. Williamson...........................................Garfield 5512

Seattle—American Bldg., G. Wellington.


HELEN WOOD

New York—39 E. 63rd St.................................................................REgent 7-1154
Helen Wood, Manager; Lionel E. Colton, Account Executive; Peggy Sands, Office Manager.


ADAM J. YOUNG, JR., INC.

New York—11 West 42nd Street..........................................................LOnagrace 3-1926
Adam J. Young, Jr., President; Paul S. Wilson, Thomas F. Malone.

Chicago—55 E. Washington Street............................................................Andover 5448
Robert S. Russell, Manager.

Los Angeles—448 S. Hill St., Forrest C. Pearson........................................Michigan 1921

San Francisco—627 Mills Bldg., Duncan A. Scott......................................Sutter 1393

24 hours a day, from coast to coast, at high speed, over wires carrying radio news only, United Press brings broadcasters in every one of the 48 states—

26 news roundups a day, punctuating a steady flow of datelined dispatches . . .

14 regional reports a day. These flow into stations for a total of four and a half hours, cover every big broadcast period of the day, from six in the morning until eleven at night. They go into both the roundups and datelined news . . .

24 special features. Seventeen of them are daily, including four on sports . . .

3000 words a day of spot sports bulletins—enough to make two 15-minute newscasts in addition to the four features.

United Press has more radio news clients than all other services combined. Because it offers more than any other service.
International News Service
New York—235 East 45th Street ........................................ MUrray Hill 2-0131
Executives
General Manager ....................................................... Seymour Berkison
Editor-In-Chief ....................................................... Barry Faris
Business Manager .................................................... William B. Goode
Sales Manager ........................................................... Frank J. Nicht

Press Association, Inc. (Associated Press)
New York—50 Rockefeller Plaza ......................................... Circle 7-7363
Executives
General Manager ....................................................... William J. McCambridge
Assistant General Manager ........................................... Oliver Gramling
Radio News Director ................................................... Tom O’Neil

Reuters
New York—50 Rockefeller Plaza ......................................... Circle 6-3960
Executives
Manager ................................................................. D. Kimpton Rogers
News Editor ............................................................ Stanley Burch
Secretary of Accountants ............................................... Sally Ojala
Chief Washington Correspondent .................................. Paul Scottrankine
Senior Editor—Washington ........................................... William Hardcastle

Transradio Press Service, Inc.
New York—521 Fifth Avenue ........................................... MUrray Hill 2-4053-4
Executives
Chairman of the Board ................................................ Herbert Moore
President ............................................................... Dixon Stewart

United Press Associations
New York—220 East 42nd Street ......................................... MUrray Hill 2-0400
Executives
President ............................................................... Hugh Baillie
Vice-President & General Business Manager ........................................ E. M. Williams
Radio News Manager .................................................. Phil Newsom
Sales Manager ........................................................... Jack Bisco
Asst. Sales Manager .................................................... Leroy Keller
Showmanship in Advertising

Among the many important accounts of Buchanan & Company, Inc., the following are listed for their important place in, and their relationship to, these major mediums of entertainment.

**RADIO**
- Adam Hats
- The Eskimo Pie Corporation
- Teen-timers, Inc.
- The Texas Company
- The Welch Grape Juice Company

**MOTION PICTURES**
- G.C.F. (General Cinema Finance)
- International Pictures, Inc.
- Paramount Pictures Inc.
- PRC Pictures, Inc.
- United Artists Corporation

**TELEVISION**
- Allen B. Du Mont Laboratories, Inc.

*  

**BUCHANAN & COMPANY, Inc.**

*Advertising*

1501 BROADWAY, NEW YORK 18, N. Y.

CHICAGO • SAN FRANCISCO • LOS ANGELES • BEVERLY HILLS
ADVERTISING AGENCIES

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

Key to Symbols of Membership and Recognition Abbreviations

AAAA ... American Association of Advertising Agencies
ABC ... Audit Bureau of Circulation
ABP ... Associated Business Papers
ANPA ... American Newspaper Publishers' Association
APA ... Agricultural Publishers' Association
FAAG ... First Advertising Agency Group
NOAB ... National Outdoor Advertising Bureau
OAAA ... Outdoor Advertising Association of America, Inc.
PPA ... Periodical Publishers' Association
PRB ... Pacific Recognition Bureau
SAAA ... Southwestern Association of Adv. Agencies
SNPA ... Southern Newspaper Publishers' Association

AD MASTERS ADV., INC.
519 11th St., N.W., Washington 4, D. C.
Phone District 0551
President..........................John E. Waterfield
Treasurer ....................Edmund S. Goss
Radio Account Placed—WINX, Washington, D. C.

ADVERTISING, INC.
1523-29 Central National Bank Bldg.,
Richmond, Va.
Phone 32800 & 32809
ANPA—SNPA—APA—FAAG
President ..................J. Lynn Miller
Vice-President ..................M. T. Miller
Secretary-Radio Director ....Alicia G. Smithers
Radio Accounts Placed—Southern Dairies,
Co., Henry R. Haase Furs, Sydnor & Hundley,
Inc.

ADVERTISERS BROADCASTING CO., INC.
117 West 46th St., New York 19, N. Y.
Phone BRyant 9-1176
Executive Director ..................M. Keilson
Radio Director ..................Sholom Rubinstein
Producer ..................Jacob F. Keilson
Continuity Chief ..................Jacob I. Freedman
Program Planning ...............David M. Hausdorff

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

Sherman & Marquette
INC.
ADVERTISING

CHICAGO          NEW YORK

HOLLYWOOD
ADVERTISING COUNCIL, INC.
Winchester, Va.
PPA
President & Time Buyer......John Freiburg
Account Placed—O'Sullivan Rubber Co., Inc.

AETNA ADVERTISING AGENCY
1776 Broadway, New York, N.Y.
Phone, Circle 7-7510
ABP
Partner.................Lawrence S. Morris
Partner.....................Julia Morris

THE AITKIN-KYNETT COMPANY
1400 South Penn Square
Philadelphia 2, Pa.
Phone Rittenhouse 7810
AAAA — APA — NOAB — ABP — ANPA
PPA — OAAA
Senior Partner-Time Buyer.....H. H. Kynett
Partner....................A. K. Aitkin
Partner....................M. E. Goldman
Radio Director...............D. Langan

R. H. ALBER CO.
458 Chamber of Commerce Bldg.,
Los Angeles 15, Calif.
Phone PRospect 3331
ANPA
President....................R. H. Alber
Spot Time Buyer..............Pauline Hagen

ALLEN & REYNOLDS
833 Insurance Bldg., Omaha, Nebr.
Phone, Atlantic 4445
AAAA—ANPA—APA—ABP
Partners.....................Earl H. Allen, Milton H. Reynolds

Radio Department.............Harry Walsh, Catherine Harry, Helen Moeller.
Radio Producers...............Harry Walsh, Karl M. Joens.


ALLIED ADVERTISING AGENCIES
167 S. Vermont, Los Angeles 4, Cal.
Phone, Drexel 7331
President....................W. F. Gardner
Vice-President................A. H. Esary
General Production Mgr........W. H. Welsh
Time & Space Buyer...........Shirley Peron
Los Angeles Office Mgr.......John T. Bradley

Branch Offices
725 Hearst Bldg., 3rd & Market Sts.
San Francisco, Cal.
Phone, Douglas 7018
1001 Northern Life Tower
Seattle 1, Wash.
Phone, Elliott 0936
Time & Space Buyer.........Florence Hoff
317 American Bank Building
Portland 5, Oregon
Phone, Atwater 1926

ANDERSON, DAVIS & PLATTE, INC.
50 Rockefeller Plaza, New York 20, N.Y.
Phone Columbus 5-4868
AAAA—PPA—ANPA
President...................T. H. Anderson, Jr.
Vice-President................H. H. Smith
Secretary-Treasurer...........Lewis G. Van Akin
Media Director...............H. H. Thurlby
Time Buyer...................Corinne Dougherty
Television Director...........Karl Knipe

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

Radio Accounts Placed—Alexander Smith & Sons Carpet Co. (National spot), F. Schumacher Co. (national spot), Dry Dock Savings Institution (local), Dura-Glass Nail Polish (national spot).

Television Account Placed — Alexander Smith & Sons Carpet Co.
TEAM-WORK BRINGS RESULTS In The
METROPOLITAN ITALO-AMERICAN MARKET

YOU tell us what to say to these 1,500,000 Italo-Americans who listen daily to our programs; we'll deliver your message to them, the way they understand it... like it... and act on it. We learned how to do it the hard way... and now with fourteen years behind us we have the solid experience to offer you the benefit of our successful system.

LIDO BELLI
Producer — Director — Announcer

PROGRESSIVE RADIO ADVERTISING CO.
260 East 161st Street New York 51, N. Y.
MElrose 5-5522
ANFENGER ADVERTISING AGENCY, INC.
1706 Olive St., St. Louis, Mo.
Phone CHEstnut 6380
AAAA—ABP—ANPA—PPA
President...............Enno D. Winnius
Vice-Presidents.........H. Giord Till,
George L. Prater, C. W. Aubuchon, W. J. 
Johnson.
Radio Director..........Vernon L. Morelock
Asst. Radio Directors.....Ray D. Williams,
Lynn Westbury Brown
Traffic ..................Jean Gose
Television Director.....Vernon L. Morelock
Branch Office
1050 Canal Bldg., New Orleans, La.
Phone Raymond 0845
Manager ..................Walter Winnius
Asst. Radio Dir. ............Ines Masia
Radio Accounts Placed—American Packing Co.,
Boatmen’s National Bank, F. Burkart
Mfg. Co., Falls City Brewing Co., Jackson
Brewing Co., St. Louis Dairy Council,
American Sporting Goods Co., Dazey Corp., Fixaco
Co., Lion Oil Co., Seven-Up Bottling Co.,
Becker-Bischoff Chemical Co., Emerson Elect-
tric Co., Hotel Jefferson, Merit Clothing Co.,
Meyer Bros. Drug Co., Reardon Co.

ANIOl & AUld
Transit Tower, San Antonio, Tex.
Phone Fannin 9148
ABP—SNPA—AAAA
President ..................Claude B. Aniol

ARROW ADVERTISING AGENCY
40 E. 49th St., New York, N. Y.
Phone PLaza 5-1140
Radio Director..............Rosetta Valenti
Space Buyer...............Angelo Sava
Copy Chief ..................H. D. Kline
Radio Accounts Placed—Nagel Groves,
Photo Specialties Co., Raymart Co.

ATHERTON & CURRIER, INC.
420 Lexington Ave., New York, N. Y.
Phone MOhawk 4-8795
ABP—ANPA—PPA
President....................J. W. Atherton
Vice-President .............Lester Stone
Secretary ..................W. T. Tieman
Treasurer .................H. P. Francis
Time Buyer ...............Wm. T. Tieman
Program Director .........J. Dennis Molnar
Branch Office
100 Adelaide St., Toronto, Ont., Canada
Radio Accounts Placed — Cuticura,
Humphreys, Eno, North American Dye Corp.,
Scott’s Emulsion, “Brylcreem,” Phelps Dodge
Refining Corp.

ATHERTON & GRESHAN
6000 Sunset Blvd., Hollywood 28, Calif.
Phone Hollywood 7151
Partner ....................Al Atherton
Partner ....................M. H. Greshan

AUBREY, MOORE & WALLACE, INC.
230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 0830
ANPA—ABP—PPA—APA—NOAB
President ..................James T. Aubrey
Vice-Presidents ..........John C. Moore,
John J. Finlay.
Radio Time Buyer-Production.John H. North
Radio Accounts Placed—Chicago Solvay
Coke Co., International Harvester Co., Mc-
Ilhenney Co. (Tabasco), McKenzie Milling
Co., Old Colony Beverages, Orange-Crush
Co., Williamson Candy Co. (Oh Henry),
O-Cedar Corp., Wyler & Co.

N. W. AYER & SON, INC.
West Washington Square Philadelphia 6, Pa.
Phone Lombard 0100
ANPA—PPA—ABP—APA—OAAA
President ..................H. A. Batten
Executive Vice-Presidents .Gerold M. Lauck,
Clarence L. Jordan
Branch Offices
30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 6-0200
Radio Dept.
Vice-President In Charge of Radio,
H. L. McClinton
Manager Radio Dept. ....Robert Collins
MR. and MRS. FITZ-G-HONEY

i.e.

Ed and Pegeen Fitzgerald
Talent ......................... Marge Kerr
Comm. Copy Director ........ Philip A. Young
Business Manager ............ T. J. McDermott
Chief Time Buyer ............ Clarence G. Cosby
Radio Publicity .............. Wauhillau La Hay
Time Buyer .................... Paul Kizenberger
Television Director .......... Donald N. McClure
Comm. Films Director ........ G. David Gudebrod
Producers .................... Wallace R. Magill,
                          Les Quailey, J. F. Rourke, Charles A.
                          Herbert, Joseph Ripley
Writers ....................... Dorothy Zimmer,
                          Jean Williams, Jean E. Bouillet, Ted
                          Byron, Jay H. Smolin, Douglas W.
                          Gibson
                        Phone Hubbard 4970
Vice-President ............... E. Craig Greiner
                        203 Taft Bldg., Hollywood 28, Calif.
                        Phone Granite 3697
Manager ..................... Herbert C. Sanford
                        135 S. LaSalle St., Chicago 3, Ill.
                        Phone Randolph 3456
Vice-President ............... Sterling E. Peacock
                        235 Montgomery St., San Francisco 4, Calif.
                        Phone Sutter 2534
Vice-President ............... Carl J. Eastman
                        2680 Penobscot Bldg., Detroit 26, Mich.
                        Phone Randolph 3800
Manager ..................... Thomas Jack Henry
                        231 Dillingham Bldg., Honolulu 16, Hawaii
Manager ..................... John S. Cooley
                        Grosvenor House, Park Lane
                        London W1, England
Manager ..................... Mortimer Bryans
Radio Accounts Placed—Atlantic Refining
                          Co., Bell Telephone System, Cliquot Club
                          Co., Goodyear Engineering Corp., Hawaiian
                          Pineapple Co., Dr. Hess & Clark, Illinois
                          Bell Telephone Co., Kerr Chickeries, Michi-
                          gan Bell Telephone Co., Electric Companies,
                          Charles E. Hires Co., Wyandotte Chemical
                          Co., United Drug Company.
                        Television Accounts Placed—Atlantic Re-
                          fining Co.

BADGER & BROWNING & HERSHEY,
INC.
30 Rockefeller Plaza, New York 20, N. Y.
                        Phone Circle 7-3720
                        ABP—ANPA—PPA
President .................... R. W. Hershey
Chairman of Board .......... J. L. Badger
Treasurer ................... F. S. Browning
Vice-President ............. H. W. Mallinson
Radio Department ........... Jack Wilcher,
                          J. D. Knap, Jr., Bruce L. Small, W. D.
                          Edouarde, Marjorie de Mott, Genevieve
                          Schubert, Marie H. Missing.

BALDWIN, BOWERS & STRACHAN,
INC.
374 Delaware Ave., Buffalo 2, N. Y.
                        Washington 6854
                        APB—ANPA—PPA—APA—ABP
President ................... William M. Baldwin
Vice President .............. Everett L. Bowers
Treasurer ................... Kenneth Strachan
Radio Director .............. Everett L. Thompson
Radio Producers ............. James E. Corbett,
                          Jean Schantz, Joseph Radder, Kay Burk-
                          hardt.
Radio Accounts Placed—Maritime Milling
                          Co., Sears Roebuck Co., Iroquois Beverage
                          Corp., Erie Savings & Loan, S. R. Gerber
                          Sausage Co., Sattler’s Dept. Store, 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.

BARLOW ADVERTISING AGENCY,
INC.
742 James St., Syracuse 2, N. Y.
                        Phone 3-0131
                        APA — PPA — ABP
President ................... E. S. Barlow
Vice-President .............. E. S. Crawford
Vice-President .............. H. H. Goodhart
Secretary .................... E. C. Watkins
Production Manager .......... F. B. Tompkins
Copy Chief .................. J. J. Hines
Art Director ................ H. C. Millard
Radio Manager .............. Wallace M. Hughes
Radio Accounts Placed—Dairymen’s League
                          Co-operative Association, Inc., Haberle
                          Congress Brewing Co., Lincoln National Bank
                          & Trust Co.

BARNES CHASE COMPANY
530 Broadway, San Diego 1, Calif.
                        Phone Franklin 7771
                        ABP — ANPA —AAAA — APA — NOAB
Owner ....................... Norman R. Barnes
Production Manager .......... Wm. M. Price
Radio Director .............. Ruth F. Almstedt
SUCCESSFUL PROGRAMS
Network, Regional and Local

ALLEN C. KAYE-MARTIN

Charm School of the Air
Judith Andrews—Modern Home Maker
Ida Bailey Allen and the Chef
John Robert Powers—The Powers School of the Air
Live and Transcribed Programs

KAYE-MARTIN PRODUCTIONS, INC.
Tribune Tower
Chicago, Illinois
Superior 0100

36 West 44th Street
New York 19, New York
Murray Hill 2-8198-9
NOTE: As of Mar. 1, 1946, current or recent shows follow: Patsy Campbell—Big Sister, Second Mrs. Burton, Calling All Girls, Aldrich Family, Armstrong Theater, etc. Amzie Strickland—Jones and I, The Fat Man, Real Stories, Ellery Queen, World’s Great Novels, Helen Trent, etc. Doris Grundy—Archie Andrews, Helen Hayes, Readers’ Digest, Dick Tracy, Crime Photographer, True Story, True Detective Mysteries, etc. Elaine Rost—Backstage Wife, Front Page Farrell, Right to Happiness, Just Plain Bill, True Story, Gang Busters, etc.
BENTON AND BOWLES, INC.
444 Madison Ave., New York 22, N. Y.
Phone WICKERHAM 2-0400
AAAA–ANPA–PPA–ABP–NOAB–OAAA
Chairman of Board............ Atherton W. Hobler
President..................... Clarence B. Goshorn
Executive Vice-President...... William R. Baker, Jr.
Vice-President................ Edward R. Beach

Radio Department
Vice-President in Charge of Radio... Walter Craig
Mgr. of Radio Department........ Frank Barton
Adm. Asst................................ Hugh Hole
Script-Editor........................... Roy Bailey
Asst. to Script-Editor........ Natalie Newbery
 Casting Director.................. Louise Young
New Program Ideas............... Leslie Harris
Vice-Pres. Media..................... H. H. Dobberteen
Time Buyer........................ Roland Van Nosstrand
Spot Time Buyer..................... Ruth Jones
Directors......................... Hoyt Allen, Don Cope, Olga Druce, Leslie Harris, Herb Leder, Theodora Yates

Television Division
Supervisor............................ Herb Leder
Branch Offices
Phone Hillside 9151
West Coast Representative......... Al Kaye
Office Manager..................... Mary Edith Stahl
Directors............................ Al Kaye, Tom McDermott
326 East Main Street, Lakeland, Fla.
Phone LAkeIand 2161
Director................................ David Kepner
Office Manager.................. Mrs. Annie G. Hull


BERMINGHAM, CASTLEMAN & PIERCE, INC.
136 East 38th St., New York 16, N. Y.
Phone Lexington 2-7550
ABP–ANPA–PPA–NOAB–APA–AAA
President......................... Arch Birmingham
Executive Vice-President........ Stewart Wark
Vice President................... Alfred G. Keeshan
Secretary-Treasurer.............. Winston H. Hagen
TODAY, as in the past, New England has its lamp lighters in a few localities, retained because of tradition. For tradition, in New England, is stronger perhaps than in any other part of the country.

The local community, the bank, church, town hall and its own radio station are linked together traditionally.

The Yankee Network, in turn, with its 23 local hometown stations, serves these key communities as only local stations can serve them—linking them together to form New England’s greatest radio market.

For over all coverage, with direct impact in each trading area, Yankee is your only buy.
Radio Director.............George C. Castleman
Ass’t Time Buyer...........Philip R. Warner


FRANK BEST & CO., INC.
9 Rockefeller Pl., New York, N. Y.
Phone Circle 7-6760

ABP—ANPA—PPA—PRB
President—ANPA—PPA—PRB
Radio Dept.
501 Madison Ave.

W. Earl Bothwell
ADVERTISING AGENCY
600 Grant Street, Pittsburgh 19, Pa.
Phone Court 6565

THE BLAINE THOMPSON CO.
234 W. 44th St., New York 18, N. Y.
Phone, Bryant 9-2480

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

THE BIOW CO., INC.
9 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 6-9300

President and Treasurer............Milton H. Biow
Secretary..........................Richard M. Biow

W. Earl Bothwell
Chief Accountant.....................A. A. Logan
Production Manager...................Clark Glenn
Acting Space Buyer...................H. B. Trautman
Radio Director.....................G. Taylor Urquhart

W. Earl Bothwell
Botsford, Constantine & Gardner
115 SW 4th Ave, Portland 4, Oregon
Phone Atwater 9541

President.........................David M. Botsford

President .................Frankie Coykendall

Secretary-Treasurer....................Marle W. Manly
1945 - Lt. George F. Putnam, U.S.M.C.R.

1946 - Mr. George F. Putnam
Branch Offices
333 Central Bldg., Seattle 4, Washington
Phone Elliot 3523
Vice-President.................. C. P. Constantine
Vice-President.................. Win Cline
350 Russ Bldg., San Francisco 4, Cal.
Phone Exbrook 7565
President.......................... David M. Botsford
Vice-President.................. Stanley G. Swanberg
Vice President.................. George McNutt
Vice President.................. Arch Macdonald
629 S. Hill St., Los Angeles 14, Cal.
Phone Michigan 1427
Vice-President............ Thomas O. Morris, Jr.
5104 Empire State Bldg., New York 1, N. Y.
Phone Bryant 9-4845
Vice-President.............. Elizabeth Eyerly

STANLEY G. BOYNTON AGENCY
Phone TRinity 1-2552
ABP—ANPA—PA
President ....................... Stanley G. Boynton
Vice-President.................. L. C. Boynton
Secretary......................... V. Cory Hancock
Treasurer......................... D. Deard
Program Director, Asst. to Mr. Boynton,
Larry Payne
Traffic Manager............... Ruth Grinnwald
Radio Producer................ Larry Payne
Branch Offices
17 East 42nd St., New York, N. Y.
Phone MUrray Hill 2-0086
Radio Accounts Placed—Radio Bible Class, Wesley Radio League, American Society of Industrial Engineers, Old Fashioned Church of the Air, Calvary Hour, Your Fellowship Hour, First Church of the Nazarene—Detroit, New World Coming, Highland Park Baptist Church, Devotional Hour, Your Worship Hour, Chicago Evangelistic Institute, Michigan Conference Seventh Day Adventists, National Tennis Matches.

BRESNICK & SOLOMONT
216 Tremont St., Boston 16, Mass.
Phone Liberty 7751
ABP — ANPA — PPA — APA
Principal....................... Oscar Bresnick
Principal....................... Chester L. Solomont

THE J. CARSON BRANTLEY
ADVERTISING AGENCY
O-N Building, Salisbury, N. C.
Phone 900
General Manager................ J. Carson Brantley
Treasurer........................... Robt. C. Lyerly
Time Buyer......................... A. N. Cheney

R. C. BRETH, INC.
310 Pine St., Green Bay, Wisc.
Phone Howard 134
ABP—ANPA—PPA—APA
President ......................... R. C. Breth
Vice-President................... Russel Spoor

BRISACHER, VAN NORDEN
& STAFF
310 Crocker Bldg., San Francisco 4, Calif.
Phone Garfield 0276
ANPA—APA—PPA—NOAB
President ......................... Emil Brisacher
Vice-President................... R. T. Van Norden
Account Executive............. Charles H. Gabriel
Radio Time Buyer................ Marie Eaton
Radio Producers............... Gene Goldsmith, Walton Purdom
Branch Offices
Petroleum Bldg., Los Angeles, Cal.
Phone Prospect 9368
250 Park Ave., New York, N. Y.
Phone, Plaza 8-1634
General Manager................ James P. Derum
Garnett Marks

ANNOUNCER • NARRATOR
ACTOR

SPORTS AND NEWS COMMENTATOR

Lt. Garnett Marks
BROADCAST ADVERTISING CO.
3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone, EXposition 1339
Owners.............................Van C. Newkirk
Office Manager......................Betty Culbert
Radio Accounts Placed—Crew of Good
Ship Grace, Inc., Floyd B. Johnson, Grace
Dotson, Calvary Assembly.

BROOKE, SMITH, FRENCH &
DORRANCE, INC.
Jefferson at Burns, Detroit 1, Mich.
Phone Columbia 0860
52 Vanderbilt Ave., New York 17, N. Y.
Phone Murray Hill 6-1800
AAAA — ANPA — PPA — ABP
APA — NOAB
Chairman of Board..............Sturges Dorrance
President.........................Willard S. French
Secretary-Treasurer..............Guy C. Smith
Vice-President.................Charles W. Brooke
Vice-Presidents.....................H. M. Overstreet,
Henry E. Pengel, Jr., C. C. Wilmot, J. G.
Williams, Walter C. Ayers, Blount Slade
Manager, Media Dept...........Herbert R. Bayle
Director of Research............Walter C. Ayers
Director of Radio...............H. R. Bayle

BROOKS ADVERTISING AGENCY
416 W. 8th St., Los Angeles 14, Calif.
Phone TRinity 0558
ANPA—PPA
General Manager.....................A. R. Brooks
Secretary........................E. Nyberg
Time Buyer........................A. R. Brooks
Copy Chief.........................Anne Miller
Production.........................Ann Ferkanin
Art Director......................Len Wolf
Acct. Exec........................S. P. Brooks
Radio Producer.....................Lenord Reeg
Radio Accounts Placed—Bekins Moving &
Storage, Citizens Nat'l Trust & Savings Bank,
Bekins Van & Storage Co., Everest & Jennings,
Golden West Products Co., Roland J.
Caupel Co., Port of Los Angeles, Anderson-
Obrien Co.

D. P. BROTHER & CO., INC.
General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-8250
APA — AAAA — ANPA — ABP
NOAB — PPA
President-Treasurer...............D. P. Brother
Vice-President......................C. Hatch, Jr.
Secretary..........................E. M. Reitz
Director of Media.................Carl Georgi, Jr.
Radio Accounts Placed—AC Spark Plug &
Oldsmobile Division of General Motors Sales
Corp.

FRANKLIN BRUCK ADVERTISING
CORP.
RKO Bldg., Rockefeller Center,
New York, N. Y.
Phone Circle 7-7660
ANPA — PPA — APA
President.........................Franklin Bruck
Secretary and Radio
Director.........................M. J. Kleinfeld
Vice-President..............Mort Heineman
Radio Time Buyer...............Rae Elbroch
Radio Traffic.....................Milton Jurin
Radio Production...............Howard Blake
Research Director..............Jules Nathan
Radio Accounts Placed—North American
Accident Insurance Co., Warrens Chewing
Gum, Johnson Candy Co., Fashion Frocks.

CHARLES BRUNELLE ADV. AGENCY
15 Lewis St., Hartford, Conn.
Phone 2-5544
President.........................Charles Brunelle
Radio Account Placed—Charles Brunelle
Radio Account Placed—Sage-Allen & Co.,
Inc.

BUCHANAN & COMPANY, INC.
1501 Broadway, New York 18, N. Y.
Phone MEdallion 3-3380
AAAA — ANPA — PPA — ABP — SNPA
Chairman of Board, Treas............John Hertz, Jr.
President.........................T. S. Buchanan
Vice-President.....................Arthur Ramsdell
Secretary.........................A. Grace Barrett
Dir. of Radio & Television........Martin Jones
Assistant to Radio Dir...............Elise Bonnet
Business Manager..................Nat Strom
Television Dept....................Martin Jones,
Patricia Sears

Branch Offices
919 No. Michigan Ave., Chicago 11, Ill.
Phone Superior 3047
Vice-President.....................George Enzinger
427 West 5th St., Los Angeles 13, Cal.
Phone Mutual 6316
Vice-President.....................Fred M. Jordan
155 Montgomery St., San Francisco 4, Calif.
Phone Yukon 2802
Manager.........................Ray Randall
Radio Accounts Placed—The Texas Co.,
Paramount Pictures, Inc., Rainier Brewing
Co., Adam Hats.
Thanks to the American Public

RILEY SHEPARD
(The Cowboy Philosopher)
RADIO ... Coast-to-Coast via American Broadcasting Co.
RECORDS ... KING Recording Artist
Currently In the Saddle for
LEEDS MUSIC CORPORATION
NEW YORK
CHICAGO
HOLLYWOOD
184
### BUCHANAN-THOMAS ADVERTISING CO.

412 So. 19th St., Omaha 2, Nebraska
Phone AT 2125

ABP—ANPA—PPA—APB—SNPA

Partner .................. C. C. Buchanan
Partner .................. L. H. Thomas
Radio Director .......... Adam Reinemund

### LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago 1, Ill.
Phone Central 5959

AAAA—ANPA—PPA—ABP—SNPA

President .................. Leo Burnett
Executive Vice-President .... R. N. Heath
Secretary .................. Naomi Burnett
Treasurer .................. E. Ross Gamble
Vice-President ............. DeWitt O'Kieffe
Vice-President ............. John Olson
Vice-Pres.-Radio .......... Frank W. Ferrin
Time Buyer ................. William McIlvain
Radio Producer ............ Hobe Donovan


### BERT BUTTERWORTH AGENCY

1606 N. Highland Ave.,
Hollywood 28, California
Phone Hollywood 7263

### BYER & BOWMAN

203 East Broad St., Columbus, Ohio
Phone Main 3276

ABP—ANPA—PPA—APB—NAOB

Partners .................. Herbert Byer,
Gus K. Bowman, Joel M. Burghalter

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

### HAROLD CABOT & CO., INC.

24 Milk St., Boston 9, Mass.
Phone Hancock 7690

President .................. Harold Cabot
Exec. Vice-President .... Henry W. Patterson
Vice-President ............ Donald D. Douglas
Vice-President ............ William H. Ganick
Vice-President ............ Edward F. Chase
Vice-President ............ John E. Kennedy
Vice-President ............ George E. Griffin
Treasurer .................. Richard P. Holland
Assistant Treasurer ....... Lillian MacLean
Time Buyer ................ James Byrnes

**Branch Office**
120 Exchange St., Portland, Maine
Phone 3-5962

*Radio Accounts Placed — The Boston and
Maine Railroad, H. P. Hood & Sons, W. L. Douglas Shoe Co., Miller & Hollis, Inc.*

### CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.
Phone Saratoga 4466-7

PPA

President .................. Louis F. Cahn
Vice-President ............. C. LeRoy Miller
Radio Dept ................ Louis C. Pedler, Jr.
Retail Dept ............... Miss Hilda Stern

### CALKINS & HOLDEN

247 Park Ave., New York, N. Y.
Phone Wickersham 2-6900

AAAA—ABP—ANPA—PPA—PRB—
SAAA—SNPA—AAA—NOAB—ABC

Secretary-Treasurer ....... R. P. Clayberger
Radio Program Mgr ......... C. H. Miller
Asst. Manager .............. T. H. Young

**Branch Office**
333 No. Michigan Ave., Chicago, Ill.
Randolph 3831

Radio Dept. Manager ....... R. A. Washburn

*Radio Accounts Placed — Stokley-Van
Camp's, Inc., Oakite Products, Inc.*

### CAMPBELL-EWALD CO., INC.

(Eastern Division)
10 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-6383

AAAA—ABP—ANPA—APA—NOAB

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R. Rameyn.
Radio Director ............. R. F. Hackenger
Art Director ................ W. A. McNabb
Media Director ............. J. L. Spencer

**Television Dept.**
Television Director ......... Richard Hackenger

*Radio Accounts Placed — United States
Rubber Co.*

*Television Accounts Placed — Television
Quarterback with Lou Little.*
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Exc. V.P. & Gen. Mgr. .......H. G. Little
Radio Director.............M. A. Hollinshead
Vice-President-Media Director. J. J. Hartigan

Branch Offices
230 N. Michigan Ave.,
Central 1946, Chicago, Ill.
Vice-Pres. & Gen. Mgr. ..... W. E. Clements
714 W. Olympic Blvd.
Los Angeles, Cal.
Richmond 6204
Vice-Pres.-Manager.............R. H. Crooker
Radio Accounts Placed—General Motors
Corp., Foulfd's Macaroni, Detroit Edison Co.,
Chevrolet Motors.

CAMPBELL-MITHUN, INC.
1370 Northwestern Bank Bldg.
Minneapolis 2, Minn.
Phone ATlantic 3231
ANPA—PPA—ABP—AAAA—SNPA—
SAAA—PRB
Radio Dept.
Radio Director..................John Forney
Time Buyer....................Harry Johnson
1024 Palmolive Bldg.
Chicago 11, Ill.
Delaware 7553
Radio Dept.
Radio Director..................John Bridgewater
Time Buyer....................Arthur H. Lund

THE CAPLES COMPANY
535 Fifth Ave., New York 17, N. Y.
Phone LExiington 2-0850
ANPA—PPA—APA—NOAB
President......................R. C. Caples
Vice-President..............Hudson Meyer
Radio Dept.
Director of Radio............Dave Lewis
Time Buyer...................Ruth D. Folster
Producer......................Dave Lewis
Television Dept.
Director of Television........Dave Lewis

Branch Offices
225 East Eric St., Chicago, Ill.
Phone Superior 6016
Vice-President............R. N. Hartsing
1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107
Radio Department Head.....Russell Rullman

412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143
Manager......................Arthur Caron
Radio Accounts Placed—American Express;
Union Pacific Railroad; Chicago &
North Western Railway; Railway Express
Illinois Central.

CARTER ADV. AGENCY, INC.
912 Baltimore Ave., Kansas City, Mo.
Phone HA 1356
609 Minnesota Ave., Kansas City, Kansas
Phone DR 3077
ABP—ANAP—NAAN—APA
President.....................Charles W. Carter
Vice-President..............Wm. G. Rowe
Secy.-Treas..................Josephine Dahlin
Radio Dept....................Lee Hall
Radio Accounts Placed—Hezleberg's Jewelers,
Rushton Baking Co., Inter-State Bldg.
& Loan Association.

R. H. CARY, INC.
908-10 Liberty Bldg., Des Moines 9, Iowa
Phone 4-0375
ABP—ANPA—PPA—APA
President......................R. H. Cary
Secretary.....................A. W. Little
Treasurer.....................R. H. Cary
Art Dir. & Prod. Mgr........R. M. Williamson
Account Executive.........A. W. Little
Radio Dept.
Radio Director................Fred A. Reed
Chief Time Buyer.............R. H. Cary
Time Buyer....................Helen A. LaVelle
Radio Accounts Placed—Dielwein Chemical Co.,
Thompson Hybrid Corn Co., Duffy Time
Company, Des Moines Ice & Fuel Company,
National Travelers Casualty Co.

PEARSON ADVERTISING AGENCY,
INC.
50 E. 42nd St., New York, N. Y.
Phone VAnsterdam 6-0029-30
President-Treasurer...........Charles Pearson
Asst. Secretary...............W. S. Booth
Production Manager..........Harold Kranz
Radio Accounts Placed: K-7, March
Through Life.

CECIL & PRESBREY, INC.
247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-8200
ANPA—AAAA—PPA—APA—NOAB
Ch. Bd.......................Chas. Presbrey
Director of Radio, Tele., Public Relations,
T. G. Sabin
Radio Accounts Placed—Block Dubb, G.
Washington Instant Broth, Oyster Shell.
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**HERBERT CHASON COMPANY**
232 Madison Ave., New York 16, N. Y.
Murray Hill 3-6336-7
ABP
President .................. Herbert S. Chason
*Radio Accounts Placed—Mack Drug Co., Schiller-Dubrow.*

**THE CHERNOW COMPANY**
Empire State Bldg., New York 1, N. Y.
Phone PENnsvllania 6-3520
President ................... Sam Chernow
Vice-President ............... Leo A. Friedman
Director of Radio ............ Tex Weiner

**NELSON CHESMAN COMPANY**
Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942
SNPA
Partners .................. John E. Fontaine, S. M. Kelly
John E. Fontaine, S. M. Kelly
Radio Dept.
Radio Director .................. H. Gene Sample

**C. P. CLARK, INC.**
113 Seventh Ave., No., Nashville, Tenn.
Phone 6-4179
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First Advertising Agency Group
President — In Charge of Radio .......... C. P. Clark
Vice-Pres. & Treasurer ............ D. G. Goodwin
Secretary ..................... Jeanne D. Clark
*Radio Account Placed—O'Bryan Bros., Inc., (Duck Head Overalls).*

**THE CLEMENTS COMPANY, INC.**
Phone Rittenhouse 0236
President-Treasurer ............ I. W. Clements
Vice-President-Secretary .......... E. D. Masterman
Director of Radio .................. Alice Clements

**RUSSELL C. COMER ADVERTISING CO.**
15 W. 10th St., Kansas City, Mo.
Phone HARRison 3964
APA — ANPA
Partner .................... Russell C. Comer
Partner .................... Ruth E. Comer
Space Buyer ................... Elizabeth Furnish
Production Mgr. .................. John C. Fehlandt
Acct. Executive ................ Gardner Reams

**COMPTON ADVERTISING, INC.**
630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-2800
SNPA—AAAA—ANPA—PPA—OAAA—NOAB—ABC
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Vice-Pres., Secy. & Treas. ...... Leonard T. Bush
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Vice-Pres.-Radio Director ........ Lewis H. Titterton
Media Supervisor ............. Frank B. Kemp
Mgr., Radio Dept. ............. Brice Disque, Jr.
Mgr. Television Dept. ........ Wyllys Cooper
Casting Director ............. Brewster Morgan
Publicity Director ............. Virginia Travers
Head Time Buyer .............. William B. Maillefert
Radio Time Buyers ............ Henry Clochessey, Jean Lawler
Daytime Radio Director ........ Evelyn Pierce
New Program Buyer ................ Joan Geddes
Asst. Television Directors .... James Manilla, Jose Di Donato

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Manager ..................... L. O. Holmberg
New Center Bldg., Detroit, Mich.
Manager ..................... R. W. Heizer
Land Bank Bldg., Kansas City, Mo.
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Treasurer..................Denis Muir
Production Manager........Louis Means
Account Executives........E. W. Connor,
Roberto W. Conley, Denis Muir, G. Huffman

COOLIDGE ADVERTISING CO.
308-311 Insurance Exchange, Des Moines, Ia.
Phone 2-0221
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Officers
President ....................Paul Blakemore
Vice-President ...............Henry Kroeger
Production Manager ..........N. E. deReus

DON COUPER
441 Lexington Ave.
Phone, MUrray Hill 2-2109

COWAN & DENGLER, INC.
527 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0940
ANPA — PPA — NOAB — APA
President ....................Stuart D. Cowan
V-P, Secretary-Treasurer ...H. W. Dengler
Space-Time Buyer ...........Miss A. Marie Maus
Acct. Executives ............H. B. Wells,
C. J. Cutajar, Porter Leach.
Radio Account Placed—Islanden-Moller
Co., Inc.

JOHN GILBERT CRAIG ADV.
903 Shipley St., Wilmington, Del.
Phone 6185
PPA—ANPA—ABP—APA—NAAN
Associates...John Gilbert Craig, Kathleen
Anderson Walsh

THE CRAMER-KRASSELT CO.
733 N. Van Buren St., Milwaukee 2, Wis.
Phone Daly 3500
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APA — NOAB
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Executive Vice-President ....H. N. Pasteur
Vice-Presidents ..........L. H. Ness,
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Director of Media..........L. H. Ness
Time Buyer ..............Loretta Mahar
Radio Director ..........J. S. Stolzoff
Chief Continuity Writer ...Elizabeth Taft


CRITCHFIELD & COMPANY
720 North Michigan Ave., Chicago 11, Ill.
Phone Superior 3061
ANPA — APA — PPA — NOAB
President ..................Scott S. Smith
Vice-President ..............E. P. Nespitt
Space Buyer ...............E. Groenboom
Production Manager........R. M. Cowling
Radio Accounts Placed—Wheeling Steel
Corp.

CRUTTENDEN & EGER
64 E. Lake St., Chicago 1, Ill.
Phone Central 7830
ABP—ANPA—PPA—NOAB—APA
Owner ....................Edmond I. Eger
Account Executive ..........Leon H. Lewis
Account Executive ..........George M. Stern
Account Executive ..........Patrick Shannon
Copywriter ..................Herman H. Breslich
Copywriter ................Justin C. Tanner
Radio Time Buyer ..........Harry C. Pick

Radio Accounts Placed—Admiral Corp.,
Klein’s Sporting Goods, BG/Foods, Inc.
Television Account Placed—Admiral Corp.

DANCER-FITZGERALD-SAMPLE
221 No. La Salle St., Chicago 1, Ill.
Phone State 3800
ABP—ANPA—PPA—ABC—NOAB
President ..................H. M. Dancer
Vice President ..............C. L. Fitzgerald
Vice President ..............J. G. Sample
Treasurer and Secretary ...Paul Keenan
Acct. Execs..............Everett C. Bradley,
D. D. Brown, Joseph Greeley, Thomas L.
Greer, Robert F. Hussey, J. Kenneth
Laird, James S. Lind, G. H. Johnson,
Richard Janney.

Radio Department
Radio Director ............Roy Winsor
Radio Acct. Exec............Carl Stanton
Radio Supervisors...... George Stellman, James West, H. Y. Bingham, Philip Bowman.
Dir. Radio Contracts...... James J. Neale

Branch Offices
247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-4200

Management...... H. M. Dancer, President, T. H. Brown, Jr., Asst. to Pres.
Radio Acct. Exec.......................... Carl Stanton
Rm. 1014, Taft Building, 1680 Vine Street
Hollywood 28, Calif.
Phone Hempstead 8166

Manager.............................. Alvin Kabaker
Dancer-Fitzgerald-Sample, Ltd.
6 King Street, East
Toronto, Ontario, Canada
Phone Adelaide 2851

Manager............................ Gilbert Nunns


D'ARCY ADVERTISING COMPANY
Missouri Pacific Bldg., St. Louis 3, Mo.
Phone Central 6700

AAA — ANPA — PPA — ABP — PRB —
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Secretary-Treasurer.............. C. C. Pangman

Branch Offices
515 Madison Ave., New York 22, N. Y.
Phone Eldorado 5-5433

Vice-President in Charge of
Radio................................. J. Toigo
Radio Dept. ....................... P. A. Louis
Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158
Stanley Seward
90 Broadway Ave., Toronto, Canada
Gramont Altenbernd
Radio Account Placed—The Coca-Cola Co.

JIMM DAUGHERTY, INC.
706 Chestnut St., St. Louis, Mo.
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PPA — NOAB — APA

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Phone 8-0666
APA—ABP
owner
Ben Dean
asst.
Mildred Juneau
radio account placed—WOOD Radio Station, King-Trendle Broadcasting Corp.

DOE-ANDERSON ADVERTISING AGENCY
308 Martin Brown Bldg., Louisville 2, Ky.
Phone Wabash 3193
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President
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radio dept.
radioc director
Chester MacCracken
head of comm. writing dept.
John Mullen
radio time buyer
Helen Wilbur
publicity director
Richard Fehr
producers
Chester MacCracken, Edward Pola
radio account placed—Bristol-Myers Co., Reid’s Ice Cream.

THE RALPH L. DOMBROWER CO., INC.
Dombrower Bldg., Richmond 19, Va.
Phone 3-111-3
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radio director
J. H. Fulmer
branch office
Woodward Bldg., Washington, D. C.
manager
Philip Rosenfeld

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1270 Sixth Ave., New York 20, N. Y.
Phone Columbus 5-4252
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OAAA—APA
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vice-pres.-art director
William Schneider
space buyer
A. J. Hilton
time buyer
Tom Lynch
radio producers
Toni Corry, Carl Rigrod

Branch Office
411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662
manager & vice-pres.
H. L. Morrill, Jr.

DOREMUS & CO.
120 Broadway, New York 5, N. Y.
Phone REctor 2-3000
ANPA—PPA—ABP—NOAB
president
Wm. H. Long, Jr.
exec. vice-pres.
W. H. Burnham
treasurer
R. E. Williams

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247 Park Avenue, New York, N. Y.
Phone Eldorado 5-2685
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Atherton Pettingell
exec. vice-pres.-treasurer
Walter Maas
exec. vice-pres.-secretary
Fleur Fenton
vice-president
Charles B. Strauss
vice-president
Herbert Bayer
radio department
handled by Mildred Fenton Productions.

JOHN C. DOWD, INC.
Park Square Bldg., Boston, Mass.
Phone Hubbard 6050
president
John C. Dowd
executive vice-president
E. D. Parent
radio director-talent
Gerard H. Slattery

L. J. DuMAHAUT ADV. AGENCY
827 David Stott Bldg., Detroit 26, Mich.
Phone, RANdolph 9480
president
L. Jerome DuMahaut
production mgr.
Theresa Savin
ROY S. DURSTINE, INC.
730 Fifth Ave., New York 19, N. Y.
Phone, Circle 6-1400
PPA—NOAB

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V.Ps........Wm. E. Dempster, Robt. D. Spahn
Secy.-Treas................A. T. Gardiner
Prod-Traffic Mgr........David R. Margaretten
Art Director........Harvey A. Spooner
Radio Directors........Richard Eastland,
M. J. Condon.
Account Executives........William E. Dempster,
Roy Gordon.
Branch Offices
333 No. Michigan Ave., Chicago 1, Ill.
V.P.-Manager ............Ellis Travers
Carew Tower, Cincinnati 2, 0.
Phone, Cherry 0032
V.P.-Manager ............Frederic Kammann
Charge of Art Dept........Philip Goyert

ELLIS ADVERTISING CO.
Rand Bldg., Buffalo 3, New York
Phone Cleveland 0422
ABP—ANPA—NOAB—APA
Michael F. Ellis, Jerome R. Ellis
Radio Dept.
David Hale
Branch Offices
33 W. 42nd St., New York 18, N. Y.
Longacre 5-1567
John W. Culin
74 King St. E, Toronto 1, Canada
Waverly 3438
Abby A. Muter

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247 Park Ave., New York 17, N. Y.
Phone Plaza 5-7711
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President-Treasurer........Sherman K. Ellis
Exec. Vice-President........C. E. Staudinger
Vice-President-Secretary.....E. S. Pratt
Media Director.............Harry Torp
Branch Offices
141 W. Jackson Blvd., Chicago, III.
Phone Harrison 8612
V.P.-Manager...............John F. Price
Radio Accounts Placed—Quaker Oats Co.,
Jules B. Singer, Joseph Beck, Kenneth
Plumb, C. G. Wright, Donald Parsons,
Maegregor Armiston
Chop Stick Co.

ERWIN, WASEY & CO., INC.
Graybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.
Phone Mohawk 4-8700

President...............Louis R. Wasey
Vice-Pres.-Gen. Mgr...Howard D. Williams
Treasurer...........James F. O'Connor
Director of Radio........C. H. Cottington

Asst. Radio Director........Joe Brattain
Time Buyer................Keith Shaffer
Television Dept.
C. H. Cottington

Branch Offices
Erwin Wasey & Co., Ltd.
230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952
Vice-President...............L. R. Northrup
Erwin Wasey & Co. of Minnesota
Rand Tower, Minneapolis, Minn.
Phone Atlantic 1223
Vice-President...............Harold Halsey
First Nat'l. Bank Bldg., Oklahoma City, Okla.
Okla. City 2-6063
Vice-President...............Esther I. Carew
Elliott 8250
Vice-President...............Miller Munson
749 Yonge St., Toronto, Canada
Randolph 5167
Vice-President...............Ralph Lawson
Radio Accounts Placed—Lydia E. Pinkham
Medicine Co., Musterole Co., The Barbarol Co.,
Consolidated Cigar Co., Carnation Co.,
R. B. Semler, Inc., Zonite Products Co.,
Primrose House, Inc., Seeck & Kade, S. C.
Johnson & Son, Inc., Langendorf United
Bakers, Inc., Nash Coffee Co., Salisbury &
Saterlee Co., House of Herbs, Inc., South-
western Brewing Corp., Oklahoma City Fed-
eral Savings & Loan Assn., Anderson-Prit-
chard Oil Corp.

WILLIAM ESTY & COMPANY
100 East 42nd St., New York 17, N. Y.
Phone Caledonia 5-1900
1537 Vine St., Hollywood, Calif.
Phone Hillside 2183
President and Treasurer........William Esty
Secretary......................E. H. Cummings
Director of Radio............Thos. D. Luckenbill
Time Buyers....................John C. Esty,
Richard Grail
Radio Producers...............Don Bernard,
Al Foster, Kenneth MacGregor, Helen
Phillips, Charles White
Television Department........Kendall Foster,
Kenneth MacGregor.
Radio Accounts Placed — Colgate-Palm-
olive-Peet Co., Thomas Leeming & Co., Na-
tional Carbon Co. Inc., Piel Bros., Pocquin
Inc., R. J. Reynolds Tobacco Co., Tea Bureau,
Inc.

FEDERAL ADVERTISING AGENCY,
INC.
444 Madison Ave., New York 22, N. Y.
Phone Eldorado 5-6400

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Radio Time Buyer Penelope Simmons
Radio Accounts Placed—American Safety Razor Corp, (Gem); Joseph Dixon Crucible Co. (Ticonderoga Pencils), J. F. Tommer Co., Inc. (White Label), General Cigar Co. (Van Dyck), B. Barbizon Corp, Rockwood & Co. (Chocolate Bits), Durkee Famous Foods (Durkee's Dressing), Lily of France Corset Co. (Lilees Bras).

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**FERRY-HANLY COMPANY**
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Phone Longacre 5-5000
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Vice-President H. M. Montgomery
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Chicago Office
WALLACE-FERRY-HANLY CO., INC.
430 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 4462
Manager C. L. Collette
Radio Accounts Placed—Johnson & Johnson (TEK toothbrushes).

**LAWRENCE FERTIG & CO., INC.**
149 Madison Ave., New York 16, N.Y.
Phone Murray Hill 4-3300
ABP—ANPA—PPA—APA—NOAB
President & Treasurer Lawrence Fertig
Radio Director Henry Bretzfield

**ROBERT G. FIELDS & CO.**
1100 Warner Bldg., Nashville, Tenn.
Phone 6-1977
PPA — SNPA — ABP
President-Treasurer Robert G. Fields
Secretary R. H. Lane

**FITZGERALD ADVERTISING AGENCY**
202 Southern Bldg., 333 Howard Ave.,
New Orleans 13, La.
Phone Raymond 5194
AAAA — ANPA — PPA — SNPA
APA — ABP — NOAB
Partner Joe L. Killeen
Partner Joseph H. Epstein
Partner-Time Buyer Leonard Gessner
Partner-Copy Chief Roy M. Schwarz
Partner-Art Dir. E. W. R. Wooten
Partner-Prod. Mgr. Warren G. Posey
Radio Account Placed—Wesson Oil & Snowdrift Sales Co.

**FLACK ADVERTISING AGENCY**
Hills Bldg., Syracuse 2, N.Y.
Phone 2-3129
ABP—ANPA—PPA—APA—AAAA—NAAN
Owner John B. Flack
Vice- President Richard H. Wickham
Radio Accounts Placed—Netherland Dairy, Keepsake Diamond Rings, Napteen Labs, Bardeen’s, Inc.

**FOLEY ADVERTISING AGENCY**
1012 NBC Bldg., Cleveland 14, Ohio
Phone Cherry 1490
President Robert B. Foley
Secretary-Treas. Helen M. Little
Acct. Exec. L. M. Robertson
Radio Director Robert B. Foley

**FOOTE, CONE & BELDING**
247 Park Ave., New York 17, N.Y.
Phone Wiekersham 2-6600
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President Emerson Foote
V.P. & Gen. Business Mgr. M. P. Franceschi
V.P.-National Radio Director Hubbell Robinson, Jr.
Manager of Radio Department Carl Schullinger
Radio Time Buyer Lillian Selb

CHICAGO OFFICE
919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 4800
Chairman, Executive Comm. Fairfax Cone
Secretary-Treasurer William R. Sachse
Director of Radio .......... Stuart Dawson
Radio Time Buyer .... Genevieve M. Lemper

LOS ANGELES OFFICE
601 W. Fifth St., Los Angeles 13, Calif.
Phone Michigan 7651
Chairman of the Board .... Don Belding
V.P.-Manager .......... Wm. J. Pringle
Radio Time Buyer .... Eugene Duckwall

HOLLYWOOD OFFICE
6117 Sunset Blvd., Hollywood 28, Calif.
Phone Hollywood 6265
General Mgr.-Treas. .... C. Burt Oliver
Regional Program Mgr. .... David Taylor

SAN FRANCISCO OFFICE
235 Montgomery St., San Francisco 4, Calif.
Phone Sutter 2355
Vice-Pres. & Manager .... E. L. Harrington
Radio Time Buyer .......... Jane Sullivan
Radio Director ............ Mark Buckley


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

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

ALBERT FRANK-GUENTHER LAW, INC.
131 Cedar St., New York, N.Y.
Phone Cortlandt 7-5060
ANPA—PPA—ABP—NOAB—APA
Chairman of the Board .... Emmett Corrigan
President ........ Frank J. Reynolds
First Vice-President & Treasurer .... Victor J. Cevasco
Vice-Chairman-General Mgr. .... Harold E. Maples
Radio Department .......... John V. McAdams
Branch Offices
Post Office Square, Boston, Mass.
Phone Hancock 5900
Phone Rittenhouse 3915
1 La Salle St., Chicago, Ill.
Phone Dearborn 8910
475 Fifth Ave., New York 17, N.Y.
Phone LExington 2-4537

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

235 Montgomery St., San Francisco, Calif.
Phone Exbrook 3494
Acct. Exec. .......... Lucrezia Kemper
Radio Accounts Placed — Merrill, Lynch, Pierce, Fenner & Beane.

CURT FREIBERGER & CO.
Cooper Building, Denver, Colo.
Phone Keystone 0487
ANPA—ABP—APA—APB
Owner .................. C. J. Freiberger
Production Manager .... W. S. Cassell
Art Director ............ A. Cizek
Radio Director .......... R. Torgerson
Illustrator ............. G. Ellis
Cartoonist ............ J. Reed
Industrial Artist ........ J. T. Preucil
Account Executive ....... J. M. Henderson
Bookkeeper ............ N. J. Charon
Secretary ............. D. Hahn


AD FRIED ADVERTISING AGENCY
Easton Bldg., Oakland 12, Calif.
Phone Higate 6580
Owner-Radio Director ........ Ad Fried
Copy & Continuity ........ Helen Hall
Radio Time Buyer .......... Shirleigh Phillips
Research Director ......... Charles Marshall
Format Manager ............ Leland Morgan
Publicity Director .......... Irene Barclay
Program Manager ........... Elaine Trigger
Radio Producers .......... Ad Fried, Shirleigh Phillips, Elaine Trigger, Irene Barclay, Helen Hall
Television Producer .......... Ad Fried


HARRY M. FROST CO., INC.
260 Tremont St., Boston 16, Mass.
Phone Liberty 0813-45
ANPA—PPA—APA
President-Radio Director.......Karl M. Frost
Exec. V.P.-Treasurer...........Harry M. Frost
Production Manager...........Harold E. Bessom
Secretary.....................Harvey P. Newcomb
Talent & Time Buyer..........Harvey P. Newcomb

Branch Offices

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

FULLER & SMITH & ROSS, INC.
71 Vanderbilt Ave., New York 17, N. Y.
Phone MUrray Hill 6-5600
1501 Euclid Ave., Cleveland, Ohio
Phone Cherry 6700
AAAA — ANPA — PPA — ABP
APA—NOAB

President (Cleveland)........A. L. Billingsley
Chairman of the Board (New York).....
J. E. Wiley
Secretary-Treasurer (Cleveland).....C. C. Reidenbaugh
Exec. Vice-Pres. (Cleveland).....E. L. Andrew

Radio Dir. (N. Y.)..........Lee Williams
Time Buyer (N. Y.)...........G. L. Trimble
Time Buyer (Cleveland)..........W. J. Staab
Research Dir. (N. Y.).........Coleman Caryl

Television Dept.
Director (N. Y.).............Lee Williams
Art Director (N. Y.)........R. S. Chenault
Movie Director (Cleveland).....Reed Drummond

Radio Accounts Placed — Commonwealth
Shoe & Leather Co., Westminster, Ltd.,
Stouffer Restaurants, Central National Bank,
Westinghouse Elec. & Mfg. Co. (Lamp &
Radio Division), Harry Ferguson, Inc., Burk-
hardt Brewing Co.

FURMAN & FEINER CO., INC.
117 W. 46th St., New York, N. Y.
Phone, BRyant 9-2927

President.....................Norman Furman
Secretary.....................Nathan Rothenberg
Vice-President................Irving Gottlieb

GARDNER ADVERTISING CO.
915 Olive St., St. Louis 1, Mo.
Phone Garfield 2915
ANPA—PPA—NOAB—ABC—AAAA
Chairman of Board............H. S. Gardner
President.....................E. G. Marshutz
Secretary....................E. A. W. Schuleenburg
Treasurer...................E. R. Gardner
Vice-Pres. & Director of Radio (St. Louis)
C. E. Claggett

Branch Offices
9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2000
V-P in Charge of Radio.....Roland Martini

Radio Accounts Placed—Pet Milk Co.
Ralston Purina Co., Purina Mills, Hyde Park
Beer, N. Y. Stock Exchange, Union Electric,
St. Louis Ind. Packing Co., St. Louis Public
Service Co.

GARFIELD & GUILD ADVERTISING
AGENCY
660 Market St., San Francisco, Calif.
Phone EXbrook 3420
PPA—ANPA—NOAB—ABP
NAAN—AAAA

President......................Sidney Garfield
Vice-President..............Walter Guild
Vice-President...............Bernard B. Schniter
Radio Director.............William A. Morrison
Radio Time Buyer...........Sally Paul
Production Dir..............David Bascom
Radio Producers..............David Bascom,
Wm. A. Morrison

Radio Accounts Placed—Capwell, Sullivan
& Furth, El Dorado Oil Co., Alice Frock,
Hurley Marine Works, Good Foods, Inc.,
Gravem-Inglis Baking Co., Kay Jewelers,
Valley Church of the Air, Smith's, No-Doz
Awakeners, Northrup King & Co., Remar
Baking Co., Chemicals, Inc., Southwest Food
Products, Betty Lou Foods, O'Rourke of
California, Guittard Chocolate Co., Louis
Milani Foods, Frontier Foods, Grace Bros.
Baking Co., John Hanson & Sons, Newell
Gutrath Co.

W. W. GARRISON & COMPANY
400 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 8388
APA—ANPA—PPA—NOAB

President & Treas...............W. W. Garrison
Vice-President...............Brooks Middleton
Secretary & Time Buyer........G. P. Schill

Radio Accounts Placed—Florida Citrus Ex-
change, W. A. Sheaffer Pen Co. (foreign),
Gibson Refrigerator Co., Radar-Radio Indus-
tries.

GERTH-PACIFIC ADV. AGENCY
68 Post St., San Francisco 4, Cal.
Phone, GARfield 1081
AAAA—APA—ABP—ANPA—NOAB

Owner......................Edwin P. Gerth
Account Executives...........David Ryder,
J. R. Pitisker

Branch Office
412 W. 6th St., Los Angeles 14, Cal.
Phone, TUcker 1455
Manager.....................David R. Showalter
GEYER, CORNELL & NEWELL, INC.
745 Fifth Ave., New York 22, N. Y.
Phone Wickermans 2-5400

AAAA—PPA—ANPA—APA—ABP—NOAB
President .................. Bertram B. Geyer
Exec. Vice-President ....... H. W. Newell
Exec. Comm. Chairman..... Joe M. Dawson
Vice-Presidents............ R. M. Ganger,
J. W. Bertch, H. M. Hempstead, A. A.
Surin, Vernon M. Welsh, E. E. Tuttle
Publicity Dir............... Edward F. Thomas

Radio Dept.
Directors .................. Donald S. Shaw,
Eleanor L. Larsen

Television Dept.
Director ................... Donald S. Shaw
Prod. Supervisor .......... Eleanor L. Larsen

Branch Offices
U. B. Bldg., Dayton, O.
Phone Fulton 4145
Manager.................. E. G. Frost
Phone, Hogarth 5520
Exec. Contacts............ H. M. Hempstead,
R. E. Tuttle

Radio Accounts Placed — Nash-Kelininator Corp.
Television Account Placed—Knox Hats for Men and Women.

GILLHAM ADVERTISING AGENCY
Continental Bank Bldg.,
Salt Lake City 1, Utah
Phone 4-5516

ANPA — APA — ABP
President & Treasurer........ M. C. Nelson
Vice-Presidents ............ J. Y. Tipton,
Lon Richardson
Secretary.................. Marjorie Farrell
Acct. Exec., Radio Dir. & Producer,
V. V. Bell
Production Manager........ A. W. Rogers

Radio Accounts Placed— Sego Milk Products Co.,
Utah Oil Refining Co., Excelcis Products Co.,
Mountain Fuel Supply Co.,
Royal Baking Co., Walker Bank & Trust Co.,
Sweet Candy Co., Cloverleaf Dairy, Tracy-
Collins Trust Co., Utah Power & Light Co.,
Fisher Brewing Co., J. A. Hogle & Co.,
Porter Scarpelli Macaroni Co. (Salt Lake City),
Utah Lumber Co., Jesse M. Chase.

GLASSER-GAILEY & COMPANY
3275 Wilshire Blvd., Los Angeles 5, Calif.
Phone Fitzroy 2141

PPA
Partner ..................... P. E. Gailey
Partner ..................... G. F. Glasser
Fashion Director .......... Joyce Contini
Comptroller ............... Howard Gambrill
Production Manager ...... King Richardson
Copy Chief ................. Jane O'Leary
Time Buyer ............... J. G. Mitchell

Branch Offices
690 Market St., San Francisco, Calif.
Phone Exbrook 6469
Manager .................. Robert O. Davis
32 E. 57th St., New York 22, N. Y.
Phone PLaza 5-2887
Manager .................. Margaret Macy

Radio Accounts Placed — Bu-Tay Products,
Ltd., Austin Studios, Mystic Foam Co.,
Courtley Ltd., Dixie Fry Co., J. Bird Moyer Co.,
Beckman Furs, Olson Bread Co., Kern
Food Co., Home-Maker's Club, Sontag Drug
Stores, Pacific Macaroni Co., L. B. Laboratories,
Inc., Mode O'Day Corp., Huggins-
Young Coffee Co.

RAY K. GLENN ADVERTISING
1366 First National Bldg., Oklahoma City 2,
Okla.
Phone 3-5439

ABP—ANPA—SAAA—SNPA—OAAA
—NOAB—APA

President .................. Ray K. Glenn
Vice-President-Manager..... Lowe Runkle
Production Manager....... Roger Pishnay
Secretary .................. A. Streeter
Radio Director ............ Lowe Runkle

Radio Accounts Placed — Arkansas City
Flour Mills, Cains Coffee Co., Ancel Earp &
Co., Local Federal Savings & Loan Associa-
tion, Merit Mills, Oklahoma Operating Co.

GLICKSMAN ADVERTISING CO.,
INC.
400 Madison Ave., New York, N. Y.
Phone PLaza 8-0716

ABP—ANPA—PPA

President .................. Joseph Glicksman
Vice-President-See ......... William Glicksman
Treasurer .................. David Glicksman
Radio Director ............ Joseph Glicksman

Radio Accounts Placed — Adam Hats,
Portis Bros. Hat Co.

MAX GOLDBERG ADV. AGENCY
611 Railway Exchange Bldg.
Denver, Colorado
Phone: CH 5533

ANPA

Radio Director ............. Wes Battersea
Exec. V.P.-Radio Director .... Wes Battersea
Treasurer .................. Doris Fimmier
Radio Continuity .......... Mrs. Dorothy Lutz
Radio Continuity .......... Mrs. Elizabeth Nixon

GOLDMAN & WALTERS ADVERTISING AGENCY, INC.
75 State St., Albany, N. Y.
Phone: 5-8864

APB—APA

President..............Harry L. Goldman
Vice-Pres.-Treas. . Eleano Churchill Walter
Secretary.................Louise Benay

Televsion Producers...Eleanor Chatham Walter

Radio Accounts Placed — John G. Meyers


GOODKIND, JOICE & MORGAN
919 North Michigan Ave., Chicago, Ill.
Phone Superior 6747

AAAA—ANPA—PPA—ABP

Affiliated with Raymond R. Morgan Co.
Hollywood, Calif.

President..................Clyde M. Joice
Vice President-Treasurer. M. Lewis Goodkind
Vice-President-Merchandising,

Harlow P. Roberts

Act. Executive...............Charles O. Puffer
Copy Chief..................Garrick M. Taylor
Space Buyer.................Florence A. Neighbors
Production Mgr...............George Richter
Asst. Space Buyer..........Jayne Batchelor


GOTHAM ADVERTISING COMPANY
2 West 46th St., New York 19, N. Y.
Phone LOngeacre 5-2616

APA—ABP—ANPA—PPA

Chairman of Board..............G. E. Harris
President........................D. D. Sutphen, Jr.
Radio & Tele. Director........Artur A. Kron
Exec. Vice-Pres. & Treas.........Arthur A. Kron
Secretary........................Chester A. Priest

Radio Accounts Placed—Hartley's Marma-
lade, Lutheran Hour, R. L. Swain Tobacco Co.

GRACE & BEMENT, INC.
2866 Penobscot Bldg., Detroit 26, Mich.
Phone Cherry 9400

ANPA—PPA—APA—SNAP—NOAB

Pres. & Treas.............Edward R. Grace
Vice-President............Austin F. Bement
Vice-Pres. Chg. Research & Media;
Radio Time Buyer........L. C. Grace
Secretary..................A. M. Ganoung
Production Manager ........Thomas C. Bacon
General Manager...........J. R. Bracken
Art Director............Judson Ross
Account Executives.......Dean Leith,

Richard Burke, J. R. Bracken

GRANT ADVERTISING, INC.
919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 6500

ANPA—PPA—APA—ABP—SNAP—NOAB

President..................Will C. Grant
General Radio Director....Lloyd G. Harris
Radio Directors...........Harry Holcombs,

James McClain.

Office Manager............Ralph E. Ellis

Branch Offices
350 Fifth Ave., New York, N. Y.
Phone BRyan 9-6100

Director...............Carl B. Wheeler

Director of Radio...........Morgan Ryan

2366 Penobscot Bldg., Detroit 26, Mich.
Phone Cherry 9400

V.P.-In Charge............Edward R. Grace
General Manager...........Joseph R. Bracken

1313 Gulf States Bldg., Dallas 1, Texas
Phone Riverside 8121

V.P.-Southwestern Division...Erle Racey
V.P.-Office Manager......Samuel W. Hepworth

Director of Radio.........Virginia Wilten

515 DuPont Blvd., Miami 32, Florida
Phone 3-0773

V.P.-Carribbean Operations...John A. Day

Office Manager...............Ray Lipe

Director of Radio.........Mary Thorpe

Offices in South America, Mexico, Canada, Cuba, England.

GREEN-BRODIE
420 Madison Ave., New York 17, N. Y.
Phone Plaza 3-9533

ANPA—PPA

Partner.............Julian P. Brodie
Partner..................Alan Green

Art Director...............Cecil Baumgarten
Production Director......Sidney Sawyer

Radio Dept..................Julian P. Brodie

Radio Accounts Placed — Pieter deWitt,
Inc.; Trade Bank & Trust Co., The Viking
GREY ADVERTISING AGENCY, INC.
166 West 32nd St., New York 1, N. Y.
Phone Chickering 4-3900
ABP—ANPA—PPA—NOAB—APA—AAAA
President ..................Lawrence Valenstein
Executive Vice-President...Arthur C. Fatt
Radio-Television Director ..Marvin Corwin
Time Buyer ................Harriet Belille


GRISWOLD-ESHLEMAN
2700 Terminal Tower, Cleveland 13, Ohio
Phone Main 9484
AAAA—ANPA—PPA—APA—ABP—NOAB
President ..................Kenneth W. Akers
Radio Director .............Earl R. Preble
Radio Accounts Placed — Fleetwing Corp., B. F. Goodrich Farm Service Tires.

JULIAN GROSS ADVERTISING AGENCY
11 Asylum St., Hartford, Conn.
Phone 7-7179
President-Treasurer ..........Julian Gross
Exec. V.P.-Radio Time Buyer ..Geraldine K. Ray
V.P.-Prod. Mgr...............Lester Kaufman

GUILFORD ADVERTISING AGENCY
350 Fifth Ave., New York 1, N. Y.
Phone, Pennsylvania 6-8318
Owner .....................Frances G. Guilford
Space Buyer ................Amelia Pranko

M. H. HACKETT CO.
9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-1590
ABP—ANPA—PPA—NOAB
Montague H. Hackett
General Manager ..........John P. Gilbert
Time Buyer ................Aida Stearns

HART-CONWAY CO., INC.
Genesee Valley Trust Bldg., Rochester, N. Y.
Phone Main 2073
ANPA—APA
President ..................H. Lyman Hart
Secretary ..................M. Brinkman Hart
Vice President ............Harold E. Kennedy
Radio Director .............John P. Street

GEORGE H. HARTMAN CO.
307 North Michigan Ave., Chicago 1, Ill.
Phone State 0055
ANPA—PPA—APA—ABP—NOAB—APA—AAAA—ABP—NOAB—APA—AAAA
President..................George H. Hartman
Vice-President ..............Edwin Cahn
Secretary-Treasurer .........Frank R. Hartman
Radio Director .............Thomas Kivlan

HENRI, HURST & MCDONALD, INC.
520 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 3000
ANPA—PPA—APA—ABP—NOAB—ABC
President ..................W. B. Henri
Secretary ..................W. D. McDonald
Treasurer ..................J. F. Hurst
Space Buyer ................Louis C. Paul
Radio Director .............Wm. E. Jones
Radio Dept.
Assoc. Radio Dir............David W. Dole
Publicity Dir...............Russell M. Cunningham

HILL ADVERTISING
250 Park Ave., New York, N. Y.
Phone, Plaza 3-7800
PPA—ABP
President ..................Weston Hill
Vice-President ..............W. L. Ledwith
Secretary ..................Joe Cesare
Radio Account Placed—Central Broadcasting Corp.

HILLMAN-SHANE-BREYER, INC.
403 W. 8th St., Los Angeles, Calif.
Phone Trinity 1453
PPA—ABP—NOAB
Partner .....................David S. Hillman
Partner .....................Donald A. Breyer
Partner .....................Hassel Smith
Radio Dept.
Director ...................Charles F. Chaplin
Time Buyer ..................Selma Schonfeld
Radio Accounts Placed—42 Oil Shampoo, 42 Hair Oil Tonic.

HIXSON-O’DONNELL ADV., INC.
350 Fifth Ave., New York 1, N. Y.
Phone Bryant 9-5950
ANPA—PPA—APA—ABP—NOAB—PA of N. Y. C.
President & Gen. Mgr. ......S. M. Morey
Vice-President .............Thos. E. Orr
V. P. & Radio Director ......L. B. Van Doren
Vice-President .............A. W. Humm
Secty. & Treas. ...........W. G. Carmody
Radio Time Buyer........Kathryn Shanahan
Radio Accounts Placed—Richfield Oil Corp., Sinclair Refining Co.

WILLIAM F. HOLLAND AGENCY
Hotel Simon, Cincinnati, Ohio
Phone Main 3450
Owner, Sales, Buyer........William F. Holland
Copy..................B. J. Holland
Art Director.............Dale Maxey
Research Director........Jean Clark
Sales....................Clyde Parson
Production................Cress Meinhardt
Associate Mgr.............D. E. Holland

ROBERT HOLLEY AND COMPANY, INC.
RKO Bldg. Rockefeller Center, N. Y. C.
Phone Circle 6-2850
ABP—PANY
Pres. & Treas...............Robert Holley
Vice Pres. & Sec..........Saul S. Silverman

CHARLES W. HOYT COMPANY, INC.
551 Fifth Ave., New York 17, N. Y.
Phone Murray Hill 2-0850
AAAA—ANPA—PPA—ABP
President and Treasurer......Everett W. Hoyt
Secretary..................C. B. Donovan
Vice-Presidents............F. A. Whipple,
W. K. Dingledine
Director of Radio...........W. P. Smith
Time Buyer................C. B. Donovan
Television Dir............W. P. Smith
Branch Office
15 Lewis Street, Hartford, Conn.
Phone 5-6066
Vice-President...............F. A. Whipple
Radio Accounts Placed—B. C. Remedy Co., Charles Gulden, Inc., Burnham & Morril-
E. L. Knowles Co. (Rubine), W. A. Taylor (Vallnole Wine), Barco Laboratories
(Cleanser), J. A. Wright & Co. (Silver Polish), Ivanhoe Foods Inc. (Teaspoon Oils).

THE H. S. G. ADVERTISING AGENCY
19 East 53rd St., New York, N. Y.
Phone Wickersham 2-3338
President-Treasurer.........H. S. Goodman
Secretary..................H. Knuth
Vice-President...............Everett F. Goodman
Branch Office
206 S. Spring St., Los Angeles, Calif.

H. B. HUMPHREY CO.
Phone Liberty 4714
AAAA—ABP—ANPA—PPA—APA
Vice-President & Radio Director,
Wm. H. Eynon
Asst. to Radio Dir..............Sally Larkin
Branch Office
420 Lexington Ave., New York 17, N. Y.
Vice-President...............H. E. Humphrey, Jr.
Radio Accounts Placed—Rumford Chemical Works, The Christian Science Monitor,
The Employers' Group Insurance Companies of Boston, First Church of Christ, Scientist,
E. T. Wright & Co.

HUTCHINS ADVERTISING COMPANY, INC.
Cutler Bldg., Rochester 4, N. Y.
Phone Main 3528
APA—ANPA—PPA—ABP—NOAB
President..................Jesse T. Ellington
Vice-Presidents...............T. S. Strong,
T. M. Kersey, C. L. Landon, G. F. Mor-
Radio Dept.
Media Director...............A. G. Graff
Radio Production...............Hal James
Radio Accounts Placed—Bayuk Cigars Inc.,
Sweets Company of America, General Baking
Co., McKesson & Robbins Inc.

JOSEPH JACOBS JEWISH MARKET ORGANIZATION
6 East 46th St., New York 17, N. Y.
Phone Murray Hill 2-6995
President, Owner & Treas........Joseph Jacobs
Vice-President & Prod. Mgr........Morris Unger
Time Buyer..................Joseph Jacobs
Talent Buyer................M. Keilson
Radio Director...............Sholom Rubinstein
Script.....................J. I. Freedman
Research ..................Adele Cohen

JESSOP ADVERTISING CO.
First Central Tower, Akron 8, Ohio
Phone Franklin 3232
APA—ABP
President..................M. K. Jessop
Time Buyer..................Charles A. Jessop
Radio Director...............R. Gilbert

THE RALPH H. JONES COMPANY
Carew Tower, Cincinnati, Ohio
Phone Main 3351
APA—NOAB—AAAA—ABP—ANPA—PPA
Charles Don George Philip Hal
W. Betty H. Robert Elmer Herman
...... W. Charles Herman
Joseph

Hotel Products Manager
President
V.P.-Radio Secretary
V.P.-Treasurer Office Manager
John F. Stoeckley Account Executives.
H. Kastor Kahn, V. T. Mertz, James H. Wright.

Branch Offices
4858 Fountain St., St. Louis, Mo.
Phone Rosedale 1612
Manager Herman Kastor


KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.
9 Rockefeller Plaza, New York, N. Y.
Phone COLUMBUS 5-6135
President H. Kastor Kahn
Exec. Vice-President W. S. Chesley, Jr.
Vice Pres.-Sec. W. R. Farrell
Vice Pres. C. E. J. Clifford
Vice Pres.-Treas. J. M. Van Horson
Media Director George Duram
Radio Director-New York Joseph Hill

Branch Office
Phone Granite 1631
Vice Pres., Radio Director J. H. Wright
Radio Accounts Placed—Drene Shampoo
(Procter & Gamble Co.).

THE JOSEPH KATZ COMPANY
444 Madison Ave., New York, N. Y.
Phone WICKERSHAM 2-7470
AAAA—ANPA—PPA—ABP
President Joseph Katz
Vice-President Nat C. Wildman
Treasurer Charles M. Harrison
Director of Radio Allen J. de Castro

Radio Producers & Continuity Writers,

Branch Offices
8 South St., Baltimore, Md.
Phone Lexington 1500
Manager C. M. Harrison
Director of Radio Robert G. Swan

HENRY J. KAUFMAN & ASSOCIATES
Homer Bldg., Washington 5, D. C.
Phone District 7400
ANPA—APA—ABP—NAAN
Partner-Managing Dir. Henry J. Kaufman
Partner-Radio Director Jeffery A. Abel
Partner-Creative Dir. William F. Sigmund
Space Buyer Betty D. Gwyer
Time Buyer Jeffery A. Abel

KAYTON-SPIERO CO., INC.
230 West 41st St., New York 18, N. Y.
Phone LONGACRE 5-5090
ABP—ANPA—PPA
President Gerald B. Spiero
Vice-President Morris Kinzler
Secretary-Treasurer Alvin J. Kayton
Time Buyer Herman Jacobs
Radio Account Placed—Twentieth Century.
Fox Film Corp.

KEELING & CO., INC.
1028 Chamber of Commerce Bldg., Indianapolis 4, Ind.
Phone Riley 1478
ANPA—AAAA—PPA—APA—ABP—NOAB
President Hal Keeling
Exec. V. P-Time Buyer Don Collins
V. P-Sec. William Hutchinson

KELLY, ZAHRNDT & KELLY, INC.
745 Cotton Belt Bldg., St. Louis 2, Mo.
Phone Garfield 0777
PPA—APA
President C. F. Kelly, Jr., Vice-Pres. and Treasurer: W. W. Zahrndt
Vice-Pres. and Secretary V. A. Kelly
Director of Radio C. F. Kelly, Jr.
Assistant Director W. W. Zahrndt
Radio Producers C. F. Kelly, Jr., V. A. Kelly
Radio Continuity Writers C. F. Kelly, Jr., V. A. Kelly
Radio Accounts Placed—Tremco, Inc., Visit St. Louis Committee.
KENYON & ECKHARDT, INC.
247 Park Ave., New York 17, N. Y.
Phone Plaza 3-0700

AAA—ANPA—PPA—ABP—APA
Chairman of Board...........Otis Allen Kenyon
President....................Thomas D'Arcey Brophy
Exec. Vice Pres................Dwight Mills
Treasurer....................Charles Vassey
Secretary.....................Joseph A. Vessey
Vice-Dir. of Radio...........William B. Lewis
Asst. Director of Radio......Robert D. Wolf
Manager-Time Buyer..........Frank Palmer
Radio Research Dir..........Richard Dunne
Radio Publicity Dir..........Hal Davis
New Programs-Talent.......Donald W. Severn
Radio Copy Supervisor.....Doris D. Smith
Director of Television.....William B. Lewis
Radio Producers............Robert Brilmayer,

Branch Offices
135 S. La Salle St., Chicago 3, Ill.
Phone RAndolph 6470
Vice-President in Charge...Chester A. Foust
1257 Penabscot Bldg., Detroit, Mich.
Cadillac 3608
Manager..........................Ian Smith
512 Equitable Bldg., Hollywood 28, Calif.
Hillside 8368
Manager.........................John Swallow
Sun Life Bldg., Montreal, Quebec, Canada
Plateau 9939
Manager.......................Jack Raymond

Radio Accounts Placed—Network: Charles B. Knox Gelatine Co., Richard Hudnut,
Wesson Oil & Snowdrift, Rock City, Spool Cotton, Kellogg Co. (All-Bran, Gro-Pup,
40% Bran, Pen, Raisen 40% Bran, Corn Flakes, Rice Krispies, Krumbles, Shredded
Wheat, Variety Package, Omaha Feed), Pepperidge Farm, Stetson Co., S. B. Thomas
Inc., R. B. Davis Co., Borden Co., American Fat Salvage Co., Chesapeake & Ohio, Ford
Motor Co., Industrial Tape Corp., Waldorf-Astoria.

H. M. KIESEWETTER, WETERAU & BAKER, INC.
9 East 40th St., New York 16, N. Y.
Phone Lexington 2-0025

ANPA—PPA—ABP
Ch. Bd.-President...........H. M. Kiesewetter
Treasurer....................E. T. Kiesewetter
Secretary.....................L. G. Wallace
V.P.-Copy Chief................Sam S. Baker
V.P.-Art Director.............R. Wetterau

Radio Accounts Placed—Penn Tobacco Co.,
Bathasweet Corp., Lorr Laboratories, The
Mennen Co.

ABBO!T KIMBALL CO., INC.
250 Park Ave., New York, N. Y.
Phone Plaza 3-9600

AAA—ABP—ANPA—PPA—APA—NOAB
Radio & Television Departments
Vice-President...............Cecil H. Hackett
Time Buyer....................Miriam Traeger

Branch Offices
333 N. Michigan Ave., Chicago, Ill.
Phone Franklin 0673
Executive-in-Charge...........Grant Chamberlain
21 West 10th Street, Kansas City, Kans.
Phone Victor 1950
Executive-in-Charge..........David Mindlin
649 S. Olive St., Los Angeles, Calif.
Phone Trinity 7575
Manager.........................Blaidsell Gates
Radio Dept......................Fred Becker

Radio Accounts Placed—National Spot:
Bonne Bell Inc., Hornblower & Weeks, Koret
of Calif., Odomo, Peggy Sage

KIRCHER, HELTON & COLLETT, INC.
321 West First St., Dayton 10, Ohio
Phone 2151

PPA—ABP—ANPA—AAAA—APA
President......................R. C. Kircher
Treasurer......................C. B. Helton
Secretary......................Robert Collett
Art Director....................Gustave Sigritz
Radio-Tele. Dir.................Herman Land

KLINGER ADVERTISING CORP.
119 W. 57th St., New York 19, N. Y.
Phone Circle 6-3660

President-Radio Account Exec. A. A. Klinger
Secretary, Treas. & Acct. Exec........E. French

Radio Accounts Placed—Madison Long
Island Personal Loan Co., Madison Finance
Co. of N. J., Servus Clothes, Bill Williams,
Stanback Co., Ltd., Bridge Apparel Shops,
Smillin’ Irishman, Kent Motors, Ideal Motors,
Price Motors, Superior Agencies, Inc.

KNOLLIN ADV. AGENCY
105 Montgomery St., San Francisco 4, Cal.
Phone, Sutter 6110

AAAA—APA—ABP
President......................James C. Knollin
Art Director....................Norman Erickson
Space Buyer.....................Alice Springer
Account Executives...........Robert H. Knollin,
Thomas J. McNamara, Wm. A. Dunkle,
John L. Hansen.

Branch Office
530 W. 6th St., Los Angeles 14, Cal.
Phone, VAndike 4057
KNOX REEVES ADVERTISING, INC.
600 First National Bank Bldg.
Minneapolis 2, Minn.
Phone Bridgeport 7701
AAAA—ABP—ANPA—APA—NOAB
President..................E. E. Sylvestre
Executive Vice-President....Wayne Hunt
Vice-Presidents...........J. H. Sarles,
Elizaabeth B. Reeves, Helen A. Brown
Secretary & Treasurer........C. L. Greenwood
Radio Director................Russell Neff
Dir. of Media & Research...Dr. A. R. Root
Radio Program Production...H. K. Parent
Radio Script................E. B. Reeves
Time Buyer................Dr. A. R. Roet
Branch Office
415 Chanin Bldg., New York 17, N. Y.
Phone Murray Hill 4-3962
625 Market St., San Francisco 5, Calif.
Phone Sutter 6744
Vice President..............R. W. Stafford
Radio Production Manager....Hal Burdick
Radio Account Placed — General Mills,
Inc., Pacific Gamble Robinson Co.

MERRILL KREMER, INC.
1711 Exchange Bldg., Memphis 3, Tennessee
Phone 5-4343
ANPA—SNPA—NOAB—APA—PANY—
NAAN—ABP
President....................Ernest Lee
Vice-President.............Marshall Smith
Secretary....................Homer Gentry
Account Executive........Martha Haynie
Account Executive..........Mary Russell
Account Executive.........Essie Albert
Account Executive..........Edmunda Fry
Time Buyer................Edmunda Fry
Radio Accounts Placed — Tennessee Brewing Co. (Goldcrest “51” Beer), Orgill Brothers & Co. (Admiral and O’Cedar), Capitol City Products Co. (Dixie Margarine), Colonial Baking Co. (Colonial Bread).

KUDNER AGENCY, INC.
630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-3200
NOAB—ABC—AAAA—ANPA—PPA—ABP
President..................J. H. S. Ellis
Vice-Presidents............E. J. Owens,
Sam D. Fuson, Robert D. Stewart, Haywood Anderson, Schuyler Kudner.
Director of Radio..........Myron P. Kirk
Radio Producers............Alan Ward,
Wm. Templeton.
Time Buyer................Georgina Dewey
Branch Offices
New Center Bldg., Detroit, Mich.
Phone Madison 5315
Robert Copeland
Albee Bldg., Washington, D. C.
Phone National 5506
Frank Getty

J. R. KUPSICK ADVERTISING
AGENCY, INC.
122 East 42nd St., New York, N. Y.
Phone Murray Hill 5-9145
ANPA—APA—PPA
President..................J. R. Kupsick
Vice President...............Saul Kampf
Radio Director...............Jerry Law
Space Buyer................E. M. Fordsman

LAKE-SPIRO-SHURMAN, INC.
2800 Sterick Tower, Memphis 3, Tenn.
Phone 5-1571
ANPA—ANPA—PPA—SNPA
President....................Avron Spiro
Secretary-Treasurer.........M. M. Shurman
Radio Director..............Clark R. Brown
Radio Accounts Placed — Plough, Inc., The Piso Co.

LAMBERT & FEASLEY, INC.
9 Rockefeller Plaza, New York 20, N. Y.
Phone Columbus 5-3721
ANPA — PPA
President....................John L. Johnston
Executive V.P...............Gordon Seagrove
V. P. General Manager......Frank W. Mace

LANDSHEET, INC.
810 Liberty Bank Bldg., Buffalo 2, N. Y.
CI-7260
ANPA—ABP—NOAB—APA
President.....................A. Wm. Landsheet
Service Manager............H. L. Barber
Business Manager...........E. T. Drillard
Radio Dept................H. L. Barber, C. Coritore

LANG, FISHER & STASHOWER,
INC.
1010 Euclid Ave., Cleveland 15, Ohio
Phone Main 5679
AAAA—ANPA—ABP—PPA
President....................H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer..Fred P. Stashower
LENNEN & MITCHELL, INC.
17 East 45th St., New York 17, N. Y.
Phone Murray Hill 2-9170

AAA --- ANPA --- PPA --- APA --- NOAB
President.......................... P. W. Lennen
1st Vice President................ R. W. Orr
Exec. V.P.-General Manager.... Ray VirDen
V.P.-Ass’t. Secretary............. Reginald Townsend
V. P.-Radio............................ Mann Holiner
Secretary.................. A. L. Lynn
Ass’t to President............... Eldon Sullivan
Vice President..................... Thayer Ridgway
Associate Copy Chiefs............. William Todd,
                               Gladys Phelan, Marjorie Paul.
Radio Copy Chief................. Peter Keveson
V.P.-Media...................... Catherine V. Parker
Space Buyer........................ Arthur U. Ude
V.P.-Production.................... Michael J. Madar
V.P.-Exec. Art Director........... Hans Sauer
V.P.-Art Director............... Jacques Zuecaire
Art Consultant.................... Clark Agnew
Art Directors..................... Shepard Sheridan,
                              Ted Sandler, Stephen Biggs.
Radio Director.................. John W. Loveton
Radio Time Buyer............... Virginia Butler
Research Director................. Arthur Livingston
Treasurer......................... C. C. Seedorf
Ass’t. Treas.-Pers. Dir........... Barron R. Proctor
Television Producers............. Mann Holiner,
                              Ted E. Sherdeman.

Branch Office
308 N. Rodeo Drive, Beverly Hills, Calif.
Phone Crestview 1-7221

V. P.-Radio...................... Mann Holiner
Ass’t. in charge-Radio.......... Ted E. Sherdeman
Business Manager............. William L. Card
Radio Director.................. Travis D. Wells

Radio Accounts Placed — American Car
and Foundry Co., The Andrew Jergens Co.,
Bacardi Imports, Inc., Calvert Distillers Corp.,
Carstairs Distilling Co., Inc., Dell Publishing
Co., Lehn & Fink Products Corp., P.
Lorillard Co., Perfume Schiaparelli, Inc.,
Scripps-Howard Newspapers, Swedish Ameri-
can Line, Tide Water Oil Co.

TED LEVY ADVERTISING AGENCY

Temple Court Bldg., Denver 3, Colorado
Phone Colorado 4521-2

ABP — ANPA — APA

President....................... Ted Levy
Production Manager............. William Robertson
Radio Dept.

Radio Director................ Barbara D. Aiton

A. W. LEWIS CO., INC.
40 East 49th St., New York 17, N. Y.

ELdorado 5-3545

AAA--ABP--ANPA--PPA--APA

Partners............ A. W. Lewis,
                   S. M. Weiss
Traffic Mgr.............. S. Levin
Account Execs.................Maurice Marks, S. B. Mandell, Harold Moss, John Herrmann, Kenneth Rader.

Branch Office
11 Commerce Street, Newark 2, N. J.
Mitchell 2-7244


ADDISON LEWIS & ASSOCIATES
1414 Foshay Tower, Minneapolis, Minn. Phont AT 6235
ABP—ANPA—PPA—NOAB—APA
Owner.....................Addison Lewis
Time Buyer..................Addison Lewis
Account Executives........Edward Grubb, Harvey Kruse, J. A. Quint, Arthur Grove, Don Johnson
Radio Accounts Placed—Minneapolis-Honeywell.

LEON LIVINGSTON ADVERTISING AGENCY
Mills Bldg., San Francisco, Calif. Phone Sutter 7340
APR—AAAA—APB—ANPA—PPA—NOAB
General Partner..................Leon G. Livingston
General Partner..................W. C. Day

Branch Office
155 E. 44th St., New York 17, N. Y.
Phone Vanderbilt 6-0272
General Partner-Mgr........E. B. Krouth

LLOYD, CHESTER & DILLINGHAM
9 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-8800
ANPA—PPA—NOAB

President..................Laurence M. Lloyd
Vice-President.............Charles M. Pietsch
Production Manager..........William T. Kaleb
Media Director...............John J. Hagan

LOCKWOOD - SHACKLEFORD ADVERTISING AGENCY
122 East 7th St., Los Angeles 14, Calif.
Phone Trinity 9801
ANPA—NOAB—APA

President..................M. W. Shackelford
Secretary-Treasurer........Russell N. Lockwood
Vice President...............Murray Chotiner
Director of Radio...........David R. Fenwick
Manager........................Lou Holzer
Radio Producers..............David R. Fenwick, Lou Holzer, Gene Herman, Robert M. Purcell.
Television Producer..........Lou Holzer

Branch Offices
6233 Hollywood Blvd., Hollywood 28, Calif. Phone Gladstone 6131
75 East Wacker Drive, Chicago 1, Ill. Phone Franklin 4883
420 Madison Ave., New York 17, N. Y. Phone Plaza 3-5412


LOGAN & ARNOLD
621 S. Hope St., Los Angeles, Calif.
Phone Trinity 8194
ANPA—AAAA—PPA—APA—ABP
Partner.....................Dudley L. Logan
Partner.....................J. C. Arnold

THE W. E. LONG COMPANY
155 North Clark St., Chicago 1, Ill.
Phone Randolph 4606
ANPA—NOAB

President..................L. R. Wolfe
Director of Radio...........E. J. Sperry
Supervisor of Syndicated Programs........Robert S. Graham
Hollywood Producer........Paul Quan
New York Producer..........Terry Coe

Radio Accounts Placed—Agency is a specialist in wholesale baker advertising.

EALR LUDGIN & CO.
121 West Wacker Drive, Chicago 1, Ill.
Phone Andover 1888
ANPA—ABP—PPA—APA

Radio Director..............V. R. Bliss

MACE ADVERTISING AGENCY, INC.
507 Lehmann Bldg., Peoria, Ill.
Phone 7197
ANPA—ABP—APA—NAAN

President.....................J. F. Fellay
Trea. & Radio Time Buyer......Jay J. Keith
Secretary....................Olga Rummel
Production Mgr................E. M. Pippen


MacFARLAND, AVEYARD & CO.
333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360
ANPA—PPA—ABP—APA—NOAB
President: Hays MacFarland
Secretary-Treasurer: B. G. Ruttingh
General Manager: Allen B. Dicus
Radio Director & Producer: Evelyn Stark

Branch Office
RCA Bldg., New York, N. Y.
Circle 6-2890

Partner: A. E. Aveyard
Radio Director: H. C. Kleinz
Gen. Mgr.: George MacGovern


MacLAREN ADVERTISING CO. LTD.
372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321
CBA—CAAA—CRNA—CWNA—CNN & PA
President-General Manager: J. A. MacLaren
Vice President-Assistant General Manager: E. V. Rechnitzer
V.P-Ass't Gen. Mgr.: James Ferres
Vice-President-Treasurer: I. E. Reynolds
Secretary: G. T. Scroggie

Radio Dept.
C. M. Pasmore, M. Rosenfeld
H. H. O'Connor, Hugh Horler
J. G. Herald

Branch Offices
900 Dominion Square Bldg., Montreal, Que., Canada
Phone Plateau 9556
Office Manager: E. H. H. Smith
911 Electric Ry. Chambers, Winnipeg, Man., Canada
Phone 26-622
Office Manager: E. P. Thompson
305 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268
Office Manager: W. D. M. Patterson

Radio Accounts Placed—Network: Imperial Oil, Ltd., Tuckett, Ltd., People's Credit Jewelers, S. F. Lawrason Co., Dalglish (Ont.) Ltd.; National Spot: Bulova Watch Co., Ltd., Canadian Life Underwriters, People's Credit Jewelers, O'Cedar of Canada, Tuckett Ltd.

MALCOLM - HOWARD ADVERTISING AGENCY
20 East Jackson Blvd., Chicago 4, Ill.
Phone Webster 2110
ABP—ANPA—PPA—APA

Owner-Chief Account Executive: Arthur M. Holland
Account Executive: H. A. Barkun
Account Executive: M. G. Holland
Copy Chief: Ray Freedman
Radio Director: Ray Freedman


DAVID MALKIEL ADVERTISING AGENCY
260 Tremont St., Boston, Mass.
Phone Liberty 1422
ANPA—ABP—PPA—APA

Owner: David Malkiel
Secretary: Martha Brest
Radio Dept.: Harry Weinbaum, Martin Kadis, Morey Schwartz, Harry Lawrence


MANSON-GOLD ADVERTISING AGENCY
1004 Marquette Ave., Minneapolis 2, Minn.
Phone GEneva 9619

APA

Account Executive: D. P. Nathanson
Account Executive: Meyer Gold
Account Executive: Jean Hadley
Account Executive: Bruce Sielaff

Radio Dept.
Radio Director: D. P. Nathanson
Time Buyer: Jean Hadley
Talent Buyer............................Bruce Sielaff
Producers...............................D. P. Nathanson,
Jean Hadley

Television Dept.

Director.................................D. P. Nathanson


MARSCHALK & PRATT COMPANY
535 Fifth Ave., New York 17, N. Y.
Phone V'anderbilt 6-2022
ANPA—PPA—ABP—APA—AAAA—NOAB
Partners.................................Harry C. Marschalk,
G. A. Poetschke, S. H. Gellertup, S. L. Meulendyke

Director of Radio.......................Curt Peterson
Radio Account Placed—Standard Oil Co. of N. J.

J. M. MATHES, INCORPORATED
122 East 42nd St., New York 17, N. Y.
Phone 1.4xington 2-7450
ABP—ANPA—PPA—SNPA

President............................J. M. Mathes
Treasurer.................................A. E. Cox
Secretary.................................Carle Rollins
Vice-Presidents.........................Lester Loh,
Wilfred S. King, W. T. Okie,

Director of Radio.......................John Bates
Time Buyer...............................Edna Catheart

Radio Accounts Placed—Ludens, Inc.,

JOSEPH MAXFIELD COMPANY
87 Weybosset St., Providence 3, R. I.
Phone 4.Aspe 4456-7
ABP—ANPA

President............................Joseph M. Finkle
Vice-President.........................Archie M. Finkle
Treasurer.................................Bruno Schnabel
Copy Chief.............................M. Eloise Eichler
Time Buyer.............................Joseph M. Finkle
Production Chief......................Archie M. Finkle


MAXON, INC.
2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710
ANPA—PPA—APA—ABC—NOAB—
TAB—CCA

President.............................Lou R. Maxon
Vice-President.........................Searle Hendee
Treasurer.................................W. I. O'Neil
Secretary.................................G. Reginald McKiel

Radio-Television Dept..................Ed Wilhelm,
P. Pumphrey.

Branch Offices
570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930
Vice-President In Charge.............W. Ray Baker
919 N. Michigan Ave., Chicago, Ill.
Phone 3536
Vice-President.........................L. J. Sholtz


Television Accounts Placed—Gillette Safety Razor Co.

THE MAYERs COMPANY
1240 S. Main St., Los Angeles 27, Calif.
Phone PRospect 0101
NOAB—ANPA—FAAG—APA

Principals.............................Henry Mayers,
J. R. Mayers, Arthur Mayers
Manager Radio Dept-Time Buyer...........Gertrude Stark

Writer-Production Manager—Jennison Parker Vern Davies


McCANN-ERICKSON, INC.
50 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-7000
AAAA—ANPA—PPA—ABP—NOAB—
ABC

President.............................H. K. McCann
Chairman of Exec. Comm.—Harrison Atwood
Exec. Vice-President..................Carl B. Robbins
Vice-Pres. and Manager of New York
Office.................................L. S. Briggs
Vice-Presidents (N.Y.)..............Harrison Atwood,
P. M. Alderman, J. L. Deane, L. E. Firth,
Edward B. Graham, Marion Harper Jr.,
C. A. Hoppock, Daniel W. Keefe,

Secretary-Treasurer.....................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
Vice-President in charge of Hollywood Office, Clarence Olmstead
Senior Producers...........Dorothy B. McCann, Carlo DeAngelo, Glen Heisch
Director of Time Buying and Station Relations, William C. Dekker
Director of Radio Copy, William A. Franchy

Branch Offices
Chicago Office
910 South Michigan Ave., Chicago, Ill. Phone Webster 3701
Vice-President-Manager...Homer Havermale
Vice-Presidents............John Jameson, Walter C. Krause, A. W. Sherer, H. G. Smith, Sidney A. Wells
Cleveland Office
1300 Guardian Building, Cleveland 14, Ohio Phone Cherry 3490
Vice-President-Manager......A. A. Sommer
Detroit Office
2280 Penobscot Building, Detroit 26, Mich. Phone Randolph 9710
Vice-President-Manager........D. C. Hight
Hollywood Office
6331 Hollywood Blvd., Hollywood 23, Calif. Phone Hillside 8268
Vice-President-Manager...Clarence Olmstead
Los Angeles Office
448 South Hill Street, Los Angeles, Calif. Phone Mutual 1181
Vice-President-Manager.....Burt Cochran
Minneapolis Office
1000 Hodgson Building, Minneapolis 1, Minn. Phone Bridgeport 6801
Vice-President-Manager.....Jackson Taylor
Vice-Presidents.............Victor Lowrie, John Pidgeon
San Francisco Office
114 Sansome St., San Francisco, Calif. Phone Douglas 5560
Vice-President-Manager.....H. Q. Hawes
Vice-Presidents............M. S. Achenbach, Roswell Mochran, Clarence Hestorff, F. H. McCrea, Robins Milbank, C. F. Olliger, C. E. Parsons
Portland Office
1308 Public Service Bldg., Portland, Ore. Phone Atwater 4305
Manager...................R. B. Calkins
Boston Office
31 St. James Ave., Boston 16, Mass. Phone Liberty 5468
Vice-President-Manager Watson M. Gordon
Chicago: International Harvester Co., Standard Oil Co. of Nebraska, Standard Oil Co. of Indiana, Milk Foundation, Inc., Swift & Co. (Brookfield Division).
Detroit: Tivoli Brewing Co.
Minneapolis: Pillsbury Flour Mills Co., Twin City Federal Savings & Loan Assn., Gluck Brewing Co.
Boston: John Hancock Mutual Life Insurance Co.

R. E. McCARTHY ADVERTISING AGENCY
1002 Tampa Theater Bldg., Tampa 2, Fla. Phone 2323
PANY—SNPA
President........................R. E. McCarthy
Secretary.....................M. A. McCarthy
Treasurer....................M. C. Benito
Time Buyer:................R. E. McCarthy


McJUNKIN ADVERTISING CO.
228 N. LaSalle St., Chicago 1, Ill. Phone State 5060
President.....................Gordon Best
Vice-Presidents..............Roy M. Kirtland, Leroy A. Kling, Willard E. Stevens
Manager, Radio Dept......Robert V. Suerth

MCKEE & ALBRIGHT, INC.
1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
ANPA—PPA—APA—OAAA
President......................Roy J. McKee
Vice-President-Treasurer........David R. Albright
Vice President-Radio Director,
James A. McFadden
Radio Producer................Robert L. Redd
Time Buyer....................Evelyn Walmsley
Vice-President-Merchandising,
Howard H. Yaw
Secretary......................T. E. Libby

Branch Office
1428 RCA Bldg., New York 20, N. Y.
Phone Columbus 5-2058
715 Equitable Bldg., Hollywood, Calif.
Phone Hollywood 8365

Radio Accounts Placed—Sealtest, Inc.,
Western Maryland Dairy, Southern Dairies,
Chestnut Farms-Chevy Chase Dairy, Breyer
Iice Cream Company, Quaker City Choc. &
Conf. Co., Inc., Philadelphia & Reading Coal
and Iron Co.

A. McKIM, LTD.
1010 St. Catherine St. W., Montreal, Que., Can.
Phone Lancaster 5192
ANPA—APA
President.....................James M. Baxter
Radio Director................E. W. Brodie
Secretary-Treasurer...........J. W. Thain

Branch Offices
320 Bay St., Toronto, Ont., Canada
Phone Elgin 5551
Manager......................D. E. Longmore
Electric Railway Bldg., Winnipeg, Man.,
Canada
Manager......................A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada
Manager......................H. S. Watson
376 Strand, W. C. 2, London, England
Manager......................H. Suffell

MELAMED-HOBBS, INC.
1100 Hodgson Bldg., Minneapolis 1, Minn.
Phone Bridgeport 1225
ABP—ANPA—PPA—OAAC—NOAB
APA—ABC
President-Treasurer........Louis Melamed
Secretary.....................M. O. Gooder
Production Manager........Thomas L. B. Campbell
Radio Time Buyer................J. F. Johns

Branch Offices
E-912 First National Bank Bldg., St. Paul 1,
Minn.
Phone Garfield 5731
Manager......................W. T. Holmgren
333 N. Michigan Ave., Chicago 1, Ill.
Phone State 9522
Manager......................F. C. Estey

of Minneapolis, Bloomer Brewery, Chocolate
Products Co., Hotel Dyckman, Furniture Ex-
position Mart, Batavia Metal Products Co.,
Griggs Cooper Co., Sanitary Foods, Minn.
Farm Bureau Service Co., Minn. Farm Bu-
reau Federation, Regan Brothers Co., S. &
L. Department Store.

ARTHUR MEYERHOF & CO.
410 N. Michigan Ave., Chicago, Ill.
Phone Delaware 7860
ANPA—PPA—AAAA—ABP
General Manager............Arthur E. Meyerhoff
Financial Manager...........J. H. Hildebrandt
Director of Radio.............Nelson A. Shawn
Radio Space Buyer...........Annette Kennedy
Copy Chief....................M. E. Chon
Acct. Executives.............R. J. Rosenthal,
John Lemmon, Mark Rizner, George
Taylor
Television Producer.........Nelson A. Shawn

Branch Office
759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144
Manager......................George Grabin
Radio Accounts Placed—Wm. Wrigley Jr.
Co., Mutual Health & Accident Assn. of
Omaha, Illinois Meat Co., Balm Barr,
Krank's Shave Kreme, Whiz Candy Bar,
Peanut Crunch.

C. L. MILLER COMPANY
521 Fifth Ave., New York 17, N. Y.
Phone Murray Hill 2-1010
ANPA—PPA—APA—NOAB
President.....................C. L. Miller
Sec'y & Ass't Treasurer-Radio Director
George Carhart

Branch Office
333 N. Michigan Ave., Chicago, Ill.
Phone Central 1640
Manager......................I. M. Tuteur
Radio Accounts Placed—Corn Products
Refining Co., Curtis Candy Co., Keeley Brew-
ing Co., Cooter Brokerage Co., Gordon Bak-
ing Co., Peter Pan Baking Co., Dr. Swett's
Root Beer Co.

DAN B. MINER CO.
1151 South Broadway
Los Angeles 15, Calif.
Phone Richmond 3101
AAAA—ANPA—ABP—NOAB
CAN—APA—PPA—ABC
President.....................Dan B. Miner
Vice-Presidents..............John C. Morse,
Alfred Rooney, L. M. Greer
Secretary-Treasurer...........M. R. Sweeney
Account Executive........Daniel W. Layman, Jr.
Radio Director..............B. B. Struble
Radio Copy..................R. W. Sampson, Leland L. De Priest
Time Buyer..................Marie Mazzulla

Branch Offices
(Affiliated with Continental Agency Network)

EMIL MOGUL CO., INC.
250 West 57th St., New York, N. Y.
Phone, COLUMBUS 5-2482
ABP—ANPA
Radio Director..................Sydney Rubin
Radio Time Buyer..................Helen Munroe

THE CHESTER C. MORELAND CO.
1104 Times-Star Tower, Cincinnati 2, Ohio
Parkway 1178
PPA—ABP—ANPA
President-Treasurer........Chester C. Moreland
Vice-Presidents............Wm. G. Steiner, Bryce L. Schurman
Secretary..................Walter H. Strauss
Radio Dept..................L. C. Schurman

RAYMOND R. MORGAN CO.
Phone Hempstead 4194
AAAA—ANPA—PPA—PRB—NOAB
President..................Raymond R. Morgan
Executive Vice-President........R. C. Temple
Vice-President & General Manager........R. E. Messer
Radio Producers........Wallace B. Ramsey, James C. Morgan
Television Producer........R. E. Messer

Branch Offices
702 Hearst Bldg., San Francisco 3, Calif
Phone Exbrow 1211
Manager..................Porter Anderson
Affiliate
Goodkind, Joice & Morgan
Palmolive Bldg., Chicago 1, Ill.
Phone Superior 6747
Representatives........M. Lewis Goodkind, Clyde Joice

MORSE, INTERNATIONAL, INC.
122 East 42nd St., New York 17, N. Y.
Phone LEXINGTON 2-6727
Chairman of the Board........Allan T. Preyer
President..................Mansfield F. House
Vice-President..................J. P. Sawyer
Treasurer..................M. K. Burekett
Dir. of Media..................Herbert G. Selby
Prod. Mgr..................E. R. Harris
Director of Marketing........L. E. Pickett
Copy Chief..................J. D. Lucas
Art Director..................J. J. Misley
Export Media Director........Aurora Blando
Radio Dept.
Manager..................Chester C. Slaybaugh
Time Buyer..................Margaret J. Little
Dir. of Radio Prod........John T. Mitchell

MOSELLE & EISEN
ADV. AGENCY
522 Fifth Ave., New York 18, N. Y.
Phone, MURRAY HILL 2-2651
PPA—APA
Partner..................Rose Moselle
Partner..................Henry Eisen
Prod. Mgr..................Bernard Segaloff
Art Director..................Frederick H. Cassens
Radio & Publicity..................Miss Margo

MOSS ASSOCIATES
415 Lexington Ave., New York 17, N. Y.
Phone VANDERBILT 6-1229-9
ABP—PANY—APA—ANPA
President..................Joseph H. Moss
Copy Chief..................Charles D. Beckman
Space Buyer..................Betty Math
Art Director..................Richard W. Bridges

MOSER & COTINS, INC.
10 Hopper St., Utica 3, N. Y.
Phone Utica 4-6141
ABP—ANPA—PPA—NOAB—APA
President..................A. S. Cotins
Vice-President..................James N. Brown
Vice-President-Secretary........Hugo W. Glaser
Vice-Pres-Art Director........A. M. Huntington
Mgr. Media Dept........Miss L. B. Mang
Acct. Execs..................George P. Hodges, F. S. Hubbell, L. B. Reigler
Mgr. Production Dept........Fred Michel
Branch Office
420 Lexington Ave., New York, N. Y.

NATIONAL EXPORT ADVERTISING SERVICE, INC.
405 Lexington Ave., New York 17, N. Y.
Phone Murray Hill 9-6835
President..................Paul Kruming
Vice-President.............Thomas W. Hughes
Treasurer.................Frank Neuhauser
Time Buyer................J. J. Cueto

Branch Offices In:
Cuba, Mexico, Venezuela, Colombia,
Brazil, Argentina, South Africa,
India, Chili


NEEDHAM, LOUIS & BRORBY, INC.
135 S. LaSalle St., Chicago 3, Ill.
Phone State 5151

NEEDHAM, LOUIS & BRORBY, INC.
135 S. LaSalle St., Chicago 3, Ill.
Phone State 5151

NEEDHAM, LOUIS & BRORBY, INC.
135 S. LaSalle St., Chicago 3, Ill.
Phone State 5151

NEEDHAM, LOUIS & BRORBY, INC.
135 S. LaSalle St., Chicago 3, Ill.
Phone State 5151

NEEDHAM, LOUIS & BRORBY, INC.
135 S. LaSalle St., Chicago 3, Ill.
Phone State 5151

NEWELL-EMMETT COMPANY
40 East 34th St., New York 16, N. Y.
Phone AShland 4-9900

NEWELL-EMMETT COMPANY
40 East 34th St., New York 16, N. Y.
Phone AShland 4-9900

NEWHOFF ADV. AGENCY
1403 Court Square Bldg., Baltimore 2, Md.
Phone Lexington 7155

NEWHOFF ADV. AGENCY
1403 Court Square Bldg., Baltimore 2, Md.
Phone Lexington 7155

NEW:NS, LYNE & ASSOCIATES,
INC.
(Formerly Associated Advertising Agency, Inc.)
400 Florida National Bank Bldg.,
Jacksonville, Fla.
Phone 3-1253

NEW:NS, LYNE & ASSOCIATES,
INC.
(Formerly Associated Advertising Agency, Inc.)
400 Florida National Bank Bldg.,
Jacksonville, Fla.
Phone 3-1253

OLIAN ADVERTISING CO.
1409 Ambassador Bldg., St. Louis 1, Mo.
Phone Central 8380-1-23

OLIAN ADVERTISING CO.
1409 Ambassador Bldg., St. Louis 1, Mo.
Phone Central 8380-1-23

OLIAN ADVERTISING CO.
1409 Ambassador Bldg., St. Louis 1, Mo.
Phone Central 8380-1-23

OLIAN ADVERTISING CO.
1409 Ambassador Bldg., St. Louis 1, Mo.
Phone Central 8380-1-23

**Owen & ChapPELL, INC.**
595 Madison Ave., New York 22, N.Y.
Phone PLaza 8-2400
ABP—ANPA—PPA—NOAB—APA
President .................. John H. Owen
Executive Vice-President .................. Charles Chappell
Vice-President, Radio & Television ........... David Hale Halpern
Vice-President .................. John C. Burton
Vice-President .................. Walter R. Greenlee
Director of Media .................. Marc Seixas
Radio Research .................. Patricia Pritchard

**Merritt Owens Advertising Agency**
201 Commercial National Bank Bldg.
Kansas City 12, Kans.
Phone Dr. 7250
ABP—ANPA—APA
Owner-Account Executive ............. Merritt Owens
Account Executive .................. John J. Goetz
Account Exec.-Production Mgr. ............ C. Arthur Smith
Art Director .................. Felix F. Kubicki
Radio Accounts Placed—Interstate Moving & Storage, Junge Biscuit Co., Leo Stern (Photographer).

**Frank OxArArt Co.**
672 S. La Fayette Park Pl.,
Los Angeles 5, Calif.
Phone Exposition 4191
President .................. Frank Oxarart
Account Executive ............. W. W. Harvey
Production and Media .............. E. G. Michel

**Pacific National Advertising Agency**
605 Union St., Seattle 1, Wash.
Phone Eliot 1401
ANPA—AAAA—NOAB—PPA—APA—CAN
President .................. Wm. H. Horsley
Radio Director .................. Trevor Evans
Secretary .................. H. O. Stone
Radio Time Buyer .................. G. M. Nyman

**Branch Office**
Spalding Bldg., Portland 4, Ore.
Phone ATwater 4339
Manager .................. Mrs. Ruth Foland

**Pearson AdvT. Agency, Inc.**
50 East 42nd St., New York 17, N.Y.
Vanderbilt 6-0029
President .................. C. H. Pearson
Asst. to President .................. W. S. Booth
Radio Accounts Placed—Cooper Razor Blade Co.

**Peck Advertising Agency, Inc.**
400 Madison Ave., New York 17, N.Y.
Phone PLaza 3-0900
AAAA—ANPA—PPA—ABP—NOAB
APA—ABC
President .................. Thomas L. L. Ryan
Executive Vice-President .................. Harold B. Thomas
Vice-President .................. E. G. Sisson, Jr.
Vice-President .................. Ernest P. Zobian
Treasurer .................. Harold B. Thomas
Secretary .................. H. C. Sutherland
Assistant Treasurer .................. W. F. Cantrell
Supervisor Nighttime Radio.................. Joseph S. Bell
Supervisors Daytime Radio ............... Elizabeth C. Shay, William Barrett
Radio Copy Chief .................. Cyril J. Mullen
Time Buyer .................. Mary Dunlavy
Radio Accounts Placed—Sterling Drug (Ironized Yeast), Procter & Gamble (Camay, Chipso, Dash).

**PITLUk Advertising Co.**
Alamo Nat'l Bank Bldg., San Antonio, Texas
Phone Garfield 7268
ABP—ANPA—PPA—SAAA
SNPA—NOAB—APA
President .................. Jack N. Pitluk
General Manager .................. Norman D. Schwerke
Visualizer .................. C. R. Cusick
Art Director..............................Gus J. Wild
Production Manager...............Fred G. Allen
Radio Production Manager.........Perry Dickey
Continuity Director...............Rena Lynn
Radio Copyrighter...................Harry Cordero


R. J. POTTS—CALKINS & HOLDEN
215 W. Pershing Road, Kansas City 8, Mo.
Phone Victor 4433

ABP—NOAB—ANPA—PPA—AAAA
President............................R. J. Potts
Vice-Presidents.....................J. B. Woodbury,
C. C. Tucker, E. A. Warner, C. L. Robinson
Secretary-Treasurer...............Jerry McKee
Radio Dept........................Connie Joan Connor,
Janice Eastland

POTTS-TURNBULL ADVERTISING CO.
912 Baltimore Ave., Kansas City 6, Mo.
Phone Victor 9400

ANPA—PPA—APA—NOAB—ABP
President.............................W. J. Krehbs
V.P. Production Mgr...............D. F. Dexter
Secretary............................G. F. Magill
Treasurer...........................F. T. Chester
Time Buyer........................B. G. Wasser
Radio Director.....................N. P. Rowe

SAYRE M. RAMSEDL ASSOC., INC.
3701 N. Broad St., Philadelphia 40, Pa.
Phone Radcliff 1900

ANPA—PPA
President............................S. M. Ramsdell
Exec. Vice-Pres. & Treas............E. B. Loveman
Vice-President.....................F. A. Hutchins

Radio Account Placed—Philco Hall of Fame.

CHAS. DALLAS REACH CO.
58 Park Place, Newark 2, N. J.
Phone Market 3-5100

AAAA—ANPA—PPA—ABP—APA
President-Director of Radio.
Chas. Dallas Reach
Vice-President....................Howard E. Sands
Vice-President.....................Edw. C. Stover, Jr.
Vice-President-Radio.............Charles A. King, Jr.
Secretary...........................F. R. Risley

Branch Office
6 E. 45th St., New York 17, N. Y.


THE L. W. RAMSEY ADVERTISING AGENCY
Union Bank Bldg., Davenport, Iowa
Phone 3-1889

ANPA—PPA—ABP
Partner & Gen. Manager............L. W. Ramsey
Partners............................E. G. Naeckel,
A. C. Naeckel, W. J. Henderson, George Bischoff

Partner & Service Dir.............A. M. Walgren
Production Mgr.....................Wayne H. Ross
Technical Consultant...............W. A. Giraldo

Branch Offices
230 N. Michigan Ave., Chicago 1, Ill.
Phone Franklin 8155

Manager............................Frank Dunigan
1509 Cross Roads of the World,
Hollywood 28, Calif.
Phone Hollywood 1732

Partner-General Manager.........L. W. Ramsey
Partners............................E. G. Naeckel,
A. C. Naeckel, W. J. Henderson, George Bischoff

Radio Accounts Placed—F. W. Fitch Co.,
National Oats, Bituminous Casualty Corp.,

THE RANDALL COMPANY
75 Pearl St., Hartford, Conn.
Phone 7-1179

Radio Director....................Catherine A. Gilbert

REDFIELD-JOHNSTONE, INC.
420 Madison Ave., New York 17, N. Y.
Phone Plaza 3-6120, 1, 2, 3

ANPA—PPA—ABP—APA—NOAB
Chairman of the Board............L. L. Redfield
President.........................E. F. Johnstone
Treasurer........................L. L. Redfield
Secretary.........................A. Hollander
Secretary.........................G. Hepenstal
Radio Time Buyer................N. Cordano
Radio Publicity...................M. E. Maddock
Radio Accounts Placed—Block Drug Co., Stera-Kleen, Allenru; Wool Novelty Co., Inc., Woolfoam; Ceda Distributing Co., Valse de Fleurs Toilettries; Howard Clothes, Inc.; Wine Shipper Import Corp.

**EMIL REINHARDT**
**ADVERTISING AGENCY**
1736 Franklin St., Oakland, Calif.
Phone Templebar 2408
ABP — ANPA — APA
Owner................................Emil Reinhardt
Copywriter..........................Dave Lane
Artist Dir.............................Robert Shelton
Artist................................Edna Shelton
Radio Dept.
Manager..............................Joseph Connor
Time Buyer..........................Mildred McMahon

**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

**RENSKI-MILLER-ENGLAND, INC.**
152 Temple St., New Haven, Conn.
Phone 7-0241
President & Treasurer...........Harry D. Resnick
Secretary............................Harvey N. Ladin
Radio Dept. Manager...........Ellen Simmons
Branch Offices
75 Pratt St., Hartford, Conn.
Phone 2-9987
Manager..............................Harry D. Resnick-WTIC
77 Summer Hill Ave., Worcester, Mass.
Phone 6-0223
Manager..............................Isabelle Whitaker-WTAG
26 Custom House St., Providence, R. I.
Phone Gaspe 9526
Manager..............................Frank Jones-WJAR

**C. E. RICKEID, INC.**
5462 Second Blvd., Detroit, Michigan
Phone Temple 1-3636
President-Treasurer-Time Buyer,
C. E. Rickerd
Treasurer............................Geo. Rickerd
Secretary............................Fred B. Collier
Production..........................Royal Cressy

**RILL ASSOCIATES**
507 Fifth Ave., New York 17, N. Y.
Phone, Murray Hill 2-5147
President............................I. R. Hill
Exec. Vice-Pres....................B. N. Hill
Space Buyer........................L. Denis
Art Director........................M. Desmond
Radio Dir. & Radio Time
Buyer.................................B. Newmark
Charge Copy........................S. Chalfin
Publicity............................P. Leighton
Account Executives..............I. R. Hill,
B. N. Rill, L. Denis

**ROCHE, WILLIAMS & CLEARY, INC.**
135 S. La Salle St., Chicago, Ill.
Phone Randolph 9760
ANPA—APA—PPA—NOAB
President............................J. P. Roche
Treasurer............................D. J. Kelly
Secretary............................M. F. Williamson
Vice-Presidents.....................J. M. Cleary, S. Weston,
Guy C. Pierce, Lloyd Maxwell, R. A. Porter
Director of Radio..................Phil Stewart
Branch Offices
Phone PENnypacker 2766
In Charge...........................Guy C. Pierce
400 Madison Ave., New York 17, N. Y.
Phone Plaza 3-7444
In Charge............................R. A. Porter
Radio Director......................Harold F. Kemp

**RONALDS ADVT. AGENCY, LTD.**
1440 St. Catherine St. W., Montreal, Que.
Phone Plateau 4803
ANPA
President............................Russell C. Rondals
Vice-Pres............................E. M. Putnam
Treas.................................Angus Ahern
Radio Dir...........................Frank Starr
Radio Producers...........Kenneth O. MacLeod,
Cecelia Long, Norman K. Vale
Toronto Office
New Wellington Building, Toronto, Ontario
Radio Dept.........................R. J. Avery
Radio Accounts Placed—National Breweries Limited, McColl-Frontenac Oil Co.,
L.D., Bristol-Myers Co. of Canada Ltd., Canadian Industries Limited (Paint & Varnish), United Rexam Drug Co., Liggett Drug Stores, Lyman Agencies Ltd. (Tintex), Paequin’s Hand Cream, Glyco-Thymolene, Roe Farm Milling Company.

**ARTHUR ROSENBERG CO., INC.**

570 Seventh Ave., New York 18, N. Y.
Phone CHickering 4-4420
ANPA—PPA—APA—ABP—NOAB
President & Dir. of Copy & Plans,
Arthur Rosenberg
Vice-President ...............Samuel Rubenstein
Secretary ..................A. A. Rosenberg
Treasurer ..................Charles S. Silver
Production Manager .......H. B. Fleischman
Economist .................Walter Alwyn-Schmidt
Research Director ..........Sam Haven
Copy & Plans ...............Harrison J. Cowan,
H. B. Sadler, Joseph Ellner
Radio Dept. .................Arthur Rosenberg,
Samuel Rubenstein, Charles S. Silver
Radio Accounts Placed—Longine-Wittenaur
Watch Co., Gleam Shampoo, Myer 1890
Beverages.

**CHARLES L. RUMRILL & CO.**

311 Alexander St., Rochester 7, N. Y.
Phone Stone 592
AAAA—APB—PPA
President ....................C. L. Rumrill
Vice-President-Art Director .J. E. Porter
Secretary-Treasurer .......E. A. Rogers
Production Manager ........C. W. Gibson
Time Buyer .................J. Lawrence Kennedy
Radio Accounts Placed—Genesee Brewing Co., The Fadulder Co.

**RUSSEL AND ROBERTS AGENCY**

7 Church St., Paterson 1, N. J.
Phone Armory 4-3400
President & Treasurer .....Abram Eisenman
Radio Accounts Placed—New Jersey State
Industrial Union Council-C. I. O., American Labor Party.

**RUTHRAUFF & RYAN, INC.**

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 6-6400
AAAA—ANPA—PPA—ABP—NOAB—APA
Chairman of the Board ......F. B. Ryan
President ....................F. B. Ryan, Jr.
Senior Vice-President & Treasurer
Cal J. McCarthy
Executive Vice-President .Everett J. Grady
V-P & Secretary ............Ralph Van Buren
Director of Media ..........Daniel M. Gordon
V-P & Director of Radio .Donald D. Stauffer
V-P & Co-Director ..........S. Heagan Bayles
V-P in Charge of Radio Programs
Merritt W. Barnum, Jr.
Talent Buyer ...............Willson M. Tuttle
Business Manager-Radio Department
C. T. Ayres
Production Directors ...Ted Huston,
Jack Van Nostrand, Lee Cooley, Robert
Steel, Fred Essex, Willson Tuttle, John
Wellington, John C. Cole, Phillip Cohen,
Grant Y. Flynn.
Radio Commercial Supervisor
Regina Morgan
Time Buyer ..................T. C. Fisher
 Casting Director ..........Kathleen McMahon
Publicity Director ..........Grant Y. Flynn
Branch Offices
360 No. Michigan Ave., Chicago 1, III.
Franklin 0-485
Executive Vice-President ...Paul E. Watson
Vice-President-Director of Radio
Ros Metzger
Production Director ........N. E. Hayne
Media Manager .............Albert R. Callies
Charge of Script ...........A. E. Trask
Business Mgr. & Time Buyer .Holly Shively
Charge of Television .......Fran Harris
Charge of Commercials ....Irene Small
7450 Second Blvd., Detroit 2, Michigan
Phone Madison 1960
V-P & Manager .............Mathew J. Casey
 812 Olive St., St. Louis 1, Mo.
  Phone Main 6-027
V-P & Manager .............Oscar A. Zahner
  1680 North Vine St., Hollywood 28, Calif.
  Phone Hillside 7-593
V-P & Pacific Coast Mgr. .John H. Weiser
V-P & Radio Director .......Nate Tufts
Production Directors ........Don Clark,
Sam Pierce, Dave Young, Robert Ballin,
Kenneth Hodge, Knowles Entrikin.
712 Main St., Houston 2, Texas
Phone Charter 4-1741
Manager .....................W. Van A. Combs
  235 Montgomery St., San Francisco 4, Calif.
  Phone Edgebrook 4-616
Manager .....................Herbert O. Nelson
  1218 3rd Avenue, Seattle 1, Wash.
  Phone Main 6-727
V-P & Manager .............F. G. Mullins
Carew Tower, Cincinnati 2, Ohio
Phone MA 2413
Manager .....................John L. Magro
  80 Richmond Street W., Toronto, Canada
  Phone Adelaide 4069
Manager .....................Douglas Philpott

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. Massee
Production Manager ......... William Koreck
Media Director ............ Charlotte Rains

Radio Dept.

Radio Director .......... Victor Van Der Linde
Time Buyer ................ Charlotte Rains


SCHOLTS ADVERTISING SERVICE
1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396

Owner .................. William G. Scholts
Radio Director .......... Fred Montgomery

MARCEL SCHULOFF & CO.
17 W. 45th St., New York 18, N. Y.
Phone MUrray Hill 2-3708

Partners .................. Marcel Schuloff, Miriam C. Schuloff


SCHWAB & BEATTY, INC.
1230 Sixth Ave., New York 20, N. Y.
Phone Circle 5-9090

ANPA—AAAA—PPA—APA—ABP

President .................. Victor O. Schwab
Time Buyer ................ Robert W. Beatty


SCHWIMMER & SCOTT
75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815

AAAA—ABP—ANPA—PPA—APA

Partners .......... Walter Schwimmer, R. J. Scott

Account Executives ......... Fred Vosse, Carl Kraatz, Harry Jobson

Time Buyer ............. Evelyn Vanderploeg

Television Producer ....... Alan Fishburn


RUSSEL M. SEEDS COMPANY, INC.
919 N. Michigan Ave., Chicago 11, Ill.
Phone, Delaware 1045

ANPA — ABP — SNPA — PPA

Officers

President .......... Freeman Keyes

Chairman of Board .... Freeman Keyes

Executive Vice-President .. George Bayard

Treasurer ............ Jack Harding

Secretary ............. H. J. Smith

Vice-Presidents ........ Paul Richey, A. D. Keyes, Harry Maus, E. G. Bentley

Radio Director ......... Jack Simpson

Time Buyers ........... June Jackson, Hub Jackson

Branch Offices

Lemcke Bldg., Indianapolis, Ind.
Phone Market 1395

Vice-President ........ Paul Richey

Treasurer ............. Jack Harding

Taft Bldg., Hollywood, Calif.
Phone, Granite 4185

Office Manager .......... E. Brockhoff

SHAPPE-WILKES, INC.
215 Fourth Ave., New York 3, N. Y.
Phone, GRamercy 5-5560

ABP
President................Louis Shappe
Radio Time Buyer.............Louis Shappe
Vice-Pres-Copy Chief........Milton M. Hermanson
Secy. & Treas...............Jesse E. Wilkes
Space Buyer................Burton Mautner
Production Mgr.............M. Helfman

J. WM. SHEETS
Central Bldg., Seattle, Wash.
Phone Main 2442

ANPA—PPA—APA—NOAB
Owner......................J. Wm. Sheets
Radio Accounts Placed—Skinner & Eddy
Corp., Minute Man Soup.

SHELDON, QUICK & McELROY, INC.
400 Madison Ave., New York 17, N. Y.
Phone Plaza 3-1670

ANPA—ANPA—PPA—APA
President..................George H. Sheldon
Vice-President.............L. C. McElroy
Time Buyer.................Catherine Wohlpart
Treasurer & General Manager....J. F. Quick
Radio Account Placed—Chas. E. Hires Co., Inc.

SHERMAN & MARQUETTE, INC.
919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 8000

ANPA—ANPA—PPA—SAAA—APA
President..................Stuart Sherman
Chairman of Board...........Arthur Marquette
Radio Director...............Louise E. Tilden
Branch Office
10 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-1550

Vice-President & Manager.....Carl S. Brown
Radio Director.............Morgan Ryan
Radio Account Placed—Colgate-Palmolive-Peet Co. (for Colgate Shave Creams, Colgate Tooth Powder, Halo Shampoo, Quaker Oats Co. (for Quaker Farina and Ful.O-Pep Foods, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative), McLaughlin's Manor House Coffee, Campho-Phenique.

DOUGLAS D. SIMON ADV., INC.
280 Madison Ave., New York 16, N. Y.
Phone, LExington 2-7873

ANPA
President-Treasurer............Douglas D. Simon
Vice-President..............Caroleyn Glass
Secretary-Space Buyer.........Anita Chinkel
Account Executive............Charles H. Sandak
Production Manager..........Sidney Jerome
Art Director...............Doris Brinkerhoff

SIMON & GWYNN, INC.
624 Commerce Title Bldg., Memphis, Tenn.
Phone 5-2404

SNPA—ANPA—APA—FAAA
President..................Milton Simon
Exec. V.P. & Sec. Treasurer...H. N. Gwynn

SIMONS-MICHELSON CO.
LaFayette Bldg., Detroit 26, Mich.
Phone CHerry 3000

ANPA—PPA—APA—ANPA
Partners.....................L. N. Simons, L. J. Michelson
Radio Director.............Glenn Kyker
Production..................Art Copland

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
Time Buyer..................Joya Krakauer

SMITH & DRUM, INC.
650 S. Grand Ave., Los Angeles, Calif.
Phone Trinity 3454

ANPA—PPA—APA—NOAB
President..................A. Carman Smith
Vice-President...............Harry C. Drum
Radio Account Placed—General Petroleum Corp.

SORENSEN & CO.
919 No. Michigan Ave., Chicago, Ill.
Phone, Delaware 5030

ANPA—ANPA—PPA—NOAB
President..................Roy A. Sorensen
Radio Director...............Muriel Wageman

C. JERRY SPAULDING, INC.
201 Commercial St., Worcester 8, Mass.
Phone: 3-4789

President-Treasurer.......C. Jerry Spaulding
ADVERTISING AGENCIES

Asst. Treasurer .................. M. Murray
Secretary ...................... H. H. Hartwell

Raymond Barton
Ranald M. Advertising

William Samuel Wm. S.

Helen Stella G. H. Yves Wm. S.

Stephen Norman Jos. G.

Alvin Selma C.

Raymond Barton
Partner

Radio Accounts Placed — Radio Station W TAG.

RAYMOND SPECTOR
COMPANY, INC.

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

Phone EL dorado 5-1270

ANPA — PPA — ABP — NOAB

President .................. Raymond Spector

Secretary .................. Norman Jay

Treasurer .................. Stella Koenigsberg

Vice-President ................. N. C. Smith

Research Director .............. Helen Egert

Time Buyer .................. Edna Zimmerman


SPITZ & MILLS LTD.

19 Richmond St., West, Toronto, Ont.

Phone WA 1151

CADA—CDNA—CPA—CAB

President .................. G. F. Mills

Exec. Vice-President ............. J. W. Spitzer

Account Executives .............. W. H. Reid,

J. R. Charles, J. G. Wallace, W. G. Wallace,

T. G. Vatcher, D. Dunlop

Radio Dept.

Director .................. Wm. D. Byles

Branch Office

1001 Catherine St., W., Montreal, P. Q.

V.P. .................. C. W. Duncan

Radio Director .................. Yves Bourassa

Radio Accounts Placed — Colgate-Palmolive.

Peet Co., RCA Victor Co., Lenh & Fink,

Quaker Oats Co., California Fruit Growers Exchange, Cities Service Oil Co. Ltd.

SPITZ & WEBB ADVERTISING

LaFayette Building, Syracuse 2, N. Y.

Phone 4-6868

Partner .................. William Spitz

Partner .................. Stephen M. Webb

Space Buyer & Acc’ts .................. Rosemary Marioni

Radio Accounts Placed — C. E. Campbell & Sons,

A. E. Nettleton Co., Best Ice Cream Co., People’s Ice Cream Co.

BARTON A. STEBBINS AGENCY

811 West Seventh St., Los Angeles

Phone Trinity 8821

AAAA—ANPA—PPA—ABP—NOAB

Head of Agency .................. Barton A. Stebbins

Acct. Executive .................. Arthur W. Gudelman

Program Director ................. Edward Bloodworth

Time Buyer .................. A. W. Gudelman


HOWARD D. STEERE ADVERTISING


Phone CHerry 5688

Owner .................. H. D. Steere

Production Manager .............. Chas. R. Stout

Space Buyer .................. G. Macauley

STERLING ADVERTISING AGENCY,

INC.

70 West 40th St., New York 18, N. Y.

Phone LONgacre 5-4610

PPA

Chairman of Board .................. S. M. Brown

President .................. Jos. S. Edelman

STERNFIELD-GODLEY, INC.

280 Broadway, New York, N. Y.

Phone BARclay 7-3030

APA

Treasurer .................. Samuel S. Sternfield

V.P. — Production Manager .............. Philip Scheft

Secretary .................. Frances C. Costello

Radio Director .................. Alvin Samuels

STOCKTON, WEST, BURKHÄRT.

First National Bank Bldg., Cincinnati 3, O.

Phone Cherry 8325

AAAA-ANPA-PPA

President & Treas. .................. Wm. Z. Burkhart

Vice-Pres-Secy .......................... Ronald S. West

Vice-President .................. Ercie W. Stockton

Radio Director .................. Ronald S. West

Assistant Radio Director .............. Jos. D. Nelson


STODEL ADVERTISING CO.

411 W. Seventh St., Los Angeles, Calif.

Phone TRinity 8577

President .................. Edward C. Stodel

Time Buyer .................. Selma Schonfeld

CHARLES M. STORM CO., INC.
50 E. 42nd St., New York 17, N. Y.
Phone, MUrray Hill 6-2820
ANPA—PPA
Chairman Ex. Comm. Charles M. Storm
Pres., Secy., & Radio Dir. Allston E. Storm
Exec. V-P., Treas. & Space
Buyer Edward Klein
Vice-President Lester Loeb
Vice-Pres., Radio & Television
Director Raymond E. Nelson
Production Manager Paul Petrocine
Art Director Frederick Widlicka
Radio Time Buyer A. Loonan
Research Director Harry Chapperton

STRAUCHEN & MCKIM ADVT.
6 East Fourth St., Cincinnati, Ohio
Phone Main 1618
ANPA—PPA—NOAB—ABPA
Radio Director L. Schaef er
Traffic Manager K. Amidon
Media Director J. Dillon
Production J. Diltz
Office Manager R. Steffen

STREET & FINNEY, INC.
330 West 42nd St., New York 18, N. Y.
Phone, BRYant 9-2400
ANPA—PPA—ABC—NOAB—APA
President H. K. Finney
Vice-President John F. Mayer
General Manager Robert Finney
Assistant General Manager Frank Finney
Secretary F. S. Park
Treasurer Fred Hellar
Director of Radio Howard Miller
Radio Accounts Placed—Doan’s Pills, Ice-Mint, Allen’s Foot-Ease, Beecham’s Pills, Espotabs, Dil-Kil, Baby’s Own Tablets (Canada), Children’s Own Tablets (Canada), Dr. Williams Pink Pills (Canada).

SWAFFORD & KOEHL, INC.
341 Madison Ave., New York 17, N. Y.
Phone, MUrray Hill 6-8860
ABP—ANPA—APA—NOAB
President Albert E. Koehl
Vice-President John R. Landan

SWEENY & JAMES CO.
1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142
ANPA—PPA—NOAB
Partner John F. Sweeney
Partner Frank G. James
Account Executive T. M. Gregory

TECHNICAL ADVT. AGENCY, INC.
475 Fifth Ave., New York, N. Y.
Phone, MUrray Hill 3-5754

J. WALTER THOMPSON CO.
420 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 3-2000
AAAA—ANPA—ABP—PPA
President Stanley Resor
Secretary Howard Kohl
Treasurer Gilbert Kinney
Comptroller Luther O. Lemon
Senior Vice-Presidents Gilbert Kinney, Henry T. Stanton
Senior Consultant James W. Young
Director of Media and Research Arno H. Johnson
Vice-President in Charge of Radio, John U. Reba
Radio Time Buyer Linnea Nelsor
Radio Talent Buyer Virginia Spragle
V.P.—Motion Pictures & Television Robert M. Gillham
Branch Offices
1549 North Vine St., Hollywood, Calif.
Phone Hillside 7241
V.P.—Manager Cornwell Jackson
410 N. Michigan Ave., Chicago, Ill.
Phone Superior 0803
Vice-President and General Manager, Henry T. Stanton
Vice-Presidents: Merton V. Wieland, Willard F. Lochridge, Harry T. Mitchell
Radio Director Tyler Davis
Radio Time Buyer Margaret Wylie
100 Bush St., San Francisco, Calif.
Phone Garfield 3510
V.P.-Manager ..................Arthur Farlow
Radio Time Buyer.............Lowell Mainland
612 South Hope St., Los Angeles, Calif.
Phone Trinity 2591
V.P.-General Manager.........Norton W. Mogge


TOMASCHKE-ELLIOTT, INC.
1624 Franklin St., Oakland, Calif.
Phone Glencourt 4941
NOAB — APA
President & Time Buyer— F. L. Tomaschke
Vice President..............Bruce W. Elliott
Secretary..................William M. Maxfield


TRACY, KENT & CO., INC.
515 Madison Ave., New York, N. Y.
Phone ELdorado 5-4404
ABP—PPA—NOAB
Chairman of Board..........W. I. Tracy
President..................Frank S. Kent
Treasurer..................George M. Pease
Vice-Presidenes.............Hugh Donnell,
J. F. Donovan
Account Executive...........Charles O'Neil

Radio Accounts Placed—Wilbert Products Co., John Opitz, Inc.

UNITED STATES ADVT. CORP.
612 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 4466
ANPA—PPA—APA
Chairman of Board..........W. M. Canaday
President..................J. C. Ewell
Radio Manager.............A. J. Englehardt

VICTOR VAN DER LINDE, INC.
250 Park Ave., New York 17, N. Y.
Plaza 5-1180
President........Victor van der Linde
Treasurer.............Charlotte Rains
Director of Radio........Victor van der Linde
Time Buyer...............Charlotte Rains

VANGUARD ADVERTISING
15 East 40th St., New York 19, N. Y.
Phone MUrray Hill 5-4686
ABP—PPA
Owner....................J. M. Russakoff
General Manager..........A. M. Ragonetti
Art Director..............Frank Haase

VANSANT, DUGDALE & CO., INC.
Court Square Bldg., Baltimore 2, Md.
Phone, LExford 5400
AAAA—ABP—ANPA—PPA—NOAB
President..................Wilbur Van Sant
Executive Vice-President & Treasurer—
H. K. Dugdale
Vice-President-Plans Chief—J. P. Daiger
Vice-Presidents—R. E. Daiger, H. G. Erek
Vice-Pres-Business Manager—C. D. Carr
Space Buyer...............G. M. Talbot

Radio Accounts Placed — National Spot:

VIDEOR ENTERPRISES
1629 Chestnut St., Philadelphia 3, Pa.
Phone Rittenhouse 6738
Managing Director........Franklin O. Pease
Television Producer........Franklin O. Pease

WM. VON ZEHLE & CO.
28 W. 44th St., New York, N. Y.
Phone, BRyant 9-4750
Managing Director..........Wm. Von Zehle
WADE ADVERTISING AGENCY
208 W. Washington St., Chicago 6, Ill.
Phone State 7369

ANPA—PPA—APA—NOAB

President..................Albert G. Wade
Exec. V.P.-Radio Director........W. A. Wade
Radio Time Buyer................L. J. Nelson
Secretary-Treasurer.............E. N. Nelson
Production Manager..............R. O. Archer


WALKER & DOWNING
532 Oliver Bldg., Pittsburgh 22, Pa.
Phone Grant 1900

ANPA—ABP—PPA—AAAA—APA—CAH

Partners.....................William S. Walker, Benjamin I. Davis, Jr., C. P. Richardson, R. C. Woodruff.
Rodia Director...............R. C. Woodruff
Radio Production.............Victor Seydel
Radio Contact.................William G. Beal

Branch Office
Suite 833, Hotel St. Regis, New York, N. Y.
Eastern Radio Supervisor........Victor Seydel


WARWICK & LEGLER, INC.
230 Park Ave., New York 17, N. Y.
Phone MUrrill lay 6-8585

AAAA—ANPA—PPA—ABP—ABC

APA—NOAB

President.....................H. Paul Warwick
Treasurer....................Robert H. Hughes
Sec’y-Asst. Treas.............Irving J. Paulus
Radio Director...............Tevis Huhn

Branch Office
Phone Hempstead 8163


Television Account Placed—The George Luft Co. Inc. (Tangee Cosmetics).

NORMAN D. WATERS & ASSOCIATES, INC.
1140 Broadway, New York, N. Y.
Phone, CAledonia 5-7430

ABP—PPA—NOAB—ANPA

President..................Norman D. Waters
Vice-President..............Charles M. Whitebrook
Secretary.....................E. L. Waters
Treasurer..................Louis Landesman

TUCKER WAYNE & CO.
629 Ten Pryor St. Bldg., Atlanta 3, Ga.
Phone Walnut 6701

ANPA—PPA—APA—ABP—SNPA—OAAA

President...................Tucker Wayne
Vice-Pres. & Radio Talent..C. W. Burgess
Vice-Pres. & Time Buyer.....C. C. Fuller
Radio Director...............D. D. Connah


WEARSTLER ADVERTISING, INC.
20 West Front St., Youngstown, Ohio
Phone: 3-4311

PPA—ABP—APA

President-Treasurer........Alfred M. Wearstler
Secretary......................Mary E. Wearstler

LUTHER WEAVER & ASSOCIATES
20 Globe Bldg., St. Paul 1, Minn.
Phone Cedar 3777

APA

President......................Luther Weaver
Executive Assistant...........W. K. Nelson
Director of Radio.............Luther Weaver Associates
Secretary......................Olga Marie Novak
Bess Lyman.


ARMAND S. WEILL CO.
170 Franklin St., Buffalo 2, N. Y.
Phone Washington 6250

President....................Armand S. Weill
Exec. V. P-Treas.............Harold C. Desbecker
Art Director..................Victor Aures
Director of Radio............William A. Mayhew

Radio Account Placed—Chalmers Gelatine Corp.
MILTON WEINBERG ADVT. CO.
325 W. Eighth St., Los Angeles 14, Calif.
Phone Tucker 4111
ANPA—PPA—ABP—APA
Owner..................Bernard Weinberg
Media Director........E. Cousino
Radio Director..........W. H. Krauch
Radio Producer.........Gene Powers


WILLIAM H. WEINTRAUB & CO.
30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-4282
ANPA—PPA
President...............William H. Weintraub
Exec. V. P.-Secretary....Elkin S. Kaufman
V. P.-General Manager...John D. Scheurer
Treasurer..............William Gallow
Copy Chief...............Kennon Jewett
Media Director..........William Gallow
Research Director.......Thomas F. Hughes

Radio Department
Business Manager........Harry Trenner
Production Manager.......Theo Gannon
Time Buyer..............William Gallow
Producers...............Theo Gannon,
                      Bernard Procter, Richard Lewis.


WEISS & GELLER, INC.
400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-4070
ANPA—PPA
Managing Partner........Max A. Geller
Media Director..........Lester J. Mallers
Radio Director..........Sylvan Taplinger
Copy Director..........Peter Artzt
Assoc. Copy Director...Harold Wengler
Art Director............Arthur Gordon
Production Manager.....Sally Green
Account Executive.......Joseph H. Curtis


WERTHEIM ADV. ASSOCIATES
11 W. 42nd St., New York 18, N. Y.
Phone, WIsconsin 7-4978
Sole Owner-Radio Dir........Ed L. Wertheim
Space Buyer-Prod. Mgr.....Ed T. Wertheim
Account Executives.........E. L. Wertheim,
                           E. Taylor Wertheim

WESTERN-BARNETT, INC.
Arts & Crafts Bldg., Waterloo, Iowa
Phone, 4677
ABP—ANPA—PPA—SNPA—NOAB
ANA—ABC
President................Wells H. Barnett
Vice-President...........A. C. Barnett
Secretary................Phillips Taylor
Radio Dept................E. V. Bohan

Branch Offices
520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725
Vice-President...........A. C. Barnett
                      M. C. Swartz
Radio Dept................Martha Schwartz
radio Accounts Placed—Iowa Soap Co.,

FRANK E. WHALEN ADV. CO.
15 W. 10th St. Kansas City, Mo.
Phone, Victor 7200
ANPA—PPA—APA—ABP—NOAB
President & Time Buyer.....F. E. Whalen
Sec. & Treas................J. W. Whalen
Art Director...............Dan Jacobson
Account Executive........H. G. Kaufman

WARD WHE Lock CO.
Phone Rittenhouse 7500
ANPA—PPA—APA
President..............Ward Wheelock
Vice-Pres.-General Mgr...Arthur A. Bailey
Secretary-Treasurer.....William A. Dunn
Radio Director..........Diana Bourbon
Radio Producer..........William N. Robson

Branch Offices
444 Madison Ave., New York 22, N. Y.
Phone, PLaza 3-7120
Vice-President...........R. K. Strassman
Guaranty Bldg., Hollywood 28, Calif.
Phone Hillside 9221
Radio Director..........Diana Bourbon
radio Accounts Placed—Campbell Soup Co.
WILLIAMS & SAYLOR, INC.
271 Madison Ave., New York 16, N. Y.
Phone, LEXington 2-3493
ANPA—PPA—APA—ABP—NOAB
Pres. & Treasurer...........Ralph W. Williams
Vice-President...........Walter T. Pollock
Vice-President...........George L. Miller
Secretary..................William F. Adams
Space Buyer................Mrs. I. Randall
Production Manager........M. J. Osias

WOOD, BROWN & WOOD, INC.
209 Washington St., Boston, Mass.
Phone: Capitol 1850
ANPA—PPA—ABP
President..................Allen H. Wood
Vice-President-Radio Director, Allen H. Wood, Jr.
Treasurer..................Jonathan Brown, 3rd
Space-Time Buyer..........Martha L. Ayers

THE ALBERT WOODLEY CO.
500 Fifth Avenue, New York 18, N. Y.
Phone, Wisconsin 7-0380
ABP—ANPA—PPA
Owner......................Albert Woodley
Vice-President............Louis De Garmo
Space Buyer.................Edith M. Knoth

WORTMAN, BARTON & GOOLD
345 Madison Ave., New York 17, N. Y.
Phone Murray Hill 4-2756
APA—NOAB—ANPA—PPA
President-Treasurer.......E. B. M. Wortman
V.P.-Secretary.............D. Wortman
Radio Time Buyer..........Hortense Essler
Radio Account Placed—Harrisburg Steel Corp.

YOUNG & RUBICAM, INC.
285 Madison Ave., New York 17, N. Y.
Phone Ashland 4-8400
ANPA—PPA—APA—AAAA—NOAB—ABC—ABP
President..................Sigurd S. Larmon
Executive V. P............Louis N. Brockway
V. P., Chairman Plans Board Charles L. Whittier
Vice-President...............Frank Fagan
V. P., Director of Media and General Production........A. V. B. Geoghegan
Vice-Presidents...........Milford J. Baker,
Edward Barnes, Harry B. Carpenter, J.
Brooks Emory, Jr., John E. Grimm, Jr.,
Garrit Lydecker, Donald Payne, Curtis
G. Pratt and Bryan Houston.
V. P., Merchandising Director, Samuel Cherr
V. P., Copy Director.........H. S. Ward
V. P., Director of Research...George Gallup
V. P., Art Director..........Walter K. Nield
V. P., Personnel Dir.
Walter M. E. Sullivan
Director of Publicity and Public Relations........William H. Jenkins
Treasurer...................J. H. Geise
Secretary and Assistant Treasurer...........H. H. Enders
V. P., Dir. of Radio.....Thomas H. A. Lewis
V. P., General Manager of Radio........Gordon D. Cates
V. P. in Charge of Radio Production Operations........Harry Ackerman
Associate Director of Radio, Joseph A. Moran
Associate Director of Radio, Manager of Radio Time Buying......Carlos Franco
Manager, Radio Commercial Copy
John L. Swayze
Supervisor, Television Department
William E. Forbes
Commercial Motion Pictures, John F. Barry
Radio Business Manager, Frederick A. Zaghi
Radio Publicity Director, Lester Gottlieb
Manager, Talent Department
Alexander Stronach
Branch Offices
Phone Hollywood 2734
V. P., Dir. of Radio.....Thomas H. A. Lewis
Asso. Director of Radio.......Glen Taylor
Supervisor of Adv. Ser.......Eliot E. Potter
333 North Michigan Ave., Chicago 1, Ill.
Phone Central 9389
Vice-President-Manager...John F. Whedon
Vice-President...............D. G. Schneider
7430 Second Blvd., Detroit 2, Mich.
Phone Madison 4300
Vice-President and Manager...George Davis
235 Montgomery St., San Francisco 4, Calif.
Phone Exbrook 6685
Manager......................Howard Williams
V. P., Managing Director of Canadian Offices
A. R. McGill
660 St. Catherine St., West, Montreal, Que.
Phone Plateau 4691
Manager.....................L. C. Arbuthnot
80 King St., West, Toronto, Ont.
Phone Elgin 5347
V. P., and Manager........Stuart B. Smith
V. P., and Director of International Division
Lorimer B. Slocum
24 St. James St., London, S.W.1, England
Managing Director........George D. Bryson
Plaza de La Republica 46, Mexico, D. F.
Acting Manager............William F. Geeslin
FCC PERSONNEL

FCC Regulations Regarding Broadcasting Applications and Rules Applicable to Stations Engaged in Chain Broadcasting, will be found on pages 198 and 203 respectively, in the 1944 edition of Radio Annual.

For additional FCC data, including FM and Television, please refer to the Editorial Index of this issue.
Headquarters: New Post Office Building, Washington, D. C.

Personnel as of January 1, 1946

Commissioners

Chairman

PAUL A. PORTER
(Term 1942-49)

PAUL A. WALKER
(Term 1934-46)

RAY C. WAKEFIELD
(Term 1940-47)

CLIFFORD J. DURR
(Term 1941-48)

EWELL K. JETT
(Term 1943-50)

CHAS. R. DENNY
(Term 1944-51)

WM. H. WILLS
(Term 1945-52)

Secretary

T. J. SLOWIE

Director of Information

EARL A. MINDERMAN

General Counsel
ROSEL H. HYDE

Assistant to the General Counsel
LEONARD H. MARKS

Assistant General Counsel
(Broadcast Division)
VERNON L. WILKINSON

Assistant General Counsel
(Common Carrier Division)
BENEDICT P. COTTONE

Assistant General Counsel
(Litigation & Administrative Div.)
HARRY M. PLOTKIN

Chief Accountant
WILLIAM J. NORFLEET

Assistant Chief Accountant
HUGO REYER

Acting Chief, Service Division
PAUL H. SHEEHY

Chief Engineer
GEORGE P. ADAIR

Assistant Chief Engineer
(Broadcast Branch)
JOHN A. WILLOUGHBY

Asst. Chief Engineer
(Field and Research Branch)
GEORGE E. STERLING

Asst. Chief Engineer
(Common Carrier Branch)
EDWARD E. HALE
Federal Communications Commission

Chief, Safety and Special Services Branch
WILLIAM N. KREBS

Acting Director of Personnel
GILBERT H. HATFIELD

LEGAL STAFF

Chief, Safety and Special Services Division
JEREMIAH COURTNEY
Chief of Technical Section
WILLIAM H. BAUER

Chief of Standard Broadcast Section
HUGH B. HUTCHISON
Chief of FM Section
SAMUEL MILLER
Chief of Transfer Section
DAVID H. DEIBLER

Chief of Litigation & Legislation Section
PHILIP BERGSON
Chief of Administration Section
JOSEPH M. KITTNER

Chief of Emergency, Amateur and Misc. Services
LEO RESNICK
Chief Rate Counsel
HAROLD J. COHEN

Chief of Domestic Wire Service Section
J. FRED JOHNSON, JR.
Chief of International Service Section
DAVID C. ADAMS
Chief of Domestic Radio Service Section
ARTHUR A. GLADSTONE

Chief of Field Section
MAX GOLDMAN

Chief of Operator, Aviation, Marine & Experimental Services
RAYMOND SAWYER.

ATTORNEYS

ROBERT H. ALFORD
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HARRY BECKER
EUGENE BURKE
ARNOLD BERKELY
MAURICE R. BARNES
EDWARD BRECHER (Special Analyst)
TYLER BERRY
MARGARET CONNALLY
NORMAN S. CASE, JR.
WALTER B. EMERY
ROBERT M. FENTON
J. ALFRED GUEST (Field, N. Y.)
GEORGE M. HARRINGTON
JOHN HEARNE (Field, Los Angeles)
CHARLES HUBERT
BERNICE K. HARVEY
ALBERT M. HALL

ANNIE NEAL HUNTING
VIOLET HALEY
ROBERT KOTEEEN
FANNEY LITVIN
HAROLD E. MOTT
JOHN H. MCALLISTER
E. THEODORE MALLYCK
MAX PAGLIN
HILDA SHEA
LESTER SPILLANE
ELIZABETH C. SMITH
ERICK SAXL
DAVID S. STEVENS
ABE L. STEIN
MAURICE W. WIHTON
JOHN E. WICKER
VINCENT WELCH
BERNARD STRASSBURG
PASQUALE VALICENTI

ENGINEERING STAFF

Field Engineering and Monitoring Division
GEORGE S. TURNER, Chief
Technical Information Division
DR. LYNDE P. WHEELER, Chief
Laboratory Division
CHAS. A. ELLERT, Chief
Allocation Division
PAUL D. MILES, Chief
Television Division
CURTIS B. PLUMMER, Actg. Chief

Marine and General Mobile Division
HOWARD C. LOONEY, Actg. Chief
Emergency & Misc. Division
GLEN E. NIELSON, Actg. Chief
Aviation Division
GEORGE K. ROLLINS, Actg. Chief
Standard Broadcast Division
JAMES A. BARR, Actg. Chief
FM Division
CYRIL M. BRAUM, Actg. Chief
EDWARD W. ALLEN, JR.
DANIEL ARNOLD
WILLIARD J. BEALE
ERNEST R. BLANKINSHIP
WILLIAM F. BRADLEY
JAMES P. BUCHANAN
ARTHUR T. CAPLEN
EDWARD COLLINS
FRANK W. COOK
HERMAN D. COHEN
GEORGE B. DONOHUE
EDGAR F. VANDIVERE
GEORGE L. GADEA
GEORGE V. WALDO
C. E. GOEKING
ROBERT G. WESTON
JOSEPH H. WOFFORD
R. D. JONES
LOUIS E. KEARNEY
A. L. KREIS
CARL W. LOEBER
THEODORE R. MCCARTNEY
A. L. McINTOSH
K. NEAL McNAAUGHTEN
O. V. MITCHELL
JAMES E. MOFFATT
HERRICK JOHNSON
E. ARDEN WOOTEN
JOHN A. RUSS
STACY W. NORMAN
VIRGIL R. SIMPSON
EDGAR J. SMITH
RAYMOND ASSESION
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GEORGE B. BAIREY
ERNEST D. HERIDER
WM. C. BOESE
LESLIE C. KULBERG
ROBERT E. BALUTA
E. C. THELEMANN
ARNOLD G. SKRIVSETH
JOHN E. DOANE
ERNEST E. TRAFTON
RALPH H. GARRETT
HERBERT L. BEURY
KOSMO J. AFFANASIEV

JOHN J. KOOPMAN
JAMES M. WASHBURN
MALCOLM G. MOSES
CARL T. NUHN
RALPH J. RENTON
JOHN D. FULMER
A. PROSE WALKER
E. MERLE GLUNT
GLENN E. WEST
FRANK V. HIGGINS
CHARLES O. WILSON
WALLACE E. JOHNSON
HART S. COWPERTHWAIT
PAUL V. OVERMYER
JOHN C. CURRIE
BRAXTON PEELE
THOMAS E. DANIELS
JOHN C. PETERSON
ELTON D. DAVIS
ALFRED L. DE LA CROIX
MARVIN A. PRICE
GEORGE J. DEMPSEY
L. C. QUAINANCE
P. EDWARD DUCKWORTH
JAMES P. VEATCH
PAUL W. GILLIGAN
HAROLD G. WEILER
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ELDRIDGE WILLEY
WARREN C. STICKLER
KENNETH G. CLARK
MARION W. WOODWARD
FRED H. MILLER
HENRY J. SVIKA
ELMER F. RUDESILL
A. PROSE WALKER
F. P. LANGBEHN
DONALD K. MITCHELL
R. M. ARCHIBALD
SAM PAYNE
HERMAN GARLAND
JAMES T. KYNE
M. E. FLOEGEL
WILLIAM E. DULIN
HENRY W. VON DAHLER, JR.
JOHN J. MCCUE

FIELD FORCE

1. CHARLES C. KOLSTER
   Customhouse, Boston, Mass.
2. ARTHUR BATELLER
   641 Federal Wash., New York, N. Y.
3. FOREST E. REDFERN
   508 Old Town Bank Bldg., Baltimore, Md.
4. EDWARD W. CHAPIN
   352 New P. O. Bldg., Norfolk, Va.
5. BENJAMIN WOLFE
6. PAUL H. HERNON, JR.
   411 Federal Annex, Atlanta, Ga.
7. ARTHUR S. FISH
   P. O. Box 150, Miami, Fla.
8. THEODORE R. DEILER
   400 Audubon Bldg., New Orleans, La.
9. LOUIS L. McCAVE
   307 U. S. Custom House, San Diego, Cal.
10. N. A. HALLENSTEIN
    500 U. S. Terminal Annex, Dallas, Texas
11. BERNARD H. LINDEN
    106 U. S. P. O. & Courthouse Bldg., Los Angeles, Cal.
12. FRANCIS V. SLOAN
    P. O. Box 1527, Beaumont, Texas
13. GEORGE V. WILTFEE
    805 Terminal Sales Bldg., Portland, Ore.
ACCOUNTING, STATISTICAL and TARIFF DEPARTMENTS

Head, Accounting Regulations Division
HENRY M. LONG

Head, Rates and Traffic Division
WILLIAM G. BUTTS

Head, Statistical Division
ALEXANDER UELAND

FIELD ACCOUNTING OFFICES

WILLIAM B. PITTS
299 Broadway (Room 1414), New York, N. Y.

CARL E. ZINNS (Acting Accountant in charge)
515 First National Bank Bldg., Atlanta, Ga.

CURTIS M. BUSHNELL
1860 Railway Exchange Bldg., St. Louis, Mo.

PAUL SUMMERHAYS
605 Market St., San Francisco, Calif.

MONITORING STATIONS

BENJAMIN E. WOLF
P.O. Box 788, Grand Island, Neb.

IRL D. BALL
P.O. Box 89, Allegan, Mich.

GLEN W. EARNHART
P.O. Box 632, Kingsville, Texas

LICENSE DIVISION

Chief of Broadcast Section
CLARA M. IEHL

Chief of Commercial Section
WILLIAM H. IRVIN

Chief of Machine Tabulating Section
RAYMOND E. MARTIN

SECRETARIAL STAFF

DOROTHY PAGE .... Secty. to Chairman Porter
PHYLIS HANCOCK .... Secty. to Comr. Walker
SYLVIA KESSLER .... Secty. to Comr. Wakefield
ETHEL COX MARDEN .... Secty. to Comr. Durr
IRENE M. DURGIN .... Secty. to Comr. Jett
THAIS G. O'BRIEN .... Secty. to Comr. Denny
MINNIE SPARKS .... Secty. to Comr. Willis
VERA NORDNESS .... Secty. to Mr. Hyde
OLIVE HENDERSON .... Secty. to Mr. Adair
LILY MARSHALL .... Secty. to Mr. Norfleet
LAURA L. HOLLINGSWORTH .... Secty. to Mr. Slowie

JULIA M. SHANKLAND .... Secty. to Mr. Minderman

MELBA ZIMPRICH .... Secty. to Mr. Robertson

DOROTHY GLEN .... Secty. to Mr. Hatfield

CATHERINE LUNDERS .... Secty. to Mr. Massing

ANNIE BELL RISCHOFF .... Secty. to Mr. Hale

HELEN WILSON .... Secty. to Mr. Willoughby

NEVA BELLE PERRY .... Secty. to Mr. Sterling

MURIEL HUPP .... Secty. to Mr. Wilkinson

MARGARET L. CURETON .... Secty. to Mr. Plotkin

FAUSTA PUFFENBERGER .... Secty. to Mr. Cottone

SUSAN HOFFMAN .... Secty. to Mr. Sheehy

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WHENEVER you want facts about a market and the media serving that market, reach for your copy of The Market Data Book.

There you will find data based on official federal, state, county and city statistics, broken down by classes of business conducted, giving the number of outlets, and the number of employees.

Near each market you will find the factual, basic story of the media serving that market—filed where it can't be lost or separated from the editorial material on the market.

Get into the habit of doing as thousands of sales, merchandising, advertising and marketing executives do. Look for facts in The Market Data Book; facts on markets, facts on media. Because all editorial data are based on official sources you can compare two markets of equal size and really determine which is the better for your product, your sales setup, your merchandising plans.

Distributed to all national and regional advertisers expending $25,000 or more annually, and to all advertising agencies placing such business, a copy should come to your office if you fall within these categories. The 1946 edition will be distributed soon.
The Advertiser
MONTHLY. 11 W. 42nd St., New York 18, N. Y. Phone, LOngetac 5-2125. Editor and Publisher, Manuel Rosenberg; Managing Editor, Col. Don R. Jason. BRANCH OFFICE: 3557 Bogart Ave., Cincinnati, Ohio. Phone, Avon 6825. Peppy Adams, Sec'y.

Advertising Age
WEEKLY. 100 East Ohio St., Chicago 11, III. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICES: 330 W. 42nd St., New York 18, N. Y., Phone, BRYant 9-6431; 1226 National Press Bldg., Washington 4, D. C. Phone, REPUBLIC 7659.

Advertising & Selling
MONTHLY. 9 E. 38th St., New York 16, N. Y. Phone, Caledonia 5-9770. Published by Robbins Publishing Company, Inc. President, J. H. Moore; Vice-President, Treasurer, and Editor, F. C. Kendall; Managing Editor, Parker James; Advertising Manager, John G. Tinsley; Eastern Advertising Manager, Lloyd Cain. BRANCH OFFICES: 1327 Peoples Gas Building, Chicago, Ill., William R. Joyce, Western Manager; 714 West Olympic Blvd., Los Angeles, Cal., Ned Brydone-Jack, Pacific Coast Representative; 915 Olive St., St. Louis 1, Mo., A. D. McKinney, Southern Representative.

The Billboard

Broadcasting—Broadcast Advertising

Canadian Advertising
QUARTERLY. 481 University Avenue, Toronto, Ont., Canada. Phone, Adelaide 9131. Manager, Alan C. Ball; Data Editor, Margaret M. White.

Communications
MONTHLY. 52 Vanderbilt Ave., New York 17, N. Y. Phone, MURray Hill 4-0170. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Lewis Winner; Business Manager, B. S. Davis; General Manager, Paul S. Weil.
to advertise regularly in
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With shifting markets and sales-manpower shortages, large numbers of advertisers are maintaining liquid budget reserves . . . are prepared to pour it on wherever promotion possibilities loom the largest.

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To pull more business, sell every day through Standard Rate & Data Service, used constantly by your prime advertising prospects — account executives, time buyers, advertising and sales managers, and all other important advertising officials — for planning, budgeting, scheduling and scores of other necessary operations.

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420 Lexington Avenue, New York 17 • 816 W. Fifth St., Los Angeles 13
1105 Russ Bldg., San Francisco 4
232
Daily Variety


Down Beat

BI-MONTHLY. 203 North Wabash Ave., Chicago, Ill. Phone, Andover 1712. Publisher, Glenn Burrs; Editor, Ned E. Williams; Advertising Manager, Ed Paro; Circulation Manager, Frank Miles. BRANCH OFFICES: RKO Bldg., New York, N. Y. Phone, Circle 7-4131. Staff: Rod Reed, Jess Benton, Charles Emge, 748 N. Rampart Blvd., Los Angeles, Calif.

Editor and Publisher


Electronic Industries

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell.

Electronics


Film Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicote; Associate Publisher and General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk, 6425 Hollywood Blvd., Phone GRanite 6607; Washington Correspondent, Andrew H. Olden, 841 Longfellow St., N. W., Phone, Taylor 0882; Chicago Correspondent, Joseph Esler, 6241 N. Oakley Ave.

FM

MONTHLY. 103 Park Ave., New York 17, N. Y. Martin Codel, President & Publisher; Edward Codel, Vice President & Advertising Director; Norman R. Glenn, Executive Director; Harold Becker, Managing Editor; George Hakim, Associate Editor; Patricia Murray, Associate Editor; Earl Abrams, Washington Editor; A. E. Long, Circulation Manager; Robert S. Lathrop, Art Director; Richard Irving, Advertising Production.

FM and Television

MONTHLY. 511 Fifth Ave., New York, N. Y. Phone, VAndenburg 6-2483. Editor-Publisher, Milton B. Sleeper; Associate Editor, Arnold Nygren; Advertising Manager, William T. Mohrman. BRANCH OFFICES: 360 N. Michigan Ave., Chicago 1, Ill. Phone, State 4439; Marian Fleishman, Advertising Representative, 1286 Sonoma Drive, Altadena, Calif. Phone, Sycamore 7-2894, Milo Pugh, Advertising Representative.

The Hollywood Reporter

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood 28, Cal. Phone, Hillside 7411. Editor-Publisher, W. R. Wilkerson; Editor-General Manager, Thomas F. Seward; Radio Editor, Karl Sands. BRANCH OFFICES: 229 W. 42nd St., New York, N. Y. Phone, Wisconsin 7-2470. Manager, Jack Harrison; 6417 Dahlonga St., Washington, D. C.; 542 Park West, Marble Arch, London, Miriam Maisel, News Correspondent; Stockholm, Kungsanatan 28; Buenos Aires, P. O. Box 1657, Vincent DePascal, South American Bureau Manager; Mexico Office, Manuel Reachi, Tennyson 85, Polanco, Mexico City; Sidney N. S. W., Leon Stone.
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with the aid of

(Right on the Nose!)

(Official Photograph
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Try this pin-point selectivity in reaching out for prospects. At the same time benefit by one of the largest circulations in the radio-electronic industry.

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The readers of RADIO-CRAFT will listen to your message avidly because they are hungry for the information they invariably find in this publication — their favorite technical magazine. If you wish to learn more about the readers of RADIO-CRAFT consult our READER ANALYSIS SURVEY. It contains additional data on the industry which you will find useful.

RADIO-CRAFT, 25 WEST BROADWAY, NEW YORK 7, N. Y.
Industrial Marketing
MONTHLY (Except 2 issues in October). 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher and Editor, G. D. Crain, Jr.; Managing Editor, W. Lane Witt. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. Eastern Editor, Halsey Darrow.

Marketing
WEEKLY. 119 York Street, Toronto, Ont., Canada. Phone, Elgin 9137. Publisher, W. A. Lydiatt; General Manager, W. R. Campbell; Editor, John L. Love; Features Editor, Margaret Brown; News Editor, Betty Watford.

Metronome

Musical Advance

Musical America
EIGHTEEN TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editors, Ronald Eyer, Frances Eaton; Advertising Manager, M. B. Swaab. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544, Margie McLeod, Manager.

Musical Courier

Musical Digest
BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-1124. Editor-Publisher, Pierre Key.

The Musician
MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, PLaza 3-5925. Editor, Nicholas deVore; Publisher, AMF Artists Service, Inc.

Music Trade Review
MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Circulation Manager, B. Borin; Editor, Carleton Chace; Associate Editor, Wm. J. Dougherty.

Pan-American Radio
MONTHLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Publisher-Editor, Herbert Rosen.

The Parts Jobber
MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Editor and Business Manager, Mal Parks.
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Proceedings of the Radio Club of America

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LOngacre 5-6622. President, A. Hazeltine; Vice-President, O. J. Morelock; Treasurer, J. J. Stanley.

Proceedings of the I. R. E.

(Institute of Radio Engineers)

MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone, MEDallion 3-5661. Publisher, Inst. of Radio Engineers; President, Hubert W. Turner; Vice-President, Ralph A. Hackbusch; Treasurer, Raymond A. Heising; Editor, Dr. Alfred N. Goldsmith; Secretary, Haraden Pratt; Advertising Manager, William C. Copp; William B. Cowilich, Assistant Secretary.

Q S T

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; General Manager and Editor, Kenneth B. Warner; Advertising Manager, F. Cheyney Beeley; Circulation Manager, David H. Houghton; Technical Editor, George Grammer.

Radio-Craft

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. President and Publisher, H. Gernsback; Associate Editor, Fred Shunamen. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306.

Radio Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Frank Burke; Managing Editor, M. H. Shapiro; Vice-President and Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Washington Correspondent, Andrew H. Older, 6417 Dahlonega Road, Phone Wisconsin 3271; Chicago Correspondent, Bill Irvin, 4802 Rochester Ave., Phone, Oakalnd 4545. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Phone, Granite 6607, Ralph Wilk, Manager.

Radio Life

WEEKLY. 1029 W. Washington Blvd., Los Angeles, Calif. Phone, Richmon 5262. Publisher, Carl M. Bigsby; Advertising Director, Culbreth Sudler; Business Manager, Hugh R. Brown; Editor, Evelyn Bigsby; Radio Editor, Pearl Ralls. HOLLYWOOD OFFICE: 1558 No. Vine St., Hollywood, Calif. Phone HEmplestead 2025.

Radio Mirror Magazine

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Editor, Doris McFerran; Art Editor, Jack Zasorin; Associate Editor, Evelyn Flore. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill.; Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; Manager, Lee Andrews, 8949 Sunset Blvd., Hollywood, Calif.; Hollywood Correspondent, Elaine Osterman.

Radiomonde

WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; publisher: Radio Publications Limited; Editor: Marcel Provost.
We Are Justifiably Proud of our "Associate Editors"...

Among the many notable Advertising Executives who have written articles for past issues of the ADVERTISER and MARKETS of AMERICA are the famed Chairmen and a host of members of the Association of National Advertisers and American Association of Advertising Agencies respectively. We like to call them our "Associate Editors," for they have immeasurably enriched our editorial fare.

Like their many confreres, they have written pertinent articles of interest and lasting value to the men and women who read The ADVERTISER—the nation's advertising and merchandising executives and their advertising agency personnel.

Both of our widely read publications are the products of the men who create and place advertising... control the billion and more dollars spent in all media and notably radio.

In each instance we select an authority to write on his subject... not a long-haired theorist. Thus our readers are fully informed and appreciative of the contents of our publications. Thus, too, they prove to be every broadcaster's best advertising prospects. Many of them are now clients—yet there are many more to reach! Reach them quickly and keep them sold on your station or network, via the advertising pages of The ADVERTISER (monthly) and MARKETS OF AMERICA, (Annual).

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Space rate in The ADVERTISER and in MARKETS of AMERICA, Vol. 10 is $185. per page. ★ Only $160. per page on 12 time contract.

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Radio News
MONTHLY. 185 No. Wabash Ave., Chicago, Ill. Phone, Andover 5200. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; General Manager, B. G. Davis; Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y., Phone, Wisconsin 7-0400, Executive Assistant, Charles R. Tighe; 8th & Hill St. Bldg., Los Angeles, Calif.; Phone, Tucker 9218, Gaither Little, Manager; 1319 F St., N. W., Washington, D. C., Phone, Executive 2502, Fred Hamlin, Washington Editor.

Radio & Television Journal
MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Kolpar Publications, Inc. Alex H. Kolbe, Publisher; Mal Parks, Editor; Marion A. Dooley, Associate Editor; Joseph Oxenhorn, Technical Editor; B. F. Holley, Washington Editor; Fred Merish, Management Editor; E. H. Cooke, Canadian Editor; Betty Borin, Circulation Manager; E. Thornton Rice, Jr., Eastern Advertising Manager. BRANCH OFFICES: 20 East Jackson Blvd., Chicago, Ill. Phone, Harrison 6360, Norman Koetke, Manager; 412 West 6th St., Los Angeles, Calif.; Phone, Vandyke 8815, Frederick Stern, Manager; 6 Rue de Pascal, Brussels, Belgium, Julian Block, Manager.

Radio & Television Retailing
MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell.

Radio and Television Weekly
WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; General Advertising Manager, Sidney E. Davis.

Radiotime
TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Secretary-Treasurer, E. R. Comte.

Radio Trade-Builder
MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Representative, Sam R. Baylis. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago.

Radio World
WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number PLPlateau 4186; Publisher: Radio Publications Limited; Marcel Provost, Managing Editor.

Sales Management
SEMI-MONTHLY, with two special issues, Survey of Buying Power. 356 Fourth Ave., New York 17, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; General Manager, Philip Salisbury; Managing Editor, A. R. Hahn; Advertising Service Manager, R. E. Smallwood. BRANCH OFFICES: 233 N. Michigan Ave., Chicago 1, Ill., C. E. Lovejoy, Jr., Manager. 15 East De La Guerra, Santa Barbara, Cal., Warwick L. Carpenter, Manager.

Service Magazine
MONTHLY. 52 Vanderbilt Ave., New York 17, N. Y. Phone, MUrray Hill 4-0170. Publisher, Bryan Davis Publishing Co., Inc.; Editorial Director, Lewis Winner; Advisory Editor, A. A. Ghirardi; Business Manager, B. S. Davis; Vice-Pres.-Adv. Mgr., Paul S. Weil.
OUR 63RD YEAR

METRONOME announces with great pride its entrance into its 63rd year of publication. During those 63 years, METRONOME has won the respect and confidence of the entire popular music industry by its consistently honest and accurate coverage of the field to which it has dedicated itself.

METRONOME today still stands alone as the most respected magazine in the popular music field and its honest and constructive band, record, radio and stage show reviews, as well as its accurate news reports and entertaining features are accepted and respected as Gospel by those in the field it serves.

METRONOME

26 WEST 58th STREET, NEW YORK 19, N. Y.  SUBSCRIPTION—$2.50 PER YEAR IN U. S. A.
Standard Rate and Data Service

Televiewer
BI-MONTHLY. 11 West 42nd St., New York City. Phone, Longacre 5-1683. Irwin A. Shane, Editor and Publisher.

The Televiser
BI-MONTHLY. 11 West 42nd Street, New York 18, N. Y., Phone, Longacre 5-1683. Editor and Publisher, Irwin A. Shane.

Television Daily
DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. Publisher, John W. Alicote; General Manager, Donald M. Mersereau; Editor, Frank Burke; Managing Editor, M. H. Shapiro; Vice-Pres. and Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Bill Irvin. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. Published regularly as a supplement to RADIO DAILY.

Television Magazine
MONTHLY. 600 Madison Ave., New York, N. Y. Phone, Plaza 5-5748. Frederick Kugel Co. Editor-Publisher, Frederick A. Kugel; Managing Editor, Mary Gannon; Washington, Dorothy Holloway; T. R. Kennedy, Jr., Technical Editor; Sidney Lane, News Editor; Jack Kilpatrick, Patents; Lawrence Sweeney, Business Manager; Evelyn Hellem, Circulation Manager.

Tide
WEEKLY. 232 Madison Ave., New York 16, N. Y. Phone, Ashland 4-3390. President and Publisher, Edwin F. Thayer; Editor, Reginald T. Clough; Vice-President, J. F. Weintz; Los Angeles Representative, R. J. Birch & Co. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., Franklin 1040; O. F. Knoebber, Crosby Vining, Elinor Zeigler, Senior Associate Editor; 607 South Hill St., Los Angeles, Calif., Vantine 7386, R. J. Birch & Co., R. J. Birch; 300 Montgomery St., San Francisco, Calif., Douglas 4898, R. J. Birch & Co., J. V. Fisler.

Tune In
MONTHLY. 30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 5-8425. Published by D. S. Publishing Co. Publisher, Richard Davis; Editor, Paul Gardner; Executive Editor, Francigene Sheridan; Managing Editor, Ed McCarthy; General Manager, V. C. Albus; Art Director, Armand Prusmack.

TV
103 Park Ave., New York 17, N. Y. Martin Codel, President & Publisher; Edward Codel, Vice President & Advertising Director; Norman R. Glenn, Executive Director; Harold Becker, Managing Editor; George Hakim, Associate Editor; Patricia Murray, Associate Editor; Earl Abrams, Washington Editor; A. E. Long, Circulation Manager; Robert S. Lathrop, Art Director; Richard Irving, Advertising Production.

Variety
WEEKLY. 154 West 46th St., New York 19, N. Y. Phone, Bryant 9-8153. Publisher: Sid Silverman; Editor, Abel Green; Business Manager, Harold Erichs; Radio Editor, Geo. Rosen; Advertising Manager, Louis Rydell; Production Manager, Murray Rann. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., Bill Hunt; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

Western Advertising
MONTHLY, 564 Market St., San Francisco, Calif. Phone, Garfield 8966. Publisher, Ramsey Oppenheim; Editor, Archibald MacPhail.
Sixty-six years old, the Musical Courier has the distinction of being America's oldest, major music magazine which presents an over-all international panorama of the world's music.

The Musical Courier is an active and vital exponent in all the fields of music, reflecting in text and picture, the activities in Opera, Concert, Symphony, Ballet, Recordings, Radio and Motion Pictures.

In every issue throughout the year, a comprehensive survey is given of radio and television: program reviews, feature articles, interviews and general news of the broadcasting studios and radio personalities.

Published on the 1st and 15th of the month; 20c a copy; $3.00 a year (20 issues), Canada $4.00, Foreign $4.50. Subscription includes all special issues.

119 WEST 57th ST., NEW YORK 19, N. Y.
Maybe We Are Selling Acorns

because the encouraging response to our pre-publication subscription advertisement for "PULSE" in our last issue indicated that the first shoots of our tall oak are sprouting through the soil.

Designed to reflect the national thinking from coast-to-coast, "PULSE" will start out in March as a monthly, and will print speeches and editorials of national interest and importance.

Naturally we want subscriptions, and we also are interested in copies of speeches and editorials for publication.

"PULSE" will sell for five dollars a year (12 issues to begin with). If you would care to enter your subscription now, Write to:

R. G. LEWIS & COMPANY

Publishers

371 Bay Street

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as in the past, this insignia is your guarantee of accuracy.

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Brochures • Syndicated Audience Promotion

NOBLE & SWARS, INC.
Successor to Walter P. Burn & Associates, Inc.
7 West 44th Street, New York 18, N. Y.
RADIO HOMES

Major Markets For 1946

Metropolitan Districts—Counties

Other Cities Of 25,000 Population And Over
Radio's Major Markets For 1946

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

Estimated number of Radio Homes for all Metropolitan District Counties, other counties with cities of 25,000-50,000 population as well as for all other counties with cities having radio stations, are presented in the 1946 RADIO ANNUAL. State and national totals are also given. These figures are based upon the total number of United States Families, 37,786,000, as estimated by the Bureau of the Census for the year 1946, and on previous estimates made in past years by RADIO ANNUAL.

Population Figures

Latest civilian population figures for all Major Market Counties as well as for all other counties have been published in previous issues of RADIO ANNUAL. These population figures are listed in the 1945 ANNUAL, pages 274-287 and in the 1944 ANNUAL, pages 235-286. Civilian population figures are based upon War Ration Number 4 and no new estimates of county populations have been made by the Bureau of the Census since 1943. Other pertinent data including population change, number of farms and Retail-Service Stores and Sales are also included in previous issues.

Last year, for the first time, RADIO ANNUAL took cognizance of the fact that many homes under wartime conditions had become "dead" or without operating radios. The total number of such homes, as revealed by all surveys studied, was sizeable and, for the first time, estimates of total U. S. Radio Homes declined from the previous year. Estimates for this year are based upon the expectation that these inoperative homes will again be able to procure receiving sets. With the natural increase in number of families and with the above homes operative again, RADIO ANNUAL estimates that Radio Homes in 1946 will reach a new high level of 34,398,302—a national coverage of 91.0 per cent of all United States families.

Projected figures for Radio Homes, by counties, are shown to the last digit, not because they are assumed to be accurate to the last digit, but for summation convenience. This follows the pattern set by the Bureau of the Census in estimating civilian population and permits greater accuracy in comparative compilations.

New Estimate

The new estimate of total U. S. Radio Homes for 1946 has a significance which should not be lost upon research departments nor upon advertisers generally. With a 91.0 per cent family coverage, radio is approaching the saturation point of "selective families"—or those who are receptive to the impact of national advertising effort. Such national coverage, today, represents what might well be termed the optimum of radio's goal; to reach all families who will at some time respond to the force of radio's voice.

It must be borne in mind that the estimated figure of 34,398,202 Radio Homes for 1946 is dependent upon unlimited production of sets by manufacturers and also upon these sets being available to the public. Various estimates on units of production have been made by leading set manufacturers in late 1945, and, if these figures are only partially attained during 1946, it should assure the radio public of a sufficient volume of sets from which to make purchases in 1946.

In past years RADIO ANNUAL has presented United States Bureau of the Census figures for Radio Homes, similar figures as released by the National Association of Broadcasters, and RADIO ANNUAL's estimates of Radio Homes for all U. S. counties and for Metropolitan Districts. This year's figures include estimates for Metropolitan Districts and for all other cities (counties) with a population of 25,000 or more.
## Major Markets—Radio Homes 1946

*Estimated As of March 1st, 1946, for All Metropolitan District Counties*

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<td>Birmingham (Jefferson)</td>
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<td>115,532</td>
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<td>Counties With Cities Less Than 50,000 Population:</td>
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<td>Anniston (Calhoun)</td>
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<td>TOTAL STATE</td>
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<td>406,309</td>
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<td>49,869</td>
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<td>Counties With Cities Less Than 50,000 Population:</td>
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<td>Globe (Gila)</td>
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<td>124,750</td>
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<td>Metropolitan District—County:</td>
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<td>39,895</td>
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<td>Counties With Cities Less Than 50,000 Population:</td>
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<td>El Dorado (Union)</td>
<td></td>
<td>8,700</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOTAL STATE</td>
<td></td>
<td></td>
<td></td>
<td>2,844,345</td>
<td></td>
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</tr>
</tbody>
</table>

## ARIZONA

<p>| | | | | | | | | | | | | | | | | | | |</p>
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<tbody>
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</tr>
</tbody>
</table>
COLORADO

Metropolitan Districts—

Counties:
Denver (Arapahoe, Denver, Jefferson) . 134,960
Pueblo (Pueblo) 20,395

Counties With Cities Less Than 50,000 Population:
Alamosa (Alamosa) 1,900
Colorado Springs (El Paso) 19,675
Grand Junction (Mesa) 6,915
Greeley (Logan) 3,682
La Junta (Otero) 5,630
Sterling (Logan) 3,682

TOTAL STATE 309,443

CONNECTICUT

Metropolitan Districts—

Counties:
Bridgeport (Fairfield) 132,396
Hartford - New Britain (Hartford, Middlesex) 158,235
New Haven-Waterbury (New Haven) 147,804

Counties With Cities Less Than 50,000 Population:
New London (New London) 37,353
Torrington (Litchfield) 25,180

TOTAL STATE 530,520

DELAWARE

Metropolitan District—

County:
Wilmington (New Castle) 53,524

TOTAL STATE 75,206

DIST. OF COLUMBIA

Metropolitan District—

Counties:
Washington (District of Columbia, Montgomery, Prince Georges, Md.; Alexandria City, Arlington, Va.) 337,138

TOTAL STATE 231,946

FLORIDA

Metropolitan Districts—

Counties:
Jacksonville (Duval) 60,803
Miami (Dade) 86,413
Tampa-St. Petersburg (Hillsborough, Pinellas) 81,077

Counties With Cities Less Than 50,000 Population:
Daytona Beach (Volusia) 12,107
Ft. Myers (Lee) 4,661
Gainesville (Alachua) 5,650
Lakeland (Polk) 17,809
Lake Worth-West Palm Beach (Palm Beach) 20,100
Ocala (Marion) 4,579
Orlando (Orange) 19,168
Panama City (Bay) 6,109
Pensacola (Escambia) 17,514
St. Augustine (St. Johns) 3,804
Sarasota (Manatee) 5,181
Tallahassee (Leon) 5,058

TOTAL STATE 448,219

GEORGIA

Metropolitan Districts—

Counties:
Atlanta (DeKalb, Fulton) 125,718
Augusta (Richmond) 17,089
Columbus (Muscogee, Russell, Ala.) 23,276
Macon (Bibb) 18,671
Savannah (Chatham) 29,409

Counties With Cities Less Than 50,000 Population:
Albany (Dougherty) 4,447
Athens (Clarke) 5,548
Brunswick (Glynn) 5,518
Cedartown (Polk) 4,508
Cordele (Crisp) 1,774
Dalton (Murray) 1,305
Dublin (Laurens) 2,998
Gainesville (Hall) 5,365
Griffin (Spalding) 4,977
La Grange (Troup) 5,324
Moultrie (Colquitt) 3,651
Rome (Floyd) 12,156
Thomasville (Thomas) 4,171
Toccoa (Stephens) 2,193
Valdosta (Lowndes) 4,120
Waycross (Ware) 4,151

TOTAL STATE 479,048

248
### IDAHO

**Counties With Cities Less Than 50,000 Population:**

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boise City</td>
<td>15,343</td>
</tr>
<tr>
<td>Idaho Falls</td>
<td>5,395</td>
</tr>
<tr>
<td>Lewiston</td>
<td>4,702</td>
</tr>
<tr>
<td>Nampa</td>
<td>9,965</td>
</tr>
<tr>
<td>Pocatello</td>
<td>9,271</td>
</tr>
<tr>
<td>Twin Falls</td>
<td>8,496</td>
</tr>
<tr>
<td>Wallace</td>
<td>6,956</td>
</tr>
</tbody>
</table>

**TOTAL STATE** 132,418

### ILLINOIS

#### Metropolitan Districts—Counties:

- Chicago (Cook, DuPage, Lake, Lake, Ind.)
  - 1,440,757
- Decatur (Macon)
  - 26,670
- Peoria (Peoria, Tazewell)
  - 63,181
- Rockford (Winnebago)
  - 40,931
- Rock Island-Moline-Davenport (Rock Island, Ill.; Scott, Iowa)
  - 65,058
- Springfield (Sangamon)
  - 35,946

**Counties With Cities Less Than 50,000 Population:**

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aurora-Elgin</td>
<td>39,961</td>
</tr>
<tr>
<td>Bloomington</td>
<td>21,258</td>
</tr>
<tr>
<td>Carthage</td>
<td>6,783</td>
</tr>
<tr>
<td>Champaign-Urbana</td>
<td>4,641</td>
</tr>
<tr>
<td>Danville</td>
<td>21,707</td>
</tr>
<tr>
<td>Galesburg</td>
<td>15,310</td>
</tr>
<tr>
<td>Harrisburg</td>
<td>8,231</td>
</tr>
<tr>
<td>Herrin</td>
<td>12,301</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>7,925</td>
</tr>
<tr>
<td>Joliet</td>
<td>34,242</td>
</tr>
<tr>
<td>Quincy</td>
<td>17,525</td>
</tr>
<tr>
<td>Tuscola</td>
<td>4,294</td>
</tr>
</tbody>
</table>

**TOTAL STATE** 2,391,170

### INDIANA

#### Metropolitan Districts—Counties:

- Evansville (Vanderburgh; Henderson, Ky.)
  - 48,461
- Fort Wayne (Allen)
  - 48,134
- Indianapolis (Marion)
  - 161,291
- South Bend (St. Joseph)
  - 50,339
- Terre Haute (Vigo)
  - 29,976

**Counties With Cities Less Than 50,000 Population:**

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anderson (Madison)</td>
<td>28,677</td>
</tr>
</tbody>
</table>

**TOTAL STATE** 491,499

### IOWA

#### Metropolitan Districts—Counties:

- Cedar Rapids (Linn)
  - 28,601
- Davenport-Rock Island-Moline (Scott; Rock Island, Ill.)
  - 65,058
- Des Moines (Polk)
  - 62,545
- Sioux City (Woodbury)
  - 27,523
- Waterloo (Black Hawk)
  - 24,946

**Counties With Cities Less Than 50,000 Population:**

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ames</td>
<td>9,761</td>
</tr>
<tr>
<td>Boone</td>
<td>7,231</td>
</tr>
<tr>
<td>Burlington</td>
<td>13,236</td>
</tr>
<tr>
<td>Clinton</td>
<td>13,226</td>
</tr>
<tr>
<td>Decorah</td>
<td>5,008</td>
</tr>
<tr>
<td>Dubuque</td>
<td>16,552</td>
</tr>
<tr>
<td>Ft. Dodge</td>
<td>10,567</td>
</tr>
<tr>
<td>Iowa City</td>
<td>9,067</td>
</tr>
<tr>
<td>Marshalltown</td>
<td>9,302</td>
</tr>
<tr>
<td>Mason City</td>
<td>11,356</td>
</tr>
<tr>
<td>Ottumwa</td>
<td>12,528</td>
</tr>
<tr>
<td>Shenandoah</td>
<td>5,895</td>
</tr>
<tr>
<td>Spencer</td>
<td>4,426</td>
</tr>
</tbody>
</table>

**TOTAL STATE** 697,048
<table>
<thead>
<tr>
<th><strong>KENTUCKY</strong></th>
<th>1946</th>
<th><strong>MASSACHUSETTS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Metropolitan District—</strong></td>
<td><strong>Counties:</strong></td>
<td><strong>Counties:</strong></td>
</tr>
<tr>
<td><strong>Louisville (Jefferson;</strong></td>
<td><strong>143,898</strong></td>
<td>Boston-Lowell-Lawrence-</td>
</tr>
<tr>
<td><strong>Clark, Floyd, Ind.)</strong></td>
<td><strong>Counties With Cities Less</strong></td>
<td>Haverhill (Essex, Middle-</td>
</tr>
<tr>
<td><strong>Than 50,000 Population:</strong></td>
<td>If 10,475</td>
<td>slex, Norfolk, Plym-</td>
</tr>
<tr>
<td><strong>Bowling Green (Warren)</strong>*</td>
<td></td>
<td>outh, Suffolk)***</td>
</tr>
<tr>
<td><strong>Harlan (Harlan)</strong>*</td>
<td><strong>5,722</strong></td>
<td>Fall River-New Bedford</td>
</tr>
<tr>
<td><strong>Hopkinsville (Christian)</strong>*</td>
<td><strong>21,267</strong></td>
<td>(Bristol)***</td>
</tr>
<tr>
<td><strong>Lexington (Fayette)</strong>*</td>
<td><strong>11,579</strong></td>
<td>Springfield - Holyoke</td>
</tr>
<tr>
<td><strong>Owensboro (Daviess)</strong>*</td>
<td><strong>10,781</strong></td>
<td>(Hampden, Hampshire)***</td>
</tr>
<tr>
<td><strong>Paducah (McCracken)</strong>*</td>
<td><strong>TOTAL STATE</strong></td>
<td>Worcester (Worcester)***</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>LOUISIANA</strong></th>
<th><strong>Parishes with Cities Less</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New Orleans (Jefferson, Orleans)</strong>*</td>
<td><strong>140,776</strong></td>
</tr>
<tr>
<td><strong>Shreveport (Caddo)</strong>*</td>
<td><strong>28,317</strong></td>
</tr>
<tr>
<td><strong>Alexandria (Rapides)</strong>*</td>
<td><strong>13,915</strong></td>
</tr>
<tr>
<td><strong>Baton Rouge (East Baton Rouge)</strong>*</td>
<td><strong>22,938</strong></td>
</tr>
<tr>
<td><strong>Lafayette (Lafayette)</strong>*</td>
<td><strong>4,947</strong></td>
</tr>
<tr>
<td><strong>Lake Charles (Calcasieu)</strong>*</td>
<td><strong>13,209</strong></td>
</tr>
<tr>
<td><strong>Monroe (Ouachita)</strong>*</td>
<td><strong>11,684</strong></td>
</tr>
<tr>
<td><strong>TOTAL STATE</strong></td>
<td><strong>382,598</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>MAINE</strong></th>
<th><strong>Counties With Cities Less</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Portland (Cumberland)</strong>*</td>
<td><strong>45,601</strong></td>
</tr>
<tr>
<td><strong>Augusta (Kennebec)</strong>*</td>
<td><strong>23,323</strong></td>
</tr>
<tr>
<td><strong>Bangor (Penobscot)</strong>*</td>
<td><strong>20,965</strong></td>
</tr>
<tr>
<td><strong>Presque Isle (Aroostook)</strong>*</td>
<td><strong>TOTAL STATE</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>MARYLAND</strong></th>
<th><strong>Counties With Cities Less</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Baltimore (Baltimore City,</strong></td>
<td><strong>21,902</strong></td>
</tr>
<tr>
<td><strong>Anne Arundel, Baltimore)</strong>*</td>
<td><strong>11,913</strong></td>
</tr>
<tr>
<td><strong>Cumberland (Allegany)</strong>*</td>
<td><strong>18,703</strong></td>
</tr>
<tr>
<td><strong>Salisbury (Wicomico)</strong>*</td>
<td><strong>TOTAL STATE</strong></td>
</tr>
</tbody>
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<thead>
<tr>
<th><strong>MINNESOTA</strong></th>
<th><strong>Counties With Cities Less</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Duluth - Superior (St. Louis; Douglas, Wisc.)</strong>*</td>
<td><strong>69,466</strong></td>
</tr>
<tr>
<td><strong>Minneapolis - St. Paul (Anoka, Hennepin, Ramsey, Washington)</strong>*</td>
<td><strong>295,595</strong></td>
</tr>
<tr>
<td><strong>Albert Lea (Freeborn)</strong>*</td>
<td><strong>7,782</strong></td>
</tr>
<tr>
<td><strong>Fergus Falls (Otter Tail)</strong>*</td>
<td><strong>10,608</strong></td>
</tr>
</tbody>
</table>

| **TOTAL STATE** | **1,236,853** |
| **TOTAL STATE** | **1,577,101** |
### Major Markets—Radio Homes 1946

**Mankato (Blue Earth)** 8,842

**Moorhead (Clay)** 5,599

**Northfield (Dakota)** 10,240

**Rochester (Olmstead)** 10,192

**St. Cloud (Stearns)** 12,535

**Willmar (Kandiyohi)** 5,803

**Winona (Winona)** 9,078

**Total State** 740,105

### Mississippi

**Metropolitan District—County:**

Jackson (Hinds) 19,416

**Counties with Cities Less Than 50,000 Population:**

- Clarksdale (Coahoma) 4,212
- Columbus (Lowndes) 4,161
- Greenville (Washington) 6,966
- Greenwood (Leflore) 5,436
- Gulfport (Harrison) 11,056
- Hattiesburg (Forrest) 7,088
- Laurel (Jones) 6,889
- Meridian (Lauderdale) 8,594
- Natchez (Adams) 3,141
- Tupelo (Lee) 4,665
- Vicksburg (Warren) 5,884

**Total State** 243,414

### Missouri

**Metropolitan Districts—Counties:**

- Kansas City (Mo.)-Kansas City (Kan.) (Jackson, Mo.; Johnson, Wyandotte, Kan.) 233,850
- St. Joseph (Buchanan) 22,012
- St. Louis (St. Louis City, St. Charles, St. Louis; Madison, St. Clair, Ill.) 455,277
- Springfield (Greene) 25,622

**Counties with Cities Less Than 50,000 Population:**

- Cape Girardeau (Cape Girardeau) 7,996
- Columbia (Boone) 9,046
- Hannibal (Marion) 7,680
- Jefferson City (Cole) 6,925
- Joplin (Jasper) 22,173
- Poplar Bluff (Butler) 4,845
- Sedalia (Pettis) 7,497

**Total State** 984,066

### Montana

**Counties with Cities Less Than 50,000 Population:**

- Billings (Yellowstone) 10,720
- Bozeman (Gallatin) 4,416
- Butte (Silverbow) 16,751
- Great Falls (Cascade) 13,280
- Helena (Lewis & Clark) 6,038
- Kalispel (Flathead) 6,232
- Miles City (Custer) 2,560
- Missoula (Missoula) 7,170
- Sidney (Richland) 2,070

**Total State** 135,506

### Nebraska

**Metropolitan Districts—Counties:**

- Lincoln (Lancaster) 30,347
- Omaha-Council Bluffs, Iowa (Douglas; Pottawattamie, Iowa) 95,032

**Counties with Cities Less Than 50,000 Population:**

- Fremont (Dodge) 6,854
- Grand Isle (Hall) 8,160
- Hastings (Adams) 7,211
- Kearney (Buffalo) 5,701
- Norfolk (Madison) 5,793
- North Platte (Lincoln) 6,864
- Scotts Bluff (Scotts Bluff) 7,017

**Total State** 341,022

### Nevada

**Counties with Cities Less Than 50,000 Population:**

- Las Vegas (Clark) 10,526
- Reno (Washoe) 10,638

**Total State** 42,306

### New Hampshire

**Metropolitan District—County:**

- Manchester (Hillsborough) 41,302

**Counties with Cities Less Than 50,000 Population:**

- Keene (Cheshire) 9,210
- Laconia (Belknap) 5,895
- Portsmouth (Strafford) 11,995

**Total State** 133,858
NEW JERSEY

Metropolitan Districts—

<table>
<thead>
<tr>
<th>Counties:</th>
<th>1946</th>
<th>Radio Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic City (Atlantic)</td>
<td></td>
<td>33,326</td>
</tr>
<tr>
<td>Trenton (Mercer)</td>
<td></td>
<td>55,356</td>
</tr>
</tbody>
</table>

Counties With City Less Than 50,000 Population:

| Bridgeton (Cumberland)        | 20,083 |

TOTAL STATE .................. 1,247,329

NEW MEXICO

Counties With Cities Less Than 50,000 Population:

| Carlsbad (Eddy)               | 4,467  |
| Clovis (Curry)                | 5,549  |
| Hobbs (Lea)                   | 4,233  |
| Las Vegas (San Miguel)        | 2,029  |
| Roswell (Chaves)              | 4,884  |
| Santa Fe (Santa Fe)           | 4,069  |
| Tucumcari (Quay)              | 2,305  |

TOTAL STATE .................. 80,662

NEW YORK

Metropolitan Districts—

<table>
<thead>
<tr>
<th>Counties:</th>
<th></th>
<th>1946</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany-Schenectady-Troy</td>
<td></td>
<td>145,360</td>
</tr>
<tr>
<td>Binghamton (Broome)</td>
<td></td>
<td>47,718</td>
</tr>
<tr>
<td>Buffalo-Niagara Falls (Erie, Niagara)</td>
<td></td>
<td>291,422</td>
</tr>
<tr>
<td>New York - Northeastern</td>
<td></td>
<td>3,460,741</td>
</tr>
<tr>
<td>Rochester (Monroe)</td>
<td></td>
<td>133,927</td>
</tr>
<tr>
<td>Syracuse (Onondaga)</td>
<td></td>
<td>84,710</td>
</tr>
<tr>
<td>Utica-Rome (Herkimer, Oneida)</td>
<td></td>
<td>75,435</td>
</tr>
</tbody>
</table>

Counties With Cities Less Than 50,000 Population:

| Amsterdam (Montgomery)        | 17,013  |
| Auburn (Cayuga)               | 18,114  |
| Batavia (Genesee)             | 11,526  |
| Elmira (Chemung)              | 22,243  |
| Gloversville (Fulton)         | 14,208  |
| Ithaca (Tioga)                | 7,058   |
| Jamestown (Chautauqua)        | 37,635  |
| Kingston (Ulster)             | 23,984  |
| Middletown (Orange)           | 36,516  |
| Newburgh (Orange)             | 39,065  |
| Ogdensburgh (St. Lawrence)    | 20,695  |
| Olean (Cattaraugus)           | 17,870  |

TOTAL STATE ................. 3,969,928

NORTH CAROLINA

Metropolitan Districts—

<table>
<thead>
<tr>
<th>Counties:</th>
<th></th>
<th>1946</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asheville (Buncombe)</td>
<td></td>
<td>21,170</td>
</tr>
<tr>
<td>Charlotte (Mecklenburg)</td>
<td></td>
<td>33,958</td>
</tr>
<tr>
<td>Durham (Durham)</td>
<td></td>
<td>19,010</td>
</tr>
<tr>
<td>Greensboro (Guilford)</td>
<td></td>
<td>34,810</td>
</tr>
<tr>
<td>Winston-Salem (Forsyth)</td>
<td></td>
<td>25,719</td>
</tr>
</tbody>
</table>

Counties With Cities Less Than 50,000 Population:

| Burlington ( Alamance)         |      | 10,597  |
| Concord (Cabarrus)             |      | 12,566  |
| Elizabeth (Pasquotank)         |      | 3,865   |
| Fayetteville (Cumberland)      |      | 8,741   |
| Gastonia ( Gaston)             |      | 17,166  |
| Greenville (Pitt)              |      | 7,120   |
| Henderson (Vance)              |      | 3,559   |
| Hickory (Catawba)              |      | 9,526   |
| Kinston (Lenoir)               |      | 5,742   |
| New Bern (Craven)              |      | 4,528   |
| Raleigh (Wake)                 |      | 19,500  |
| Roanoke Rapids (Northampton)   |      | 2,050   |
| Rocky Mount (Edgecomb, Nash)   |      | 13,334  |
| Salisbury (Rowan)              |      | 12,362  |
| Washington (Beaufort)          |      | 3,231   |
| Wilson (Wilson)                |      | 6,711   |
| Wilmington (New Hanover)       |      | 15,419  |

TOTAL STATE ............... 565,853

NORTH DAKOTA

Counties With Cities Less Than 50,000 Population:

| Bismarck (Burleigh)           |      | 4,977  |
| Devils Lake (Ramsey)          |      | 3,172  |
| Fargo (Cass)                  |      | 13,138 |
| Grand Forks (Grand Forks)     |      | 7,935  |
| Jamestown (Stutsman)          |      | 4,630  |
| Mandan (Morton)               |      | 4,069  |
| Minot (Ward)                  |      | 7,160  |
| Valley City ( Barnes)         |      | 3,794  |

TOTAL STATE ................ 139,990

OHIO

Metropolitan District—

<table>
<thead>
<tr>
<th>Counties:</th>
<th></th>
<th>1946</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akron (Summit)</td>
<td></td>
<td>111,150</td>
</tr>
<tr>
<td>Canton (Stark)</td>
<td></td>
<td>73,667</td>
</tr>
</tbody>
</table>

TOTAL STATE ................ 252
## MAJOR MARKETS—RADIO HOMES 1946

<table>
<thead>
<tr>
<th>City</th>
<th>Radio Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cincinnati (Hamilton, Dearborn, Ind.; Campbell, Kenton, Ky.)</td>
<td>270,465</td>
</tr>
<tr>
<td>Cleveland (Cuyahoga)</td>
<td>381,691</td>
</tr>
<tr>
<td>Columbus (Franklin)</td>
<td>129,504</td>
</tr>
<tr>
<td>Dayton (Montgomery)</td>
<td>107,352</td>
</tr>
<tr>
<td>Hamilton-Middletown (Butler)</td>
<td>36,970</td>
</tr>
<tr>
<td>Springfield (Clark)</td>
<td>30,554</td>
</tr>
<tr>
<td>Toledo (Lucas)</td>
<td>104,591</td>
</tr>
<tr>
<td>Youngstown (Mahoning, Trumbull)</td>
<td>101,220</td>
</tr>
</tbody>
</table>

### Counties With Cities Less Than 50,000 Population:

<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ashtabula (Ashtabula)</td>
<td>19,308</td>
</tr>
<tr>
<td>Elyria-Lorain (Lorain)</td>
<td>34,515</td>
</tr>
<tr>
<td>Findlay (Hancock)</td>
<td>18,987</td>
</tr>
<tr>
<td>Lima (Allen)</td>
<td>21,789</td>
</tr>
<tr>
<td>Mansfield (Richland)</td>
<td>21,485</td>
</tr>
<tr>
<td>Newark (Licking)</td>
<td>18,987</td>
</tr>
<tr>
<td>Portsmouth (Sciota)</td>
<td>18,692</td>
</tr>
<tr>
<td>Stibenville (Jefferson)</td>
<td>23,723</td>
</tr>
<tr>
<td>Zanesville (Muskingum)</td>
<td>19,848</td>
</tr>
</tbody>
</table>

**TOTAL STATE** | 2,066,995

### OKLAHOMA

#### Metropolitan Districts—Counties:

- Oklahoma City (Oklahoma)
- Tulsa (Tulsa)

<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ada (Pontotoc)</td>
<td>6,058</td>
</tr>
<tr>
<td>Ardmore (Carter)</td>
<td>6,650</td>
</tr>
<tr>
<td>Bartlesville (Washington)</td>
<td>6,823</td>
</tr>
<tr>
<td>Elk City (Beckham)</td>
<td>4,049</td>
</tr>
<tr>
<td>Enid (Garfield)</td>
<td>11,021</td>
</tr>
<tr>
<td>Lawton (Comanche)</td>
<td>10,546</td>
</tr>
<tr>
<td>Muskogee (Muskogee)</td>
<td>14,731</td>
</tr>
<tr>
<td>Norman (Cleveland)</td>
<td>6,456</td>
</tr>
<tr>
<td>Okmulgee (Okmulgee)</td>
<td>7,903</td>
</tr>
<tr>
<td>Ponca City (Kay)</td>
<td>11,271</td>
</tr>
</tbody>
</table>

**TOTAL STATE** | 467,012

### OREGON

#### Metropolitan District—County:

Portland (Clackamas, Multnomah)

<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany (Linn)</td>
<td>9,098</td>
</tr>
<tr>
<td>Astoria (Clatsop)</td>
<td>9,414</td>
</tr>
</tbody>
</table>

**TOTAL STATE** | 178,400

### PENNSYLVANIA

#### Metropolitan Districts—Counties:

- Allentown-Bethlehem-Easton (Lehigh, Northampton)
- Altoona (Blair)
- Erie (Erie)
- Harrisburg (Dauphin)
- Johnstown (Cambria)
- Lancaster (Lancaster)
- Philadelphia (Delaware, Montgomery, Phil.; Burlington, Camden, Gloucester, N. J.)
- Pittsburgh (Allegheny, Fayette, Washington, Westmoreland)
- Reading (Berks)
- Scranton-Wilkes Barre (Lackawanna, Luzerne)
- York (York)

<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aliquippa (Beaver)</td>
<td>44,391</td>
</tr>
<tr>
<td>Butler (Butler)</td>
<td>21,899</td>
</tr>
<tr>
<td>Du Bois (Clearfield)</td>
<td>19,094</td>
</tr>
<tr>
<td>Grove City-Sharon (Mercer)</td>
<td>30,345</td>
</tr>
<tr>
<td>Lebanon (Lebanon)</td>
<td>19,958</td>
</tr>
<tr>
<td>Lewiston (Mifflin)</td>
<td>9,516</td>
</tr>
<tr>
<td>New Castle (Lawrence)</td>
<td>27,171</td>
</tr>
<tr>
<td>Sharon (Sharon)</td>
<td>28,013</td>
</tr>
<tr>
<td>Williamsport (Lycoming)</td>
<td>27,073</td>
</tr>
</tbody>
</table>

**TOTAL STATE** | 2,686,404

### RHODE ISLAND

#### Metropolitan District—County:

Providence (Bristol Kent, Newport, Providence)

<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providence (Bristol Kent, Newport, Providence)</td>
<td>202,178</td>
</tr>
</tbody>
</table>

**TOTAL STATE** | 212,427
### SOUTH CAROLINA

<table>
<thead>
<tr>
<th>Metropolitan Districts—</th>
<th>Radio</th>
<th>Counties:</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charleston (Charleston)</td>
<td>26,876</td>
<td>Columbia (Richland)</td>
<td>21,344</td>
</tr>
</tbody>
</table>

**Counties With Cities Less Than 50,000 Population:**
- Anderson (Anderson) 13,137
- Florence (Florence) 7,425
- Greenwood (Greenwood) 5,956
- Rock Hill (York) 8,352
- Spartanburg (Spartanburg) 24,148
- Sumter (Sumter) 4,824

**TOTAL STATE** 255,886

### SOUTH DAKOTA

**Counties With Cities Less Than 50,000 Population:**
- Aberdeen (Brown) 7,089
- Pierre (Hughes) 1,693
- Rapid City (Pennington) 6,109
- Sioux Falls (Minnehaha) 17,295
- Vermillion (Clay) 2,244
- Watertown (Codington) 3,978
- Yankton (Yankton) 3,080

**TOTAL STATE** 148,611

### TENNESSEE

**Counties With Cities Less Than 50,000 Population:**
- Clarksville (Montgomery) 5,610
- Cookeville (Putnam) 2,774
- Jackson (Madison) 9,720
- Johnson (Washington) 10,149

**TOTAL STATE** 524,900

### TEXAS

**Counties With Cities Less Than 50,000 Population:**
- Abilene (Taylor) 12,058
- Big Spring (Howard) 5,110
- Brady (McCulloch) 2,448
- Brownsville-Harlingen (Cameron) 10,618
- Brownwood (Brown) 7,466
- College Station (Brazos) 4,916
- Corsicana (Navarro) 7,507
- Denton (Denton) 8,404
- Huntsville (Walker) 1,999
- Kilgore-Longview (Gregg) 12,637
- Laredo (Webb) 5,554
- Lubbock (Lubbock) 14,720
- Lufkin (Angelina) 5,242
- Midland (Midland) 2,998
- Palestine (Anderson) 4,804
- Pampa (Gray) 6,242
- Paris (Lamar) 8,680
- Pecos (Reeves) 1,570
- Plainview (Hale) 4,304
- San Angelo (Tom Green) 10,127
- Sherman (Grayson) 15,912
- Sweetwater (Nolan) 3,447
- Temple (Bell) 2,264
- Texarkana (Bowie; Miller, Ark.) 15,736
- Tyler (Smith) 12,800
- Vernon (Wilbarger) 4,712
- Victoria (Victoria) 3,998
- Weslaco (Hidalgo) 12,066
- Wichita Falls (Wichita) 19,162

**TOTAL STATE** 1,366,291

*Includes Texarkana, Ark.

### UTAH

**Metropolitan District—**
- County: Salt Lake City (Salt Lake) 70,666

**Counties With Cities Less Than 50,000 Population:**
- Cedar City (Iron) 1,866
- Logan (Cache) 7,333
- Ogden (Weber) 20,791
- Price (Carbon) 4,641
- Provo (Utah) 16,024

**TOTAL STATE** 165,284

### VERMONT

**Counties With Cities Less Than 10,000 Population:**
- Burlington (Chittenden) 13,126
- Rutland (Rutland) 10,842
- St. Albans (Franklin) 6,364
- Waterbury (Washington) 9,190

**TOTAL STATE** 89,228

### VIRGINIA

**Metropolitan Districts—**
- Counties: Norfolk-Portsmouth-Newport News (Hampton,
<table>
<thead>
<tr>
<th>County</th>
<th>1946 Radio Homes</th>
<th>1946 Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newport News, Norfolk,</td>
<td>116,038</td>
<td></td>
</tr>
<tr>
<td>Portsmouth, South Norfolk,</td>
<td>67,927</td>
<td></td>
</tr>
<tr>
<td>Cities, Elizabeth</td>
<td>26,781</td>
<td></td>
</tr>
<tr>
<td>City, Norfolk, Princess Anne,</td>
<td>7,293</td>
<td></td>
</tr>
<tr>
<td>Warwick</td>
<td>5,457</td>
<td></td>
</tr>
<tr>
<td>Newport News, Norfolk,</td>
<td>14,960</td>
<td></td>
</tr>
<tr>
<td>Portsmouth, South Norfolk,</td>
<td>116,038</td>
<td></td>
</tr>
<tr>
<td>Cities, Elizabeth</td>
<td>67,927</td>
<td></td>
</tr>
<tr>
<td>City, Norfolk, Princess Anne,</td>
<td>26,781</td>
<td></td>
</tr>
<tr>
<td>Warwick</td>
<td>5,457</td>
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<td>Newport News, Norfolk,</td>
<td>14,960</td>
<td></td>
</tr>
<tr>
<td>Portsmouth, South Norfolk,</td>
<td>116,038</td>
<td></td>
</tr>
<tr>
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<td>67,927</td>
<td></td>
</tr>
<tr>
<td>City, Norfolk, Princess Anne,</td>
<td>26,781</td>
<td></td>
</tr>
<tr>
<td>Warwick</td>
<td>5,457</td>
<td></td>
</tr>
</tbody>
</table>

**WISCONSIN**

**Metropolitan Districts—**

**Counties:**

- Madison (Dane) 41,663
- Milwaukee (Milwaukee) 233,941
- Racine-Kenosha (Kenosha, Racine) 47,211

**Counties With Cities Less Than 50,000 Population:**

- Ashland (Ashland) 4,365
- Appleton (Outagamie) 18,703
- Beloit (Rock) 24,989
- Eau Claire (Eau Claire) 12,164
- Fond Du Lac (Fond Du Lac) 16,827
- Green Bay (Brown) 22,860
- Janesville (Rock) 23,358
- La Crosse (La Crosse) 17,100
- Manitowoc (Manitowoc) 16,921
- Marinette (Marinette) 7,843
- Medford (Taylor) 3,549
- Oshkosh (Winnebago) 23,922
- Paynette (Columbia) 8,874
- Rice Lake (Barron) 7,629
- Sheboygan (Sheboygan) 21,791
- Stevens Point (Portage) 6,609
- Wausau (Marathon) 17,688
- Wisconsin Rapids (Wood) 10,608

**TOTAL STATE** 867,045

**WYOMING**

**Counties With Cities Less Than 50,000 Population:**

- Casper (Natrona) 6,579
- Cheyenne (Laramie) 10,587
- Powell (Park) 4,980
- Rock Springs (Sweetwater) 5,681
- Sheridan (Sheridan) 4,457

**TOTAL STATE** 67,153

**TOTAL U. S.** 34,398,302
The Pacific Coast is 1,352 miles long and contains over 11 million people. With 39 stations, Don Lee is the only network big enough to cover it all (the other networks combined have only 28 stations)
Tell your story! Sell your product in the choice Eastern Iowa Buying market with WMT. Quick, direct, resultful, your salesworthy appeal will blanket the Large Eastern Iowa Area COMPLETELY . . .! Get YOUR share of this rich market the direct, economical WMT way!

Some Coverage!

5000 WATTS ON 600 KC'S

(IOWA'S BEST FREQUENCY NOW first in America, with a brand new RCA SF Transmitter)

LARGEST DAY TIME COVERAGE of any station in the state within its 0.5 MV line (3,500,000 people)

LARGEST POPULATION COVERAGE of any station in the state within its 2.5 MV line (1,200,000 people)

Covers 19,094 SQUARE MILES of sales rich area (2.5 MV)

EASTERN IOWA'S ONLY COLUMBIA STATION leads in popularity day & night.

THE BIGGEST RADIO BUY IN THE BEST MARKET OF A GREAT STATE

3 Fast Facts About WMTland's BIG Sales Potential

• The Nation's FIRST Farm Market
• Ranks 16th in Manufacturing. (Almost 50% of Iowa’s Wealth is INDUSTRIAL.)
• LEADS Nation in per capita wealth ($4,322 per person)
• A BALANCED Market for Permanent SELLING ACTION!

Write Today for information HOW you can get the most out of Iowa's Eastern Area with WMT exclusively . . . at LOW Cost Coverage.

Represented by KATZ AGENCY
LOOKING forward to 1946 as the year of peace with all the plans of the country, its people and industry in general pointing toward a further expansion along all lines, Mark Woods, president of the American Broadcasting Company, Inc., adds that ABC feels the deepest gratification from the year 1945 from its part in helping to bring the country through to the end of a great conflict.

ABC helped directly through utilizing its facilities and talents to spread messages that helped to curb inflation, sell victory bonds and keep war workers on the job; indirectly, by carrying news back from the battlefields to the main streets of America.

It was for radio and the nation a convulsive year of tragedy and exultation, seeing casualties and victory, the death of a great president and the birth of the United Nations. It brought forth a new energy which—like so many developments in this age—is only as constructive or destructive as we decide to make it.

ABC devoted thousands of hours in these 365 days to unfolding the magic story of a magic year in world history. Our correspondents lived in bizarre corners of the earth and reported what they saw. Our writers, actors and producers turned domestic studios into colorful stages to enact the story of civilization at a crossroad.

Our thanks goes from ABC to its 195 affiliated stations which carried the story to the people.

Part of the thanks must go to ABC’s advertisers, who brought programs of comfort, enlightenment and comedy to the people. In any balance sheet of broadcasting they represent far more than the approximately $40,000,000 of gross sales that they placed with the ABC network during 1945. For these advertisers are the life-blood of American commerce. They promoted their business through our business, and still afforded millions of listeners a chance to laugh or learn or find relief from their cares for at least a few hours of every day.

Much credit goes to those specialists whom we welcomed to our microphones to review sports events, deliver sermons, conduct great music, create great dramatic roles. Without them radio in 1945 would have been mechanical rather than inspirational.

For 1946 the American Broadcasting Company has plans to expand its operations in Television, Research, Programs and Sales.

Television will see new ABC programs produced with greater frequency and ever better program technique as the art develops.

Research in the qualitative field will begin in January on a scale and in a manner not heretofore attempted by the American Broadcasting Company.

New programs are to begin during January, including F. H. LaGuardia; two new series of mystery shows—Dashiell Hammett’s “The Fat Man” and William Gargan’s “Ideal in Crime”; the program, “Forever Tops!” starring Paul White-man and his entertainers; a comedy show starring Jimmy and Lucille Gleason entitled “Jimmy Gleason’s Diner”; and “The American Farmer,” a new series of service to the agricultural regions.

In addition, public affairs will find new platforms on ABC. Our service in news will continue to improve in accordance with plans for still better coverage in world news capitals, and on the domestic scene.

It is to be hoped that the country’s economic condition during 1946 will enable us to expand even beyond present plans. We look forward with confidence to the New Year.
AMERICAN BROAD

NETWORK FACILITIES
AS OF FEB. 1, 1946
AMERICAN Broadcasting Company, Inc.

OPERATING THE BLUE NETWORK

R. C. A. Bldg., 30 Rockefeller Plaza
New York 20, N. Y.
(Telephone Number Circle 7-5700)

BOARD OF DIRECTORS
Edward J. Noble, Chairman
Mark Woods
C. Nicholas Priaulx

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Earl E. Anderson....................Vice President
E. R. Borroff.........................Vice President
C. P. Jaeger.........................Vice President
Keith Kiggins......................Vice President
Robert Kintner....................Vice President
John H. Norton, Jr...............Vice President

C. Nicholas Priaulx...............V.P. and Treasurer
Charles E. Rynd....................Vice President and Assistant Secretary
Adrian Samish......................Vice President
Don Searle........................Vice President
Fred Thrower Jr....................Vice President
Joseph A. McDonald..............Secretary
Anthony M. Tennig..............Assistant Treasurer
Alexander D. Nicol..............Controller

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Director of Advertising and Promotion
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Continuity Acceptance
Gertrude Hoffman...............Manager

Engineering Operations
George O. Milne
Director of Technical Operations

General Engineering
Frank Marx........Director of General Engineering
Benjamin Adler..........Facilities Engineer

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Geraldine B. Zorbaugh........Attorney
C. Clark Stover........Attorney

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Thomas Velotta..........Director of Special Events

John Madigan........National News Editor
Paul Scheffels.........Manager of N. Y. News Room

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D. B. Van Houten
Office Manager an Personnel Manager

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Charles C. Barry.....National Program Director
Carol Irwin
Eastern Dir. of Talent and Program Dept.
Eastern Dir. Talent and Prog. Development
Melvin P. Mamboldt......Production Manager
Paul Whiteman........Director of Music
Frank Vagnoni........Manager of Music Division
Harry Wismer........Director of Sports Division
John C. Turner.............Script Manager
Paul Mowrey.........Manager of Television Division
William Abernathy......Night Program Manager
Raymond Diaz........Supervisor of Announcers
Maurice Brachhausen..Manager of Sound Effects
Helen Guy..............Business Manager
Richard Bannier
Dir. of Library and Supervisor of Music Rights
Norah Donovan........Manager of Literary Rights
Public Service Department
Harrison B. Summers.........................Manager

Publicity Department
Earl Mullin..........................Publicity Manager
Arthur B Donegan............Assistant Publicity Mgr.
John Pacey..........................Trade News Editor

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Lawrence Ruddell.........................Manager

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Edward F. Evans ..................Director of Research
Ben Gedalecia..................Associate Research Director

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C. P. Jaeger..................Vice President of Creative Sales
John Donohue..................Eastern Sales Manager
Humboldt Greig..................Mgr. of Bus. Development
Neil Mulhern..................Detroit Representative
Robert Post..................Pittsburgh Representative

Sales Service
Alfred Beckman.........................Manager

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M. B. Grabhorn.........................Manager

Co-Op Program Sales Department
Stanley Florsheim.........................Director
Barney Cragston.........................Sales Manager

National Spot Sales Department
Ralph Dennis..................National Spot Sales Manager
John Brooke.................Eastern Spot Sales Manager

WJZ Management
John H. McNeil.........................Manager
Robert L. Garver.........................Sales Manager
John J. Hade.........................Program Manager
Duncan Miller.........................Sales Promotion Manager

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John H. Norton.........................Vice President

Public Relations
Robert Saudek.........................Manager
Doris Hastings..................Mgr. of Audience Information

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Anthony M. Hennig.........................Assistant Treasurer
Alexander D. Nicol.........................Controller
Henry T. Hede.........................Purchasing Agent

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G. I. Berry..................Sales Manager
Kenneth Christiansen...........Traffic Supervisor
Fred J. Dickinson..............Office Manager
L. E. Douglass..................Program Business Manager
Walter L. Emerson..............Legal Counsel
E. C. Horstman..................Engineering Manager
Eli Henry.........................Publicity Manager

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Clifford Anderson...........Program Business Manager
Dorothy L. Brown.............Continuity Acceptance Mgr.
R. G. Denechauz..............Engineering Manager
John J. Edwards..............Program Operations Manager
Paul Kates..................Evening Program Manager
Russell Hudson..................Sales Service Manager
George E. Lewin..................Manager of News

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A. E. Evans..................Engineering Manager
Eleanor Higby..................Traffic Manager
Edith Kirby..................Auditor
Robert Laws..................Promotion and Publicity Manager

F. E. Kasser..................Supervisor of Announcers
Olive D. McCann..............Supervisor of Research
Roy McLaughlin..............Mgr. Sta. WENR, Nat. Spot & Local Sales Mgr.
Cornelius O'Dea.........................News Supervisor
Gene Rouse..................Program Manager
Karl R. Sutphin..................Sales Promotion Supervisor
M. S. Wetzel..................Production Manager

Dr. F. W. Loomis.........................President

WJZ, New York
WENR, Chicago
WMAL, Washington
KGO, San Francisco

AMERICAN BROADCASTING CO., INC.

Owned, operated and represented by ABC
No other broadcaster can make this claim!

Only way to reach the 5,000,000 radio listeners of Michigan is with the Michigan Radio Network.
ALTHOUGH radio broadcasting celebrated its twenty-fifth birthday in 1945, a large part of its "growing up" was packed into the years between Pearl Harbor and V-J Day. Those few years placed a greater responsibility on broadcasting that it had ever had before. They also advanced our technical knowledge farther than we had traveled during the whole course of the preceding 20 years.

As we move now into our first full peacetime year since 1940, we have opportunities far different than we could have imagined even as recently as a year ago. The experience gained from our wartime duties gives us an opportunity for a more important peacetime role than we played before the war. Our inheritance from wartime research laboratories, moreover, gives us an opportunity for faster technical development than we ever enjoyed before.

Today's radio audience is, in my opinion, a direct reflection of the kind of job broadcasting did during the war. It is not the same kind of audience we had in 1940. It, too, did some growing up between Pearl Harbor and V-J Day. Americans are more aware of and more interested in world affairs than they were five years ago. We are a better-informed people. Credit for these facts, in part, belongs to broadcasting.

Not only do we have a different kind of audience than we had before the war, we have—or soon will have—an uncounted number of new adult listeners in our audience. Millions of young Americans, coming home from distant parts of the world, are bringing with them a great liking for American radio and radio entertainers. As they join the ranks of the regular audience, they offer broadcasting a fresh source of audience interest and loyalty. This is an immediate opportunity broadcasting cannot afford to ignore.

Still another opportunity lies in those parts of the world from which our young men now return. In thousands of foreign cities, towns and hamlets through which these men have passed, an eager interest in things American has been deeply implanted. Looking toward our country's future international interests, we in radio have an obligation to see that the seed thus planted is not left to wither in the ground.

It took less than two months to reveal television as radio's greatest hoped might be accomplished in a year of peacetime effort—high-definition, full-color television in the ultra-high frequencies—was achieved only 60 days after V-J Day. We, and others since ourselves, have clearly demonstrated that better pictures can be broadcast through use of wider channels in the higher frequencies. To this extent, post-war television is running well ahead of the most optimistic schedule that might have been set for it a year ago.
COLUMBIA BROAD

NETWORK FACILITIES
AS OF JAN. 15, 1946
COLUMBIA Broadcasting System, Inc.

Executives and Staff
485 Madison Avenue, New York City, N.Y.
Telephone: W1ckersham 2-2000

BOARD OF DIRECTORS

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J. A. W. Iglehart
Paul W. Kesten
Isaac D. Levy
Frank K. White

Dorsey Richardson
Frank Stanton
Herbert Bayard Swope

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Paul W. Kesten............Vice Chairman of the Board
Frank Stanton.................President
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Frank K. White............Vice President and Treasurer
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Vice President in Charge of Station Relations
H. Leslie Atlass
Vice President in Charge of Central Division
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V-P and Dir. of Com. Program Development
William C. Gittinger
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Vice President and Director of Public Affairs
Davidson Taylor............V.P. and Director of Programs
D. W. Thornburgh
Vice President in Charge of Western Division
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Arthur Padgett..............General Auditor
Guy della-Cioppa...........Assistant to the President
Nathan L. Halpern...........Executive Assistant

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William J. Flynn........Assistant Comptroller
L. C. Merrick............Assistant Comptroller
Sophie Hinze.............Cashier

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Director of Construction & Building Operations
C. R. Jacobs
Assistant Director & Manager of Construction
Joseph E. Werden
Manager of Building Service Operations
James R. Stevens
Manager of Theatre Operations
Walter Weiler............Manager of Internal Security
Roland Young
Supervisor of Repair and Replacement Unit

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Jan Schimek
Director of Copyright & Asso. Dir. of Editing
W. Clark Harrington
Supervisor, Music Clearance Division

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William B. Lodge, Director of Gen. Engineering
A. B. Chamberlain...........Chief Engineer
J. W. Wright..............Chief Radio Engineer
H. A. Chinn...............Chief Audio Engineer

Engineering Research and Development Department
Peter C. Goldmark...........Director
John H. Martin..............Executive Assistant

Legal Department
Julius Brauner...............General Attorney
Howard L. Hausman..........Attorney

Network Sales Department
William C. Gittinger........V.P. in Charge of Sales
Douglas Coulter
V-P and Dir. of Com. Program Development
John J. Karol..............Sales Manager
William J. Fagan...........Administrative Manager
Allyn Jay Marsh...........Assistant Sales Manager
Charles H. Smith...........Market Research Counsel
Charles E. Midgley, Jr. Sales Service Manager
Nicholas Keelsey...........Manager of Program Sales
Chicago Office Network Sales, 410 North Michigan
Press Information

George Crandall...................Director
Arthur Perles.......................Assistant Director
Michael Boscia....................Manager of Operations
Charles F. Pekor, Jr................Assistant to the Director
Walter Seigal.....................Manager of Photographic Division
Anne Harding.....................Manager of Service Division
Corinne Martin.................Trade News Editor

Purchasing Department
John E. Forsander...........Purchasing Agent

Radio Sales
J. L. Van Volkenburg...........General Manager
H. A. Carlberg..............Eastern Sales Manager
New York
Wilbur S. Edwards...........Western Sales Manager
Chicago
John Brumbach................Representative, San Francisco
H. H. Holtzhuuser..........Southern Sales Manager
Atlanta
Carter Kinglep.................Representative, St. Louis
Meredith Pratt..............Representative, Los Angeles
Richard Hess..................Supervisor of Research for
C-O Stations & Radio Sales

Research Department
Elmo C. Wilson..............Director of Research
Oscar Katz......................Associate Director of Research
Edward Reeve.................Chief Statistician

Reference Department
William C. Ackerman...........Director of CBS Reference Department
Stanford Mirkin.............Manager of Program Research Division
Ages Law......................Librarian

Sales Promotion and
Advertising Department
Paul M. Hollister.............Vice President in Charge
of Advertising & Sales Promotion
John Fox.........................Manager of Production
Thomas D. Connolly.........Director of Program Promotion
Louis Hausman..............Manager of Presentation Division
Harry O'Brien.................Art Director
Dick Dorrance..............Director of Promotion Service
for C-O Stations & Radio Sales

Station Administration
Department
Howard S. Meighan...........Director of Station Administration

Station Relations
Department
H. V. Akerberg..............Vice President in Charge
of Station Relations
J. Kelly Smith.............Director of Station Relations
William A. Schudt, Jr..........Eastern Division Manager
Chicago Office, Station Relations
410 North Michigan Avenue
Ralph S. Hatcher.............Central Division Manager
Los Angeles Office, Station Relations
Columbia Square
Edwin Buckalew............Western Division Manager
Television Department

Lawrence W. Lowman
Vice President in Charge of Television

Worthington Miner
Manager of Television Department

George Moscovics
Commercial Manager

Ben Feiner, Jr.
Assistant Program Director

James Kane
Manager of Press Information

for Television

New York City

WABC and WABC-FM, 485 MADISON AVE.

Arthur Hull Hayes
General Manager

G. Richard Swift
Program Director

John Field, Jr.
Sales Manager

Henry Grossman
Chief Engineer

Jules Dunse
Sales Promotion Manager

J. E. Doyle
Director of Special Events

BOSTON—WEEI

182 Tremont Street

Harold E. Fellows
Manager of New England Operations for CBS and Gen. Mgr. of WEEI

Kingsley F. Horton
Assistant Manager-Director of Programs and Sales

Walter Stiles, Jr.
Director of Engineering, Sound and Transcriptions

John J. Murray
Manager of Accounting, Personnel and Purchasing

Raymond G. Giradin
Production Manager and Assistant Program Director

Marie Houlanah
Director of Press Information

Guy C. Cunningham
Director of Sales Promotion

H. Roy Marks
Assistant Sales Manager

CHICAGO—WBBM and WBBM-FM

410 North Michigan Avenue

H. Leslie Atlass
Vice President in Charge of Central Division and Gen. Mgr. of WBBM

Frank Falknor
Assistant General Manager

Walter Preston
Act. Dir. of Program Dept.

Urban Johnson
Chief Sound Technician

G. V. Sherman
Chief Engineer of WBBM

J. V. McLoughlin
Accountant, Office of Personnel Manager

Everett Holles
News Editor

Thomas R. Rooney
Sales Promotion Manager

Erwin H. Shomo
Sales Manager

George T. Case
Assistant Program Director

Don E. Kelley
Assistant to Executives

MINNEAPOLIS—ST. PAUL—WCCO

625 Second Avenue, South.

Austin E. Joscelyn
General Manager

Eugene B. Wilkey
Program Director

J. J. Beloungy
Chief Engineer

Thomas Dawson
Sales Manager

Mary Doherty
Accountant

Carl Small Ward
Manager of Sales Promotion

and Director of Press Information

LOS ANGELES—KNX

Columbia Square

D. W. Thornburgh
Vice President in Charge of Western Division and Gen. Mgr. of KNX

Harry W. Witt
Assistant General Manager

Charles D. Ryder, Jr.
Manager of Accounting, Personnel and Purchasing

Lester Bowman
Mgr. of Tech. Operations

Western Division and Chief Eng. of KNX

Clinton Jones
News Editor

Hal Hudson
Western Program Director

Charles Vanda
Program Director

Lloyd Brownfield
Director of Press Information

Ralph W. Taylor
Manager of Sales Promotion

Chet Huntley
Director of Special Features and Public Events

J. Archie Morton
Sales Manager, KNX

Ben Paley
Production Manager

Charles E. Morin
Sales Manager, Columbia Pacific Network

George W. Allen
Program Director, Columbia Pacific Network

SAN FRANCISCO OFFICE

Palace Hotel

Wayne Steffner
Manager

ST. LOUIS—KMOX

401 South Twelfth Blvd.

Wendell B. Campbell
General Manager

Jerry Hoekstra
Assistant to General Manager

Harry Harvey
Chief Engineer

David Sutton
General Sales Manager

J. Soulard Johnson
Local Sales Manager

Jack Sexton
Program Director

Robert F. DeVoe
Supervisor of Accounting, Personnel and Office

David Moore
Director of Press Information

Carrington W. Doebler
Director of Sales Promotion

WASHINGTON—WTOP

Earle Building

Earl H. Gammons
Director of Washington Office

Carl Burkhart
General Manager of WTOP

Fox Case
Assistant to the Director of the Washington Office

Martin D. Wickett
Program Director

Clyde Hunt
Chief Engineer

Carl Gebur
Publicity

Robert S. Wood
Director of Public Events

Maurice Mitchell
Sales Manager

Roy Passman
Director of Program Operations

---

Stations Owned and Operated by

COLUMBIA BROADCASTING SYSTEM

WABC, New York
WBBM, Chicago
WCCO, Minneapolis-St. Paul

Television Stations:
WCBW, New York

WTOP, Washington, D. C.
KMOX, St. Louis
KNX, Los Angeles

FM Stations:
WABC-FM, New York
Said President Truman in his first radio speech of the year—"1946 is our year of Decision." True of the United States as a nation, the statement is equally true of radio as an industry—but, more importantly, as a service to the people of America and the world.

It is probably no hyperbole to say that what radio does in this coming year—as well as what it fails to do—will become the yardstick herewith people will measure broadcasting. Upon this will depend whether people look upon radio as a force for peace and advancement or merely as a Punch-and-Judy show to which people turn when, in an idle moment, they seek a little amusement and laughter.

Look at it this way. During the war, radio reached the heights of service to the war fronts and the home front which earned the respect and confidence of the people: it demonstrated that, properly used, it had power to fight a war and help bring about a peace. People expect that radio, having developed such influence and technique, should continue to use its power to help the world find its way out of the darkness that presently engulfs it.

That expectation on the part of the public is a responsibility, one that we, if we are to be worthy of our job as broadcasters, cannot shirk. And the first step toward use of the power we possess, is the realization that it has a strange and inescapable parallel to atomic power. We have seen the devastation which can be wrought by atomic power and by the power of broadcasting—when misused. We have yet to know what atomic energy can do for the benefit of mankind. By the same token, we do not yet know to what extent radio—properly used—can advance the good of mankind. Our first responsibility is to find out.

Suppose we assume that radio is to be used to promote peace—which, let us say, translates, in practical terms, to informing and enlightening radio’s listeners the world over. How to start? Perhaps the first step is to educate ourselves. To open our minds—and our air—to the knowledge without which there can be no peace and prosperity.

Next, let us assume that only the truth will make the people free—and the world free from wars. It then behooves us to be honest with ourselves and with our listeners—to play fair with them—to present the current scene and its significance—as it is and not merely as it is viewed by partisans in the one camp or the other.

All this is a matter of programming. A matter of a new, an earnest, a searching, an humble approach to the entire question of programming. We have come far in our first twenty-five years, yes: but who knows how much farther we can go—how much farther we must go—before we shall have fulfilled our responsibility in the use of a power that is as devastating (and could be as beneficial) at atomic energy.

But programs can accomplish nothing unless they are heard—are listened to—are understood and are taken to heart.

And we get down to the regions of practical and vexing problem. How to hold the listener? Perhaps it is not the smart thing to do—to admit that there is a possibility that the public may become—nay, has become—radio-weary.

What would happen if people did really become radio-weary? You can visualize the situation as well as I. And here is where we have another responsibility—to make radio so new, so fresh, so different, so interesting that people will not readily weary of it. Until we do that—or approach it measurably—we will find that the great impact which we expect we can exercise upon the eager, hungry and groping minds of a war-weary population will merely fizzle like a V-2 dud that has buried itself in the ground.

What we broadcasters make of radio in 1946 is in our hands—in our heads—in our hearts. This is the year of decision for us.
Executive Personnel

Officers

Alfred J. McCosker
New York, Chairman of the Board

Edgar Kobak ............ New York, President
J. E. Campeau ............ Detroit, Vice-President
Robert D. Swezey
New York, Vice-President and General Manager

Philips Carlin .......... New York, Vice-President in Charge of Programs

Z. C. Barnes .......... New York, Vice-President in Charge of Sales

Carl Haverlin .......... New York, Vice-President in Charge of Station Relations

Robert A. Schmid .... New York, Vice-President in Charge of Advertising, Promotion and Research

E. M. Antrim ......... Chicago, Secretary
J. E. Wallen ........... New York, Treasurer

Board of Directors

Edgar Kobak ............ MBS, New York
E. M. Antrim .......... WGN, Chicago
Willet H. Brown ........ Don Lee, Hollywood
J. E. Campeau ............ CKLW, Detroit
Chesser Campbell ...... WGN, Chicago
H. K. Carpenter .......... WHK, Cleveland
Benedict Gimbel, Jr .. WIP, Philadelphia
Alfred J. McCosker
WOR, New York, Chairman

John Shepard III .... Yankee Network, Boston
Theodore C. Streibert .... WOR, New York
Lewis Allen Weiss ....... Don Lee, Hollywood

Executive Committee

Edgar Kobak ............ MBS, New York
Chesser Campbell ...... WGN, Chicago
H. K. Carpenter .......... WBK, Cleveland
John Shepard III .... Yankee Network, Boston
Theodore C. Streibert .... WOR, New York
Lewis Allen Weiss ....... Don Lee, Hollywood

Departments and Divisions

EXECUTIVE OFFICERS

Edgar Kobak ............ President
Robert D. Swezey ........ Vice-President and General Manager
Jesse Thompson ............ Policy Co-ordinator

Accounting Department

James E. Wallen ............. Controller
George Ruppel ............ Asst. Controller
George Westby ............ Budget Director

Legal Staff

Louis C. Caldwell .......... Washington, D. C.
Andrew C. Hamilton .......... Chicago
Emanuel Dannett .......... New York

Engineering Department

Esterley Chase Page ... Director of Engineering
E. M. Johnson
Chief Plans and Allocations Engineer

Program Department

Phillips Carlin
Vice-President in Charge of Programs
Adolph Opfinger .......... Program Director
Robert Novak
Director of Talent and Program Development
Idella Grindlay Kampf ... Assistant Director
Bertram Hauser .. Cooperative Program Director
Edwin T. Otis, Commercial Program Supervisor
Harold Wagner ... Assistant Program Manager
H. L. Fishel ............ Script Editor
Herbert Rice ............ Creative Producer
Dorothy Ann Kemble
Director of Continuity Acceptance
Frank Chase ....... In Charge of Program Sales
Elsie Dick ............ Director of Women's Activities
News and Special Events

A. A. Schechter
Director of News and Special Events
Tom Slater........Manager of Special Events
Paul Jonas
Assistant Manager of Special Events
Milton Burgh........Manager of News Division
Floyd Mack........Manager, Operations
John Newhouse......Day Program Supervisor
Hugo Seller........Night Program Supervisor
John Thornton
Manager of Overseas Operation

Washington Staff

Albert L. Warner...Director of News Activities
Charter Heslep.......Administrative Head
Alexandra Roudyush
Administrative Assistant
William Hillman ....Commentator
Jack Paige (.....Presidential Announcers
Karl Bates (.....

Sales Department

Z. C. Barnes...Vice-President in Charge of Sales
Duncan R. Buckham...Eastern Sales Manager
E. P. H. James....Manager of Sales Operations
Torrence Danley
Manager of National Sales Service
Frank Kisz.........Eastern Service Manager
George M. Benson....Division Sales Manager

Sales Promotion and Research Department

Robert A. Schmid...Vice-President in Charge of Advertising, Promotion and Research
Peter Zampir........Assistant Director
Harold Coulter
Manager of Audience Promotion
Richard Puff........Manager of Research
Arnold Roston.......Art Director
Richard Redmond...Advertising Director

Publicity Department

Jim O'Byron............Publicity Director
Francis X. Zuzulo
Assistant Director and Trade News Editor
Helen Stedman..Magazine Syndicate Editor
John Skinner............News Editor
Bob Wilson............Exploitation Director
Geraldine Foster.......Photo Editor
Carl Oswald............Travelling Representative
Norma Roberts........Music Editor

Station Relations Department

Carl Haverlin
Vice-President in Charge of Station Relations
Charles Godwin....Assistant to Mr. Haverlin
Leslie L. Learned
Manager of Engineering Traffic
Lewis Tower.......Station Traffic Supervisor
Dorothy Driscoll...Manager of Station Traffic
Paul Hancock ............Statistician
Robert W. Carpenter
Field Representative (Southwest Division)
Harry Le Brun
Field Representative (Southeast Division)

Chicago Staff

Adolph Hull......Vice-President in Charge of Midwest Operations
Carroll Mars.....Assistant to Vice-President
Gilbert McClelland...Sales Promotion Manager
James Mahoney.....Manager of Western Division-Station Relations
George P. Herro...Publicity Director
Myrtle Goulet......Station Traffic Supervisor

Detroit Staff

Penabscot Bldg.
Herbert Faust.....Central Division Manager

Pittsburgh Office

William Penn Hotel
Richard Bachman....Sales Representative

Foreign Correspondent for Mutual Broadcasting System

Robert F. Allen.........Mexico City
Don Bell ..................Tokyo
Bob Brumby.......In U. S. (awaiting assignment)
Owen Cunningham ....Honolulu
Gerald Dougherty..Buenos Aires
Sidney Fine ............Moscow
Arthur Gaeth ..........Balkans
Ted Hoskins..........Cairo
Berger Jacobsen ........Sweden

Seymour Kornor .........Rome
Jack Mahon .............In U. S. (on leave)
Arthur Mann ..........London
Ken McLaughlin ....Chungking
Charles Miner ........Shanghai
Leslie Nichols ........Germany
Robert Stewart ....Manila
Helen Townsley ...Rio de Janeiro
Alfred Waag ..........India—New Delhi
Dorothy Williams ....Madrid
more information

about listening in the WLW Merchandise-able Area...more accurately measured by the

NIELSEN RADIO INDEX

What is this...

NIELSEN RADIO INDEX

Nielsen Radio Index is a method of audience measurement by means of the Audimeter, a mechanical recorder installed in radio sets in selected homes throughout the area. This device charts tuning against time, and produces a record of every minute of every day. From this record, representing the listening of a stratified cross-section, every type of audience measurement information is available. NRI has been in operation for the past five years and has been accepted and used by most major advertisers, agencies and radio networks.

• Because WLW-land is a big, BIG market, it is important to every advertiser to know how well he is covering that market with his radio advertising. • Recognizing this increasing need for more FACTS, the Nation's Station, in the Fall of 1945, engaged the A. C. Nielsen Co. to record and tabulate, by means of Nielsen audimeters, properly distributed in parallel with U. S. Bureau of Census figures for the area, a continuous record of all radio listening in the WLW Merchandise-able Area. • In addition to the usual measurements of Homes Using Radio (sets-in-use), Average Audience and Share of Audience, for every quarter-hour from 6 A.M. to midnight, for every day of the week, WLW now offers additional yardsticks, such as Total Audience (percentage of total radio homes that heard any part of a program) and Holding Power (the ratio between Total Audience and Average Audience, in percentage of total minutes of listening). • And besides this regular information, WLW now can show you much more general information about coverage, circulation, penetration...about the relative audiences of individual stations and groups of stations in this area...about total minutes of listening...about frequency of tuning to WLW and to other stations and groups. • All this, and more, is available now through the Nielsen Radio Index, separately tabulated for the WLW Merchandise-able Area, to help you plan your radio advertising in this big, BIG market more intelligently and more effectively.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION
The start of 1946 finds radio, like every other industry, at the crossroads. Policies adopted this first year of peace will establish the pattern for many years to come. Therefore it is fitting that we pause now for a review of our position at this historic jumping off place.

The Broadcasters of the United States are now better able to serve their listeners than at any time in radio history. We have at our command the world's greatest entertainment and finest music. Radio, which during the war gave the public the "News Listening Habit" through its extensive coverage, will now provide news of the world on a scale never before envisioned. Public affairs will continue to be covered thoroughly through special public service programs with authoritative speakers representing many viewpoints.

Probably best demonstrating the past and future of news and special events are the "Army Hour" and "National Hour" programs. During the war, the "Army Hour" was the public's closest radio link to its loved ones all around the world, giving listeners up-to-the-second news of our fighting men, and describing vividly the life they led. When the "Army Hour" became a "peace casualty," NBC replaced it with the "National Hour," which is designed to dramatize vital problems of the day closest to the public's welfare. Comparative ratings show audience interest continuing on a high plane.

Our staff is constantly being strengthened by the returning stream of key men from the armed forces. Others are being encouraged to enter the radio industry through our "Welcome Home Auditions."

The National Broadcasting Company has been planning technical as well as program advances and already some of those preparations are being set in motion. Our Engineering Department, busy with many secret projects during the war which only now are coming to light, has begun the job of modernizing facilities worn by war service.

Many wartime discoveries now are being incorporated in our regular service, with AM, FM and television all represented. We have completed plans and field surveys for post war television and FM transmitting facilities and have filed applications with the FCC for television licenses at Chicago, Los Angeles, Washington and Cleveland, and FM licenses at Washington, Chicago, Cleveland, Denver and San Francisco.

A new transmitter will be installed this year atop the Empire State Building for our television station WNBT. We will operate a network between New York and Washington in 1946, and New York and Boston in 1947. Other regional networks will be established as soon as possible. The program service also will be enlarged.

Construction of a new wing housing two audience studios was launched recently in Hollywood. Modernization of our Chicago studios is in progress. In New York's Radio City a studio incorporating many new developments in acoustical control was completed.

The National Broadcasting Company is entering with confidence what I predict will be the greatest year in broadcasting history—truly an auspicious time for NBC to mark its 20th anniversary.
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
Arthur E. Braun
Bertram Cutler
Gano Dunn
Frank M. Folsom
James G. Harbord
Edward W. Harden
Edward F. McGrady
De Witt Milhauser
Niles Trammell

Officers

David Sarnoff.................Chairman of the Board
Niles Trammell...............President
Frank E. Mullen,...........Vice President & General Manager
A. L. Ashby...........Vice President & General Counsel
C. Lloyd Egner........Vice President
O. B. Hanson............Vice President
William S. Hedges......Vice President
Harry C. Kopf........Vice President
John H. MacDonald......V.P. & Assistant Secretary

DEPARTMENTS AND DIVISIONS

Controller's Department

Harry F. McKeon............Controller
Harold M. Kelly...........Assistant Controller
Hugh R. McGeeachie........Assistant Controller

Engineering Department

O. B. Hanson........Vice President & Chief Engineer
George McElrath,........Manager of the Engineering Department
William A. Clarke........Administrative Assistant
E. R. Cullen........Operations Assistant to the Manager
J. D'Agostino..............Staff Engineer
Raymond F. Guy........Radio Facilities Engineer
C. A. Rackey........Audio & Video Facilities Engineer
R. E. Shelby........Director of Technical Development
George E. Stewart........National Recording Supervisor
F. A. Wankel........Eastern Division Engineer
J. Word, Jr........Manager of Technical Services

Executive Officers

Niles Trammell........President
Frank E. Mullen........Vice President & General Manager
James Rowland Angell....Public Service Counselor
Clayland T. Morgan....Assistant to the President
John H. MacDonald........Vice President in Charge of Finance

Advertising and Promotion Department

Charles P. Hammond.........Director
James Nelson...............Assistant Director
Pammelee W. Cusack........Art Director
Charles Vaill................Manager of Network Sales Promotion

Continuity Acceptance Department

J. K. Mason................Manager
Finance Department
John H. MacDonald, .. Vice President in Charge of Finance
J. Robert Myers, Assistant to Vice President in Charge of Finance
Charles A. Wall, Adm. Asst. to V.-Pres. in Charge of Finance

General Service Department
Edward M. Lowell, .. Director of General Service
W. R. Thomspcn, Supervisor of Building Maintenance Division
Leslie C. Vaughan, Manager of Office Services Division

Guest Relations Department
William Ervin, .. Manager
Peter Tintle, Assistant Manager
Albert E. Walker, Asst. Mgr. of Special Activities
Robert Wogan, Assistant Manager

Information Department
Horton Heath, Director
Mrs. Irene Kuhn, Assistant Director
Anita Barnard, Mgr. of Correspondence Division

International Department
Fred Bate, Manager

Legal Department
A. L. Ashby, .. Vice President & General Counsel
Henry Ladner, .. Assistant General Counsel
Carlyle E. Yates, .. Assistant General Counsel
Edmund Southam, Attorney
John P. King, Attorney
Paul B. Lynch, Attorney
Richard H. Graham, Attorney (Hollywood)
Edward J. McCrossin, Attorney (Chicago)
Wilson J. Hurt, Attorney (Denver)
Cahill, Gordon, Zachry & Reindel, Counsel
(New York & Washington)

National Spot Sales Department
James V. McConnell, Manager
William C. Roux, Assistant Manager
William O. Tilenius, Assistant Manager

Network Sales Department
Roy C. Witmer, .. Vice President in Charge
Edward R. Hitz, Asst. to Vice President in Charge
I. E. Showerman, Eastern Division Sales Manager
F. Melville Greene, Sales Service Manager
George H. Frey, Asst. Sales Manager

News and Special Events Department
William F. Brooks, Director of News and Special Events
Francis C. McCall, Manager of Operations
Adolph Schneider, Acting Manager of Operations
Joseph O. Meyers, Assistant to the Director

Personnel Department
Ernest de la Ossa, Director of Personnel
Ashton Dunn, Manager

Ruth Hurd, Records and Research Manager
Helen Kerdock, Employment Manager

Planning and Development Department
William S. Hedges, .. Vice President in Charge
James M. Gaines, Manager
Philip I. Merryman, Director of Facilities Development

Press Department
Sydney Eiges, Manager
Thomas E. Knode, Assistant Manager

Program Department
Clarence L. Menser, .. Vice President in Charge
Thomas H. Belviso, Manager of the Music Library
Frank Black, General Music Director
Thomas Riswirth, Manager of Package Program Sales
Samuel Chotzinoff, Manager, Music Division
Patrick J. Kelly, Supervisor of Announcing
Frederick Knopfke, Supervisor of Sound Effects
William Stern, Director of Sports
Thomas McCray, Eastern Program Manager
Richard P. McDonagh, Manager, Script Division
de Lancey Provost, Assistant to Program Manager of WEA F
Arch Robb, Night Program Manager
Fred Shawn, Administrative Assistant
Grace H. Sniffin, Supervisor Business Office
Wynn Wright, National Production Manager

Radio Recording Department
C. Lloyd Egner, .. Vice President in Charge
Robert W. Freidheim, Manager
Henry P. Hayes, Assistant to Vice President & Business Manager
Norman Cloutier, Manager of Thesaurus Programs
Charles G. Hicks, JR., Recording Sales Manager
Willis B. Parsons, Thesaurus & Syndicated Sales Manager
William Seth, Director of Sales Promotion
George C. Stevens, Office Manager
H. H. Wood, Program Manager

Research Department
Hugh M. Beville, Director
Barry T. Rumble, Manager

Stations Department
Easton C. Woolley, Director

Stations Relations Department
Sheldon B. Hickox, Jr., Manager
Traffic Department
Harry A. Woodman ............ Traffic Manager

Television Department
John F. Royal ................ Vice President in Charge
Noran Kersta ............... Manager
N. Ray Kelly,.............. Manager, Program Production Facilities
Reynold Kraft .......... Sales Manager
Warren Wade,.............. Executive Director, Program Division
John T. Williams .......... Business Manager

Transportation Department
Marie F. Dolan ............. Manager

Treasurers Department
Rudolph J. Teichner ........ Treasurer
William D. Bl: xham ........ Purchasing Agent
William A. Williams .... Assistant to the Treasurer

Operated Stations
STATION MANAGERS
Vernon H. Pribble .... Manager of Station WTAM
Lloyd E. Yoder .......... Manager of Station KOA
John W. Elwood .......... Manager of Station KPO
Carleton D. Smith ....... Manager of Station WRC

Central Division—Chicago
Merchandise Mart, Chicago 54, Ill.
Tel.—Superior 8300

Harry C. Kopf,............ V. Pres. & Gen. Mgr. of the Central Division
Oliver Morton ......... National Spot Sales Manager
Emmons C. Carlson,.... Sales Promotion & Advertising Manager
Frank E. Chizzini .... Manager of Radio Recording
Henry D. Livezey .... Manager of Guest Relations
Eric Danielson ........ Program Traffic Supervisor
Robert M. Gülbert ...... Continuity Acceptance Editor
William Drips .......... Director of Agriculture
Everett G. Mitchell,.... Director of Agriculture for Station WMAQ
Jules Herbeuveaux ........ Program Manager
Frederick A. Jacobson, Jr. Production Manager
A. W. Kaney ............ Stations Relations Department
Howard C. Luttgens,.... Central Division Chief Engineer
Paul McCluer ............ Sales Manager
Edward J. McCrossin .... Attorney
William J. Murphy ....... Script Editor
William B. Ray, ........ Manager, News and Special Events
Jack Ryan ............. Manager of Press Relations
Judith C. Waller .......... Director of Public Service
John F. Whalley .......... Business Manager

Western Division— Hollywood
Sunset Blvd. and Vine St., Hollywood, Calif.
Tel.—Hollywood 6161

Sidney N. Strrotz .......... Vice President in Charge
Joseph J. Alvin ...... Manager News & Special Events
Frank A. Berend .......... Sales Manager
Harold J. Bock, .... Mgr. of Press Dept. & Dir. of Pub. Rel.
Frank V. Dotlett .......... Auditor
Frank E. Ford, ........ Manager, Sales Promotion Department
Lewis S. Frost, .... Asst. to V. Pres & Western Div. Program Mgr.
Paul B. Gale .......... Traffic Supervisor
Donald Honrath, .... Manager, Continuity Acceptance Department
Robert E. Howard .... Manager, National Spot Sales Department
Henry C. Maas, .... Manager of Sales and Program Traffic
Jennings Pierce, .... Director of Public Service & Mgr. of Sta. Rel.
Alex S. Robb .......... Manager of Package Sales
A. H. Saxton . Chief Engineer, Western Division
Donn B. Tatum .......... Attorney
Oscar C. Turner, .... Manager, Radio Recording Department

Washington, D. C.
724 14th Street N.W., Washington, D. C.
Phone—Republic 4000

Frank M. Russel .......... Vice President in Charge
Carleton D. Smith .... Manager WRC
R. G. Goldenstroth .......... Auditor
Albert E. Johnson .......... Engineer in Charge
William McAndrew, .... Director, News and Special Events
George Wheeler .......... Assistant to Manager
Mahlon Glasscock ........ Sales Manager
Ward Hubbard, .... Manager, Radio-Recording Department

Foreign Representatives

ENGLAND
Stanley Richardson .......... Manager, London Office
43 Berkeley Square, London, England
Tel. Grosvenor 3150, Grosvenor 1905
NBC Stations Planning and Advisory Committee

NBC STATIONS PLANNING AND ADVISORY COMMITTEE
Nathan Lord .......... WAVE, Louisville
Harold Wheelahan ......... WSBM, New Orleans
Stanley E. Hubbard ......... KSTP, St. Paul
Edgar T. Bell .......... WKY, Oklahoma City
Arden X. Pangborn .......... KGW, Portland, Ore.
**NBC Foreign Correspondents**

<table>
<thead>
<tr>
<th>Coraline Cassidy</th>
<th>Edwin Haaker</th>
<th>Romney Wheeler</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
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<td>Paul Archinard</td>
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<td>Robert Magidoff</td>
<td>Edwin Gilmore</td>
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<td>Calvin Hirsh</td>
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<td>Sven Norberg</td>
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<td>A. D. Bramstedt</td>
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<td>Fairbanks</td>
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<td>George Thomas Fclster</td>
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<td>Harwood Hull Jr.</td>
<td>Puerto Rico</td>
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<td>Max Jordan</td>
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<td>Berne</td>
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<td>Donald L. Ferguson</td>
<td>Rio de Janeiro</td>
<td>Leon Hochstetter</td>
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<td>Peter Brennan</td>
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<td>Panama</td>
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**Stations Owned and Operated by the**

**NATIONAL BROADCASTING COMPANY**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Ownership Status</th>
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<tbody>
<tr>
<td>WEA F</td>
<td>New York</td>
<td>Owned and operated by NBC</td>
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<tr>
<td>WMAQ</td>
<td>Chicago</td>
<td>Owned and operated by NBC</td>
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<td>WRC</td>
<td>Washington</td>
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<td>WTAM</td>
<td>Cleveland</td>
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<td>KPO</td>
<td>San Francisco</td>
<td>Owned and operated by NBC</td>
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<tr>
<td>KOA</td>
<td>Denver</td>
<td>Owned and operated by NBC</td>
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</tbody>
</table>

**FOR COMPLETE LIST OF ALL COMMERCIAL PROGRAMS ON MAJOR NETWORKS PLEASE TURN TO PAGE 865**

283
KEYSTONE
Broadcasting System

Headquarters
580 Fifth Avenue
New York, N. Y.
Phone, LOngacre 3-2221

Officers & Directors
President ................ Michael M. Sillerman
Vice-President .............. Naylor Rogers
Vice-President .............. Mort Adams
Vice-President .............. Arthur Wolf
Vice-President .............. William Wolf
Secretary-Treasurer ........ Sidney J. Wolf
Assistant Treasurer ........ Joseph Bayer

New York
580 Fifth Avenue
Phone, LOngacre 3-2221
General Manager .......... Michael M. Sillerman
Director of Station Relations ... Mort Adams
Manager of Station Relations ... James P. Lappin
Sales & Promotion Consultant ... Alvin Austin
Manager Promotion-Research .... Calvin Fox
Office Manager ................ Rosita Seale
Account Executive .............. Albert F. Dykes
Account Executive .............. Noel A. Rhys

Chicago
134 North La Salle St.
Chicago, Ill.
Phone, State 4590
Secretary-Treasurer ........ Sidney J. Wolf
Accountant .................. Elizabeth M. Mueller
Western Sales Manager ....... Naylor Rogers

Hollywood
6331 Hollywood Blvd.
Hollywood, Calif.
Phone, Hollywood 5338
Program Director ............. Elaine N. Gonda
Pacific Coast Sales .......... Ralph W. Harker

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 200 affiliated stations. The network supplies its stations with 48 fully scripted sustaining shows per week filling 2 hours per day, seven days each week, to a total of 14 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets intensively, in a single transaction, by means of electrical transcription. The system offers its facilities in network time periods from one hour down to five minutes and also makes available announcement periods down to twenty-five word length.
Arizona Broadcasting System
(ABC Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL
Manager ........................................ Dick Lewis
Commercial Manager ..................... Bill Harvey
Promotion Manager ..................... Arnold Labenz

STATIONS
KTAR; Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe; KYCA, Prescott.

NATIONAL REPRESENTATIVE
Paul H. Rayner Company

The Arizona Network
Phone: 4-4144

PERSONNEL
Manager ..................... Albert D. Johnson
Program Manager ..................... J. R. Williams
Commercial Manager ..................... John L. Hogg
KTUC Manager ..................... Lee Little
KSUN Manager ..................... Dave Karbach

STATIONS
KTUC: Tucson; KSUN, Bisbee-Douglas-Lowell.

NATIONAL REPRESENTATIVE
John Blair & Company

Arrowhead Network
WEBF Bldg., Duluth, Minn.
Phone, Melrose 2873

PERSONNEL
General Manager ..................... W. C. Bridges
Director of Operations ................... H. E. Westmoreland
Promotion Manager ..................... H. H. Sonnenburg
WMFG Manager ..................... Harry Hyett
WHLB Manager ..................... Greg Rouleau
WEAU Manager ..................... Clyde Riddle
WJMC Manager ..................... Leonard Anderson

STATIONS
WEBF, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire; WJMC, Rice Lake.

REPRESENTATIVE
George P. Hollingsbery Co.

Connecticut State Network
270 Atlantic St., Stamford, Conn.
Phone: Stamford 3-0747

PERSONNEL
President ..................... Harold H. Meyer
Director ..................... Glover Delaney
Director ..................... G. J. Morey
Director ..................... Richard Davis
Director ..................... Sam Elman
Director ..................... Levon Thomas

STATIONS
WNAB, Bridgeport; WATR, Waterbury; WSRR, Stamford; WNLC, New London; WELI, New Haven; WTHT, Hartford.

REPRESENTATIVES
Helen Wood, New York
Bertha Bannan (Boston)

Don Lee Broadcasting System
5515 Melrose Ave., Hollywood 38, Calif.
Phone: Hollywood 8111

PERSONNEL
President ..................... Thomas S. Lee
Vice-President & General Manager ..................... Lewis Allen Weiss
Vice-President & Asst. General Manager ..................... Willet H. Brown
Secretary-Treasurer ..................... A. M. Quinn
General Sales Manager ..................... Sydney Gaynor
Asst. Gen. Sales Manager ..................... Henry Kerstenkorn
Program Director ..................... Pat Campbell
Production Director ..................... William Randol
Continuity Acceptance Dir. ..................... William Williams
News & Special Features Dir. ..................... Les Marwhinney
Chief Supervisor ..................... Tony La Frano
Dir. of Station Relations ..................... Pat Campbell
Publicity Director ..................... Harriet Crouse

STATIONS
NORTHERN CALIFORNIA: KFRC, San Francisco; KHSL, Chico; KIEM, Eureka; KFRE, Fresno; KMYC, Marysville; KYOS, Merced; KDON, Monterey; KVVC, Redding and KXOA, Sacramento.
"This is the CONNECTICUT STATE NETWORK..."
SOUTHERN CALIFORNIA: KJI, Los Angeles; KXO, El Centre; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara and KOCO, Tulare-Visalia.

OREGON: KALE, Portland; KWIL, Albany; KAST, Astoria; KBND, Bend; KCOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJL, Klamath Falls, KRNR, Roseburg and KSLM, Salem.

WASHINGTON: KOL, Seattle; KXRO, Aberdeen; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KFIO, Spokane; KMO, Tacoma; KUJ, Walla Walla and KIT, Yakima.

IDAHO: KRLC, Lewiston; KWAL, Wallace.

GENERAL MANAGER

John Blair & Co.

Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

Associate Manager (WGST)....Frank Gaither
General Manager (WTOC)....W. T. Knight
General Manager (WMAZ)....Willie E. Cobb

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE

The Katz Agency

†

Intermountain Network

248 S. Main St., Salt Lake City, Utah

Phone: 4-1843

President.......................A. L. Glasman
General Manager..............George C. Hatch
General Sales Manager........Lynn L. Meyer
Engineering Director...........D'Orr Cozens

STATIONS

KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KOVO, Provo, Utah; KVVU, Logan, Utah; KOAL, Price, Utah; KID, Idaho Falls, Idaho and KVRS, Rock Springs, Wyo.

REPRESENTATIVE

Adams J. Young, Jr., Inc.

†

Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.

Phone: Harrison 1161

PERSONNEL

Sales Manager....................Don Davis
Program Co-Ordinator..........John Wahlstedt

EXECUTIVE COMMITTEE

Robert Lindsey (KFB); Bob Laubengayer (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

The Lone Star Chain

806 Tower Petroleum Bldg., Dallas (1)

Riverside 5663

PERSONNEL

Chairman of Operating Committee...O. L. Taylor
Managing Director..............Clyde E. Melville

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; KTS, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFYO, Lubbock.

NATIONAL REPRESENTATIVES

Taylor-Howe-Snowden Radio Sales

Maryland All-Home Network

10 East North Ave., Baltimore 2, Md.

Phone: Mulberry 1300

PERSONNEL

Director of Nat'l Sales...Andrew H. Hilgartner
Director of Local Sales........William S. Pirie

STATIONS

WFFB, Baltimore, Md.; WBOC, Salisbury, Md.; WJEI, Hagerstown, Md.

NATIONAL REPRESENTATIVES

John Blair & Co.

†

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

Phone 5259

PERSONNEL

General Manager..............Clair R. McCollough
Sales Manager.............J. Robert Gulick
Technical Director..........J. E. Mathiot

STATIONS


NATIONAL REPRESENTATIVE

Paul H. Raymer Co., Radio Advertising Co.

†

Michigan Radio Network

Operated by King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.

Phone: Cherry 8321

PERSONNEL

President......................George W. Trendle
General Manager.............H. Allen Campbell
Commercial Manager........James G. Riddell

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WDFD, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Sault Ste. Marie; WKBZ, Muskegon.

REPRESENTATIVE

Paul H. Raymer Co.
McClatchy Beeline
708 Eye St., Sacramento 4, Cal.
Phone: Sacramento 25011

PERSONNEL
President .................. Eleanor McClatchy
National Sales Mgr. .......... Robert A. Street
Program Director ............ John J. Groller
Promotion Director .......... Evert S. Peterson
Agricultural Editor .......... Hamilton L. Hintz
Technical Director .......... Norman Webster

STATIONS
KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.;
KFBK, Sacramento, Cal.; KWG, Stockton, Cal.;
KOH, Reno, Nev.

REPRESENTATIVE
Paul H. Raymer Company

* Mississippi Valley Network
E-622 First National Bank Bldg., St. Paul, Minn.
Phone: Cedar 8579

PERSONNEL
Chairman of Board ............. John W. Boles
President ........................ Howard S. Johnson
Vice President-Gen. Mgr. ...... Donn Clayton
Vice President-Sales .......... William J. Kutsch
Western Div. Sales Mgr. ....... William E. Ware
Assistant to Vice President ... Harland Ohde
Controller ........................ Florence Tibau

BRANCH OFFICES
360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 4894, William J. Kutsch, Vice President.
Empire State Building, New York 1, N. Y., Phone LOngeacre 3-4374, William J. Kutsch, Vice President.
Rand Tower, Minneapolis, Minn., Harland Ohde, Assistant to Vice President.

STATIONS
North Central Broadcasting System, Inc., operators of Mississippi Valley Network. 76 affiliated stations located within twelve midwestern states. For station lists, contact North Central Broadcasting Systems, Inc.

* New England Regional Network
26 Grove St., Hartford, Conn.
Phone: Hartford 2-3181

PERSONNEL
Chairman ..................... Paul W. Morency
Lee B. Wailes, John J. Boyle, Wm. H. Rines.

STATIONS
WBZ, Boston, Mass.; WCHS, Portland, Me.;
WJAR, Providence, R. I.; WLZB, Bangor, Me.;
WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE
Weed & Company

North Central Broadcasting System, Inc.
E-622 First National Bank Bldg., St. Paul, Minn.
Phone: Cedar 8579
See Mississippi Valley Network.

* Northern Broadcasting & Publishing, Ltd.
Thomson Bidg., Timmins, Ont., Canada
Phone: 500

PERSONNEL
President ................... R. H. Thomson
Secretary-Treasurer .......... S. F. Chapman
Supervisor of Stations ..... Jack M. Davidson
Chief Engineer ............... George McCurdy
Manager (CKGB) ............. H. Freeman
Manager (CJCL) ............. C. Chambers
Manager (CFCH) ............. Cliff Pickrem
Manager (CHEX) ............. H. Cooke
Manager (CKWS) ............. Roy Holf

STATIONS
CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; associated with CKWS, Kingston, Ont.; and CHEX, Peterborough, Ont.

BRANCH OFFICES
Bank of Commerce Bldg., Toronto, Ontario
Phone: E.L. 1165
Manager ..................... R. H. Thomson
1010 University Tower, Montreal, Quebec
Phone: H.A. 3051
Manager ..................... R. A. Leslie

* Northwest Network
c/o KSTP, Hotel Saint Paul, St. Paul, Minn.
Phone, Cedar 5511
Sales Office: c/o KSTP, Radio City, 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); WEBG, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KMAM, St. Cloud, Minn.; KTYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.; WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE
Edward Petry & Co.

* The Oklahoma Network
APCO Tower, Oklahoma City, Okla.

PERSONNEL
Managing Director .......... Robert D. Enoch
STATIONS
K TOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE
Tay’lor-Howe-Snowden Radio Sales

* Oklahoma Metropolitan Line
  c/o KOMA, Biltmore Hotel
  Oklahoma City, Okla.
  Phone: 2-3291

PERSONNEL
General Manager (KOMA)........... Kenyon Brown
Sales Prom. Mgr........... Webster L. Benham, Jr.
Dir. of Programs & News........... Bill Bryan
Chief Engineer........... M. W. Thomas
Production Manager........... Paul Buenning

STATIONS
KOMA, Oklahoma City; KTUL, Tulsa; KWFT, Witchita Falls, Texas.

NATIONAL REPRESENTATIVE
Free & Peters, Inc.

* The Pennsylvania Network
  1622 Chestnut St., Philadelphia 3, Pa.
  Phone Locust 7700

PERSONNEL
General Manager........... Leon Levy
Asst. Manager........... P. J. Sharkey
Technical Director........... George Lewis

STATIONS
WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WGBL, Scranton; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; WGTI, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

* South Central Quality Network
  Address Individual Stations

PERSONNEL
Manager (WMC)........... H. W. Slavick
Manager (WJDX)........... Wiley Harris
Manager (WSMB)........... H. Wheelahan
Manager (KARK)........... G. E. Zimmerman
Manager (KWKH)........... Fred Ohl

* Southern Minnesota Network
  101 N. Second St., Mankato, Minn.
  Phone 4673

PERSONNEL
Sales Manager........... John F. Meagher
KYSM Manager........... John F. Meagher
KROC Manager........... L. A. Mair
KATE Manager........... Ed. L. Hayek
WKNO Manager........... L. L. McCurnin
KWLM Manager........... H. W. Linder

STATIONS
KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.; KWNO, Winona, Minn.; KWLM, Willmar, Minn.

NATIONAL REPRESENTATIVE
John E. Pearson Company

* Tennessee Valley Regional Network
  Knoxville, Tenn.

PERSONNEL
Business Manager (WROL)........... C. H. Frazier

STATIONS
WOPL, Bristol, Tenn.-Va.; WROL, Knoxville, Tenn.; WKPT, Kingsport, Tenn.

REPRESENTATIVES
Burn-Smith Co. (New York-Chicago)
Harry E. Cummings (Jacksonville, Fla.)
The Texas Quality Network
Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL
Manager (WFAA) ............. Martin Campbell
Manager (WBAP) ............. George Cranston
Manager (WOAI) ............. Hugh A. L. Hall
Manager (KPRC) ............. Kern Tips

STATIONS
WFAA, Dallas 2; WBAP, Fort Worth 2; WOAI, San Antonio 6; KPRC, Houston 2.

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

Texas State Network
1201 West Lancaster Ave., Fort Worth 1, Texas
Phone: 3-9363

PERSONNEL
President .................. Gene L. Cagle
General Manager ........... Gene L. Cagle
Assistant General Manager ... Frances Griffith
Program Director ............ Russ Lamb
Chief Accountant ............ D. C. Hornburg
Traffic Manager ............. Forrest Clough
Merchandising Director ...... L. R. Duffy
Chief Engineer .............. Truett Kimzey
Musical Director ............ Frances Kay

STATIONS
KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KABC, San Antonio; KTEM, Temple; WRR, Dallas; KCNC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHT, Houston.

NATIONAL REPRESENTATIVE
Weed & Co.

* * *

The Tobacco Network
P. O. Box 1150, Raleigh, North Carolina
Phone 6411

PERSONNEL
President .................. Louis N. Howard, WHIT
Secretary ..................... Harry Bright, WGBR
Treasurer ................. Allen Wannamaker, WGTM
Program Director .......... Ray Reeve
Sales Manager ............. Philip F. Whitten, Raleigh
Vice-President ............. B. S. Hodges, Jr., WGTI

STATIONS

NATIONAL REPRESENTATIVES
The Walker Company

* * *

Tri-City Stations of Virginia
Allied Arts Bldg., Lynchburg, Va.
Phone: 3032

PERSONNEL
Manager .................... Philip P. Allen
Traffic Manager ............. Catherine Gleason
Engineer .................... John Orth

STATIONS
WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.

REPRESENTATIVE
Philip P. Allen

* * *

West Virginia Network
CHARLESTON BROADCASTING CO.
1016 Lee St., Charleston, W. Va.
Phone: 28-131

PERSONNEL
President .................. John A. Kennedy
Managing Director & V.P. ... Howard L. Chernoff
Sales Manager ............. Howard L. Chernoff
Promotion Manager .......... John Sinclair
Program Director .......... Berton Sonis
Musical Director .......... Leah Sloman
Technical Supervisor ...... Odes Robinson
WBLK Manager ............. George Blackwell
WPAR Manager ............. George Clinton
WSAZ Manager ............. Marshall Rosene
WCHS Manager ............. Howard L. Chernoff

STATIONS
WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington. FM applications filed for these stations.

NATIONAL REPRESENTATIVE
The Branham Co.

* * *

Wisconsin Network, Inc.
Nash Building
Wisconsin Rapids, Wisc.
Phone: 90

PERSONNEL
President .................. W. F. Huffman
REGIONAL NETWORKS

P. & Managing Dir. .............. Don C. Wirth
Traffic Manager .............. Geo. T. Frechette
(Address all communications to Don. C. Wirth)

STATIONS

Basic Stations: WIBN, Racine; WCLO, Janesville;
WIBU, Madison; WHBL, Sheboygan;
WHBY, Appleton; WFRH, Wisconsin Rapids;
KFIZ, Fond du Lac; WSAU, Wausau; Supplementary
Stations: WEMP, Milwaukee; WTAQ, Green Bay;
WMAM, Marinette; WEAU, Eau Claire; WJMS, Ironwood;
WATW, Ashland; WOSH, Oshkosh; WIGM, Medford; WJMC,
Rice Lake; WOMT, Manitowoc; WBKH, La Crosse; WDSM, Superior.

The Wolverine Network
Keeler Building, Grand Rapids 2, Mich.
Phone: 6-5461

President .................... Roy C. Kelley
Gen. Manager .................... Hy M. Steed

STATIONS

WLAV, Grand Rapids (Key Station); WTCM,
Traverse City; WHLS, Port Huron; WATT,
Cadillac, Mich.; WKBJ, Muskegon; WJJD,
Chicago, Illinois; WIND, Chicago-Gary, Ind.;
WKIA, Ludington, Mich.; WELL, Battle Creek,
Mich.; WIBM, Jackson, Mich.; WHDF, Calumet,
Mich.; WDBC, Ecanaba, Mich.; WDMJ, Marquette,
Mich.; WJMS, Ironwood, Mich.;
WMAM, Marinette, Wis.; WJBK, Detroit, Mich.;
WATW, Ashland, Wis.

The Yankee Network
21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 0800

PERSONNEL

Chairman of Board—General Manager
John Shepard 3rd

President .................... William O'Neill
Executive Vice-President ........... Linus Travers
Vice-President .................... George W. Steffy
Controller .................... Robert F. Ide
Assistant Controller .......... Howard F. Wright
Station Relations ............ Barbara Sprague
Sales Executive ............ Gordon Jenkins

Editor, Yankee Network News Service,
Leland Bickford

Director of Promotion ............ James S. Powers
Director of Merchandising ........... Arthur Lathrop

Director of Publicity .......... Phyllis Doherty
Director of Special Events ....... Lester Smith
Chief Engineer .................... Irving Robinson
Program Director .......... George W. Steffy

EXECUTIVE COMMITTEE

William O'Neill, Chairman; John Shepard
3rd, Vice-Chairman; James W. Haggerty,

BOARD OF DIRECTORS

William O'Neill; Loren Angus McQueen;
Samuel Smith Poor; James W. Haggerty; John
Shepard 3rd; Henry Linus Travers; Frank
Knowlton.

STATIONS

WNAC, Boston; WHTD, Hartford; WEAN,
Providence; WAAB, Worcester; WICC, Bridgeport;
WCSH, Portland; WBZ, Bangor; WFEA,
Manchester; WSAF, Fall River; WHEB, Portsmouth,
N. H.; WLLH, Lowell and Lawrence; WLNH,
Laconia; WRDO, Augusta; WNLC, New London;
WHAL, Greenfield; WCOU, Lewiston and Auburn;
WBRK, Pittsfield; WSYB, Rutland, Vt.; WAIR, Waterbury, Conn.; WEIM, Fitchburg;
WHYN, Holyoke.

BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.
Phone: Worcester 2-5611

WAAB Manager .................... H. Wm. Koster

Crown Hotel, Providence 2, R. I.
Phone: DEXter 1500

WEAN Supervisor ................ Malcolm Parker

Hotel Stratfield, Bridgeport 1, Conn.
Phone: Bridgeport 6-1121

WICC Manager .................... Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Z Net

P. O. Box 1958, Butte, Montana
Phone: 22-3-44

PERSONNEL

Manager .................... E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE
The Walker Co.

WEST COAST REPRESENTATIVE
Pacific Northwest Broadcasters
In 1936, when WQXR set out upon its unique policy of broadcasting only the best in music and strict adherence to quality and good taste in advertising, most radio experts sagely shook their heads.

But they overlooked one thing—within reach of WQXR’s signal there are concentrated more lovers of fine music than in any similar area in the world. And WQXR is their only consistent means, day in and day out, of getting the kind of programs they like.

Grateful listeners from Canada to Carolina and as far west as Ohio were so interested in our programs and policy that many of them requested detailed information on WQXR's daily schedule. WQXR complied with a program booklet which still sells for 10¢ a copy or $1.00 a year. The total current paid circulation is more than 25,000 a month. Surveys indicate that the number of our regular listeners in the New York Market exceeds our program subscribers more than 25 to 1, which means a total audience in this area of some 500,000 families—an audience with above-average taste and income that advertisers find highly profitable.

We’d like to tell you more about WQXR. Write today for your copy of our “Program Booklet Circulation Report” and the folder giving the results of a study of “Regular Listening to New York Radio Stations.”
Alphabetical Listing

U. S. Standard Stations
Indexed by Call Letters—
Power and Frequency

Stations Alphabetically
Listed by States — Personnel
Other Detailed Information
Index Of The Standard Stations Of The United States

Call Letters—City—Power—Frequency in Kilocycles—Page Number Providing Complete Information

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.

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<td>Call Letters</td>
<td>City</td>
<td>Frequency in Kilocycles</td>
<td>Power in Watts</td>
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For Major Markets—Radio Homes 1946 Please Turn To Pages 247-255

WHMA
ANNISTON—EST. 1938
AMERICAN BROADCASTING CO.
Frequency: 1450 Kc. Power: 250 Watts
Owned By Anniston Broadcasting Co.
Operated By Anniston Broadcasting Co.
Address 14th & Noble Streets
Phone Number 2380
Transmitter Location 14th & Noble Streets
Time on the Air 6 a.m. to 12 midnight
Newspaper Affiliation Anniston Star
News Service AP, UP
Transcription Service NBC & Cole
Representative Sears & Ayer, Inc.

Personnel
Owner Harry M. Ayers
Station-Commercial Manager J. W. Buttram
Program Director Ruby Meigs
Publicity Director Mary Toulmen
Chief Engineer James Hudson

WSGN
BIRMINGHAM—EST. 1927
AMERICAN BROADCASTING COMPANY
Frequency: 610 Kc. Power: 5000 d.; 1000 n.
Owned-Operated by The Birmingham News Co.
Business Address P.O. Box 2553
Studio Address Dixie Carlton Hotel
Phone Number 4-3434
Transmitter Location Alabama State Fair Grounds
Time on the Air 5 a.m. to 12 midnight
News Service AP
Transcription Service NBC Thesaurus, Langworth, Cole.
Representative Headley-Reed Co.

Personnel
Chairman of Board Ed Norton
President-General Manager Thad Holt
Program Director Jimmie Willson
Chief Engineer N. S. Harley

WAPI
BIRMINGHAM—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1070 Kc. Power: 5000 Watts
Owned By Alabama Polytechnic Institute, University of Alabama, Alabama College.
Licensee Voice of Alabama, Inc
Address Protective Life Bldg.
Phone Number 3-8118
Studio Address Protective Life Bldg., Birmingham, Ala.
Transmitter Location Sandusky, Ala.
Time on the Air 5:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight.
News Service UP
Transcription Service WBS
Representative Radio Sales

Personnel
Exec. V.P.-Managing Director Henry P. Johnston
Commercial Manager Henry P. Johnston
Sales Promotion Julian A. Flint
Program Director David Loveman
Chief Engineer Gordon Bishop
Owned-Operated By...Birmingham Broadcasting Co., Inc.
Address...WBRC Bldg., 1727½ 2nd Ave. N.
Phone Number...4-7741
Transmitter Location...2400 Arkadelphia Rd.
Time on the Air...Unlimited
Transcription Service...Standard Radio & Langworth
Representative...Paul H. Raymer Co.

**Personnel**
President-General Manager...W. Walter Tison
Sales Promotion & Merchandising Manager...John Connolly
Production Manager...John Orr
Musical Director...Herb Grieb
Chief Engineer...Jerry Hayman

(Call Letters to Be Assigned)

**CULLMAN**
Frequency: 1340 Kc....Power: 250 Watts
Owned-Operated By...Cullman Broadcasting Company
Address...Cullman, Alabama
Owners...H. H. Kinney, D. T. Kinney
* Construction Permit.

**WMSL**
**DECATUR—EST. 1935**
Frequency: 1400 Kc....Power: 250 Watts
Owned-Operated By...Tennessee Valley Broadcasting Co.
Address...511 Bank St
Phone Number...802-3
Transmitter Location...Danville Rd., Decatur
Time on the Air...Unlimited
News Service...UP
Transcription Service...World Broadcasting System and Standard
Representative...Headley-Reed Co.

**Personnel**
President...Melvin Hutson
Station-Commercial Manager...Kyle G. Frazier
Program Director...Letha Coker
Chief Announcer...Lewis Blizzard
Chief Engineer...J. V. Rozer

**WAGF**
**DOTHAN—EST. 1933**
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc....Power: 250 Watts
Owned-Operated By...Dothan Broadcasting Company
Address...204½ E. Main Street
Phone Number...1430
Transmitter Location...Headland Highway, Dothan
Time on the Air...Daytime License
Newspaper Affiliation...Dothan Eagle
News Service...AP
Transcription Service...Standard Radio, World

**Personnel**
Station Manager...Julian C. Smith
Commercial Manager...Fred Moseley
Program Director and Chief Announcer...Willard Wilkes
Promotion Manager...Arthur Creamer
Chief Engineer...John T. Hubbard

**WJOI**
**FLORENCE**
Frequency: 1340 Kc....Power: 250 Watts
Owned-Operated By...Florence Broadcasting Company
Address...Reeder Hotel
Owners...Clyde W. Anderson, Joe T. Van Sandt
General Manager...Joe T. Van Sandt
* Construction Permit.

**WMFT**
**FLORENCE**
Frequency: 1240 Kc....Power: 250 Watts
Owned-Operated By...Tri-Cities Broadcasting Company
Address...Florence, Ala.
* Construction Permit.

**WJBY**
**GADSDEN—EST. 1928**
MUTUAL BROADCASTING SYSTEM
Frequency: 1240 Kc....Power: 250 Watts
Owned-Operated By...Gadsden Broadcasting Co., Inc.
Address...108 Broad Street
Phone Number...88
Transmitter Location...108 Broad Street
Time on the Air...17½ hours daily
ALABAMA

Personnel
President .................................................. B. H. Hopson
Station Manager and
Program Director ........................................... Beatrice Tate Benton
Commercial Manager ................................. Sam Benton
Chief Engineer .................................................. William Pigg

WBHP
HUNTSVILLE—EST. 1937
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
NORTH ALABAMA NETWORK
Frequency: 1230 Kc.................. Power 250 Watts
Owned-Operated By ......................... W. H. Pollard
Address .................................................. 318 W. Clinton St.
Phone Number ........................................ 313
Transmitter Location ......................... Athens Pike
Time on the Air ........................................ Unlimited license
News Service ........................................ UP

Personnel
President-Station Manager and
Commercial Manager ......................... W. H. Pollard
Program Director ................................. Margaret Speake
Production Manager ......................... Hugh McDonald
Chief Announcer and
Chief Engineer ........................................ John Garrison

WALA
MOBILE—EST. 1930
NATIONAL BROADCASTING CO.
Frequency: 1410 Kc.................. Power 5000 Watts
Owned By ............................................... W. O. Pape
Operated By ................................. Wape Broadcasting Co.
Address .................................................. 106 St. Joseph St., AT&N Railroad Bldg.
Phone Number ....................................... Dexter 3-3756
Transmitter Location ....................... Cochran Bridge Causeway, Baldwin County.
Time on the Air ....................................... 5:30 a.m. to 12:00 midnight
News Service ........................................ AP
Transcription Service ......................... Standard Radio
Representative ........................................ Headley-Reed Co.

Personnel
Owner .................................................. W. O. Pape
General Manager ...................................... H. K. Martin
Station Manager ...................................... H. K. Martin
Commercial Manager ......................... Al. Treadway
Program Director ................................. Charles Saunders
Publicity Director ................................. C. L. Smallwood
Chief Announcer ......................... Charles Saunders
Chief Engineer ........................................ R. B. Hurley

WMOB
MOBILE—EST. 1939
AMERICAN BROADCASTING CO.
Frequency: 1230 Kc.................. Power: 250 Watts
Owned-Operated By ............................ S. B. Quigley
Business Address .................................. 600 St. Louis St., (Quigley Building)
Phone Number ...................................... Belmont 2-4566
Studio Address ...................................... 600 St. Louis St.
Transmitter Location ....................... 600 St. Louis St.
Time on the Air ....................................... Unlimited License
News Service ........................................ UP
Transcription Service ......................... NBC Thesaurus
Representative ........................................ The Branham Company

Personnel
Station Manager ...................................... S. B. Quigley
Commercial Manager ............................ F. E. Busby
Sales Promotion Manager ....................... Miss Bea Quigley
Program Director ................................. Miss Clara Malone
Production Manager ......................... Mrs. Adele Malone
Publicity Director ................................. Miss Bea Quigley
Chief Engineer ......................................... T. L. Greenwood

WCOV
MONTGOMERY—EST. 1939
COLUMBIA BROADCASTING SYSTEM
ALABAMA NETWORK
Frequency: 1240 Kc.................. Power: 250 Watts
Owned-Operated By ............................ G. W. Covington, Jr.
Business Address .................................. P.O. Box 1029, Montgomery, Ala.
Phone Number ....................................... 5781
Transmitter Location ....................... Narrow Lane Road, Montgomery
Time on the Air ....................................... 6:00 a.m. to 12 midnight
News Service ........................................ INS
Transcription Service ......................... Standard Radio
Representative ........................................ Howard H. Wilson Co.

Personnel
President-Station Mgr ....................... G. W. Covington, Jr
Commercial Manager ............................ R. B. Raney
Musical Director ...................................... Weston Britt
Program Director ................................. Sybil I. Winn
Chief Engineer ......................................... W. D. Weatherly

313
WSFA
MONTGOMERY—EST. 1930
NATIONAL BROADCASTING CO.
Frequency: 1440 Kc. . Power: 1000 d; 500 n.
Owned-Operated By ............ Montgomery Broadcasting Co., Inc.
Business Address ............ P. O. Box 1031
Phone Number ............ 836-2
Studio Address ............ Jefferson Davis Hotel
Transmitter Location ............ Narrow Lane Road.
Time on the Air ............ 5:45 a.m. to 11:30 p.m.
News Service ............ AP
Transcription Service ............ NBC Thesaurus
& M. M. Cole.
Representative ............ Headley-Reed Co.
Personnel
President-General Manager . . Howard E. Pill
Station Manager ............ John B. DeMotte
Local Sales Manager ............ W. W. Hunt
Publicity Director ............ John B. DeMotte
Program-Musical Director and Production Manager . Caldwell Stewart
Chief Announcer ............ Leland Childs
Chief Engineer ............ cliff Shelkofsky

WJHO
OPELIKA—EST. 1940
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1400 Kc. . Power 250 d; 100 n.
Owned-Operated By ............ Opelika Auburn Broadcasting Co.
Address ............ 1400 Auburn Road
Phone Number ............ 856
Transmitter Location ............ 1400 Auburn Road
Time on the Air ............ 6:00 a.m. to 12:00 mid.
News Service ............ UP
Transcription Service ............ NBC and Keystone Broadcasting System

WHBB
SELMA—EST. 1935
MUTUAL BROADCASTING SYSTEM
Frequency: 1490 Kc. . Power: 100 Watts
Owned-Operated By ............ Selma Broadcasting Company, Inc.
Business Address ............ 209 Washington St.
Phone Number ............ 1233
Studio Address ............ 209 Washington St.
Selma, Ala.
Transmitter Location ............ Seventh Ave., North
Time on the Air ............ 7:30 a.m. to 11:00 p.m.
Representative ............ Sears & Ayer, Inc.

Personnel
President . F. M. Farris, Jr.
Station and Commercial Manager ............ E. J. Sperry
Sales Promotion Mgr. ............ Josephine T. Sperry
Production Manager ............ Lynn V. McMoran
Chief Engineer ............ Lynn V. McMoran

Personnel
Station Manager and Chief Engineer ............ F. Marion Hyatt
Commercial Manager ............ Guy Mangram
Sales Promotion ............ F. Marion Hyatt

Personnel
Chief Executive ............ B. H. Hopson
General-Station Manager ............ Julien Smith, Jr.
Sales Promotion ............ Erin Reynolds
Program Director ............ Erin Reynolds
Chief Engineer ............ T. F. Kelly, Jr.
WFEB
SYLACAUGA—EST. 1945
MUTUAL BROADCASTING SYSTEM
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By: Alabama Broadcasting Company.
Business-Studio Address: 527 North Broadway
Phone Number........160
Transmitter Location: 527 North Broadway
Time on Air........6:00 a.m. to 11:00 p.m.
News Service........UP
Transcription Service........NBC

Personnel
President........E. E. Forbes, Sr.
V.P.-General Manager........J. W. Buttram
Station Manager........Hugh Webb
Sales-Promotion Manager........Hugh Webb
Program Director........Bonnie Skelton
Production-Publicity........Bill Irby
Chief Announcer........Bob Donovan
Musical Director........Ralph Bennett
Chief Engineer........James Stower

WHTB
TALLADEGA
MUTUAL BROADCASTING SYSTEM
ALABAMA NETWORK
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By: Voice of Talladega, Inc.
Address........122 S. Court Square
Phone Number........2360
Transcription Service........Standard
News Service........AP

Personnel
Chief Executive........Harry Held
General-Commercial Mgr........R. C. Hammett
Program Director........Otis Dodge
Sales Promotion........R. C. Hammett
Chief Engineer........Julius C. Vessels

WJRD
TUSCALOOSA—EST. 1936
ALABAMA NETWORK
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By: James R. Doss, Jr.
Business Address........Globe, Arizona
Phone Number........Globe 41
Studio Address........South Globe, Arizona
Transmitter Location........South Globe, Arizona
Time on the Air........Unlimited
Representative........Paul H. Raymer
News Service........AP, INS, UP
Transcription Service........Standard Radio

Personnel
President........Louis F. Long
General Manager........Paul Merrill
Station Manager........Willard Shoecraft
Commercial and Sales
Manager........Edward E. Furman
Chief Engineer........Frank Toomey
Chief Announcer........Robert Coffman

KSUN
BISBEE—EST. 1933
CBS
ARIZONA NETWORK
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By: Carleton W. Morris
Address........Box C, Birbee, Ariz.
Phone Number........Bisbee 9
Transmitter Location........Noco Rd., Bisbee, Ariz.
Time on the Air.................6:30 a.m. to 11 p.m.
News Service..................UP and Transradio
Representative................John Blair & Co.

Personnel
President-Owner-Station
Manager......................Carleton W. Morris
Commercial Manager.........Gilbert C. Alzua
Program Director..............Bonnie J. Miller
Chief Announcer..............John Earl Hickman
Chief Engineer..............David C. Karbach

KOY
PHOENIX—EST. 1922
COLUMBIA BROADCASTING SYSTEM
THE ARIZONA NETWORK
Frequency: 550 Kc..............Power: 1000 Watts
Owned-Operated By.............Salt River Valley
Broadcasting Company
Address.......................838 North Central Avenue
Phone Number..................4-4144
Transmitter Location...........12th St. & Camelback Rd.
Time on the Air..............8 a.m. to 12:00 midnight
Newspaper Affiliation............Arizona Farmer
Publishing Co. Arizona Farmer
News Service..................UP; Transradio
Representative................John Blair & Co.

Personnel
Chairman of Board..............Burridge D. Butler
Commercial Manager.............John L. Hogg
General Manager.................Albert D. Johnson
Program Director................John R. Williams
Chief Announcer and
Production Manager.............Joe Dana
Musical Director................Alfred Becker
Chief Engineer...................Lewis Sublett

KYCA
PRESCOTT—EST. 1940
AMERICAN BROADCASTING SYSTEM
Frequency: 1250 Kc..............Power: 250 Watts
Owned-Operated By..............Phoenix Broadcasting, Inc.
Business Address.................Adams Hotel, Phoenix, Ariz.
Phone Number..................4-7367
Studio Address.................Adams Hotel, Phoenix, Ariz.
Transmitter Location...........24th Ave. & Buckeye Rd.
Time on the Air...............6 a.m. to midnight.
News Service....................INS
Transcription Service...........SESAC
Representative................Howard H. Wilson Co.

Personnel
President-Owner.................Rex Shepp
Station Manager................Charlie Garld
Commercial Manager.............Arnold J. Gregory
Program Director...............Frank James
Promotion Manager..............Richard Canaday
Chief Engineer.................Wayne Fernyough

KTAR
PHOENIX—EST. 1922
ABC
ARIZONA BROADCASTING SYSTEM
Frequency: 620 Kc..............Power: 5000 Watts
Owned-Operated By..............KTAR Broadcasting Company
Business Address.................711 Heard Building
Phone Number..................4-4161
Studio Address..................Atop the Heard Building
Transmitter Location...........38th St. & East Thomas Road
Time on the Air..............6:00 a.m. to 12:00 midnight;
Sundays, 6:45 a.m. to 12:15 a.m.
News Service....................AP; INS; UP
Transcription Service.............NBC Thesaurus, Standard Radio Library.
Representative................Paul H. Raymer Co.

Personnel
Chief Owner-Ch. of Bd...........John J. Louis
President & General Manager....Dick Lewis
Sales-Commercial Manager......Bill Harvey
Sales Promotion-Merchandising
Manager.........................Arnold LaBenz
Program Director...............J. Howard Pyle
Production Manager..............John McGreevey
Publicity Director..............John Snow
Musical Director................Pierson Bancroft
Chief Engineer..................A. C. Anderson

KYCA
PRESCOTT—EST. 1940
NATIONAL BROADCASTING COMPANY
ARIZONA BROADCASTING SYSTEM
Frequency: 1490 Kc..............Power: 250 Watts
Owned-Operated By..............Southwest Broadcasting Company
Address.........................East Gurley St.
Phone Number..................244
Transmitter Location...........East Gurley St.
Time on the Air..............Unlimited License
News Service.....................INS and AP
Transcription Service.........Standard Library
Representative................Paul Raymer Co.

316
Follow-Thru...

ESSENTIAL IN
RADIO ADVERTISING, TOO

please follow through
Complete the local tieup
to sell Mighty Main Street

More and more national radio advertisers now realize the importance of bringing their network programs directly into the homes of the 28 million small town and rural inhabitants who get no signals, or inferior signals, from major wired networks.

Surveys show that, in the absence of this immediate, local tieup, many "BEYOND-METROPOLITAN" listeners had never heard of the so called "nationally radio-advertised" product. When they heard of it over a remote station, they never thought of it as being available in their own neighborhood stores.

This current attitude is reflected in indifference among "BEYOND-METROPOLITAN" DEALERS. In the absence of the necessary follow through, neighborhood dealers fail to push, promote, or display...
the items which are not known or demanded locally.

To provide this necessary "FOLLOW THROUGH," extend your wired-network programs to K B S . . . the ONLY network concentrating upon "BEYOND-METROPOLITAN" America exclusively!

Via the K B S, transcription network, you can annex this huge market — in ONE streamlined operation — with NO production headaches — at remarkably low cost per actual listener.

**QUANTITY PLUS QUALITY**

Prosperity in "BEYOND-METROPOLITAN" America is at an all-time high, — and is based on a FIRM FOUNDATION that assures its continuation.

KEYSTONE listeners are CONSTANT AND LOYAL. New Ross-Federal surveys prove they listen up to 289% as much as to all other stations in their areas combined! (complete survey upon request.)
"TOP AD COIN TO SMALL OUTLETS"

This headline from Variety acknowledges the tremendous surge of interest in "BEYOND-METROPOLITAN" AMERICA among leading national radio advertisers, ALKA-SELTZER, GENERAL FOODS, BRMO Seltzer, WILD-ROOT, CORONET, STERLING DRUGS... are a few of the outstanding national advertising successes on KBS facilities... scooping 200 stations in ONE transaction instead of 200... with ONE Time order, One Time Clearance — One schedule — One mechanics operation... One source for affidavits — One invoice. May we help YOU to "FOLLOW THROUGH"... by custom-fitting a list of KBS STATIONS to suit your requirements.

KEYSTONE BROADCASTING SYSTEM, Inc.
580 Fifth Avenue, New York 19

CHICAGO 2, HOLLYWOOD 28
**Personnel**

President-Owner: Jack J. Louis  
Station and Commercial Manager: Harold Ritter  
Program Director: Roberta Pfister  
Publicity Director: Marcia Gates  
Chief Engineer: George Eitel  
Sales Promotion Manager: Byron Lee McCall

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**KGLU**  
SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.  
ARIZONA BROADCASTING SYSTEM

Frequency: 1450 Kc.  
Power: 250 Watts  
Owned-Operated By: Gila Broadcasting Company

President: Louis F. Long  
Station Manager: Paul Merrill  
Commercial and Sales Promotion Manager: Edward E. Furman  
Program Director, Production Manager and Chief Announcer: Norman B. Harrington  
Chief Engineer: Herbert Hartman

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**KYUM**  
YUMA—EST. 1940

COLUMBIA BROADCASTING SYSTEM  
ARIZONA NETWORK

Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Operated By: Yuma Broadcasting Co., Inc.

President: R. N. Campbell  
Station Manager: Ray Smucker  
Program Director: Leavenworth Wheeler  
Chief Engineer: Leavenworth Wheeler

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**KV OA**  
TUCSON—EST. 1929

NATIONAL BROADCASTING CO.  
ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc.  
Power: 1000 Watts  
Owned By: KTAR Broadcasting Co., Inc.  
Operated By: Arizona Broadcasting Company, Inc.

President: R. B. Williams  
Station Manager: R. B. Williams  
Sales Promotion: Fred J. Gerletti  
Program Director: Ben L. Slack, Jr.  
Publicity Director: Fred J. Gerletti  
Chief Engineer: Ray H. Holscaw
ARKANSAS
For Major Markets—Radio Homes 1946 Please Turn To Pages 247-255

K L C N
BLYTHEVILLE—EST. 1922
ARKANSAS NETWORK
Frequency: 900 Kc. Power: 1000 Watts
Owned and Operated By Harold L. Sudbury
Address: Sudbury Bldg.
Phone Number: 2093
Transmitter Location: East Highway 18
Time on the Air: 6 a.m. to local sunset
News Service: UP
Transcription Service: World, Cole
Representative: The John E. Pearson Co.

Personnel
Owner-Manager: Harold L. Sudbury
Sales Promotion Manager: J. T. Sudbury
Program Director: Ray Van Hooser
Chief Announcer: Russ Hodge
Publicity Director: Bill Cherry
Chief Engineer: Bob Connoi

K A M D*
CAMDEN—EST. 1945
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Camden Radio, Inc.
Address: 2010 Ft. Worth National Bank Bldg., Fort Worth, Tex.

Personnel
Chief Executive: W. R. Hussman
* Construction Permit.

K E L D
EL DORADO—EST. 1935
AMERICAN BROADCASTING CO.
ARKANSAS NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Radio Enterprises, Inc.
Business Address: Exchange Building, El Dorado, Ark.
Studio Address: Country Club Colony
Phone: 1313
Transmitter Location: Country Club Colony
Time on the Air: 6:45 a.m. to 10:45 p.m.
News Service: AP
Transcription Service: Standard Radio
Representative: Cox and Tanz

Personnel
President: T. H. Barton
Station and General Manager: Leon Sipes
Sales Promotion Manager: W. N. McKinney
Commercial-Publicity Director: J. R. Duerson
Musical-Program Director: Ed Gideon
Chief Engineer: A. W. Hearin

K G R H*
FAYETTEVILLE—EST. 1945
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Fayetteville Broadcasting Company
Address: Fayetteville, Ark.

Personnel
Owners: George Bennett, Russell Bennett, Hal Douglas
* Construction Permit.

K F P W
FORT SMITH—EST. 1930
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Southwestern Hotel Co.
Address: 1213 Garrison Ave.
Phone Number: 4106-4107-7069-5554
Transmitter Location: Albert Pike & Kelley Highway
Time on the Air: Sundays, 6:00 a.m. to 11:00 p.m.
News Service: UP and AP
Transcription Service: M. M. Cole & World Broadcasting System

Personnel
President and General Mgr.: John A. England
Station Manager: J. E. “Pat” Garner
Commercial-Sales Promotion Manager: Bill Slates
Program Director-Production Manager: Dorothy Gibson
Musical Director: Glenn O’Neal
Chief Announcer: Bill Stapleton
Chief Engineer: John M. VanHorn

318
ARKANSAS

KFFA
HELENA—EST. 1941
MUTUAL BROADCASTING SYSTEM
ARKANSAS NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Helena Broadcasting Co.
Address: 215 York St.
Phone Number: Main 59
Transmitter Location: 215 York St.
Time on the Air: 7:00 a.m. to 10:15 p.m.
News Service: AP
Transcription Service: Keystone Broadcasting System & Lang-Worth.

Personnel
President-General Manager: Sam Anderson
Production Manager: Barton Wellborn
Program Director: Elizabeth Shepperson
Publicity Director: Hugh Smith
Chief Announcer: Bill Tappan
Musical Director: S. B. Williamson
Record M.C: Bill Tappan
Chief Engineer: M. C. McKenney

KTHS
HOT SPRINGS—EST. 1924
AMERICAN BROADCASTING CO.
Frequency: 1090 Kc. Power: 10,000 d.; 1000 n.
Owned-Operated By: Radio Broadcasting, Inc.
Address: 135 Benton Street
Phone Number: 1160-1
Transmitter Location: Malvern Road
Time on the Air: 6:00 a.m. to 12 midnight
News Service: UP & AP
Transcription Service: Lang-Worth
Newspaper Affiliation: Shreveport Louisiana Times.
Representative: Branham Company

Personnel
President: John D. Ewing
Station Manager: K. K. Kellam
Commercial Manager: Ed Apper
Program Director: William S. Bailey
Chief Engineer: Cecil Suit

KWFC
HOT SPRINGS—EST. 1940
MUTUAL BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Clyde E. Wilson
Address: 819 V2 Central
Phone Number: 412-3
Transmitter Location: 819 V2 Central
Time on the Air: 7 a.m. to 11 p.m.
News Service: AP
Transcription Service: Standard Radio, Keystone.

Personnel
Owner: Clyde E. Wilson
Station & General Sales Manager: Robert Choate
Program Director: Gene Edsal
Sales Promotion: Robert Harrison
Chief Announcer: Wilson Hurst
Chief Engineer: Earl H. Butler

KBTM
JONESBORO—EST. 1930
MUTUAL BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned By: Jay P. Beard and Veda F. Beard
Operated By: Owners
Address: KBTM Bldg., Madison at Jackson Sts.
Phone Number: 597
Transmitter Location: Tower Place, East of Jonesboro
Time on the Air: 6:00 a.m. to 10:00 p.m.
Transcription Service: World Broadcasting System
West Coast Representative: Gene Grant

Personnel
President and General Manager: Jay P. Beard
Sales Promotion Manager: William H. Cate
Program Director-Production Manager: Mrs. Estelle Fox
Program Director: Ted Rand
Chief Announcer: Ed Coughlin
Record M.C: Bill Tappan
Chief Engineer: John E. Douglas

KARK
LITTLE ROCK—EST. 1931
NATIONAL BROADCASTING CO.
SOUTHCENTRAL QUALITY NETWORK
Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By: Arkansas Radio & Equipment Co.
Address: 112 East Capitol Ave.
Phone Number: LD 224
Transmitter Location: Jackson Blvd., North Little Rock

319
Time on the Air...5:30 a.m. to 12 midnight; Sundays 6:45-12 midnight.
News Service.........................AP, UP
Transcription Service...........Standard
Representative........................Edward Petry & Co.

**Personnel**

President-Owner....................T. H. Barton
V. P., Gen. Mgr., and Station
Manager..............................G. E. Zimmerman
Sales-Commercial Manager......Julian F. Haas
Program Director-Production
Manager....................Douglas J. Romine
Publicity Director..............A. C. Dowden
Musical Director....................Tommy Scott
Chief Engineer.....................Dan L. Winn

**K G H I**

LITTLE ROCK—EST. 1927
AMERICAN BROADCASTING CO.

Frequency: 1230 Kc................Power: 250 Watts
Owned-Operated By..............KGHI Broadcasting Service.
Address..........................P.O. Box 3099, Union Life Bldg.
Phone Number....................9166
Transmitter Location..............Gazette Building
Time on the Air..............6 a.m. to 12:00 midnight
Transcription Service...........Associated
Representative....................Walker Co.

**Personnel**

Station and General
Manager.....................S. C. Vinsonhaler
Commercial Manager..............R. E. Rives
Sales Promotion..................Rolfe Corbett
Program Director..............Dorothy Parker
Chief Engineer....................V. O. Vandusen

**K L R A**

LITTLE ROCK—EST. 1927
COLUMBIA BROADCASTING SYSTEM

Frequency: 1010 Kc..............Power: 10000 d; 5000 n.
Owned-Operated By...........Arkansas Broadcasting Company
Address...........Gazette Bldg., 3rd & Louisiana Sts.
Phone .........................5427
Transmitter Location.............7 miles out on Memphis Hi-Way
Time on the Air..........18 hours 35 minutes, per day, Mondays through Saturday; 17
hours 5 minutes, Sundays.
Newspaper Affiliation............Gazette Publishing Co.
News Service....................AP, UP
Transcription Service...........World Broadcasting Service
Representative...................The Katz Agency

**K A P T**

NORTH LITTLE ROCK—EST. 1945

Frequency: 1450 Kc..............Power: 250 Watts
Owned-Operated By...........Arkansas Airwaves Co.
Address.........................217 E. 3rd St.
* Construction Permit.

**K O T N**

PINE BLUFF—EST. 1934
MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc..............Power: 250 Watts
Owned-Operated By...........Universal Broadcasting Corp.
Address.........................505½ Main St.
Phone Number....................721
Transmitter Location.............505½ Main St.
Time on the Air..............6:00 a.m. to 11:00 p.m.
News Service....................UP and AP
Transcription Service...........Thesaurus

**K U O A**

SILOAM SPRINGS—EST. 1922

Frequency: 1290 Kc..............Power: 5000 Watts
Owned-Operated By...........KUOA Incorporated
Address.........................Siolam Springs, Ark.
Phone Number....................77
Transmitter Location.............Siolam Springs, Ark.
Time on the Air..............6:30 a.m. to Local Sunset
News Service....................UP
Transcription Service...........World Broadcasting System, Keystone Broadcasting System
Representative....................The Walker Company

**Personnel**

President......................J. N. Heiskell
General and Station Manager....Roy Judge
Program-Publicity Director......James Woodard
Commercial Manager............Roy Judge
Chie. Engineer...................K. F. Tracy

President-General Manager......B. J. Parrish
Sales Promotion Manager......R. W. Etter
Program Director...............Lois Sloan
Chief Announcer..................Wendell Atchison
Chief Engineer...................B. J. Parrish

President......................John E. Brown
General Manager..................Storm Whaley
Sales Director....................Galen O. Gilbert
Program Director................Mary Shaw
Chief Engineer...................Kenneth Maxwell
"SPORTS STAR SPECIAL"

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.

The local sports commentator becomes part of the show through a unique new technique called "Cue-In."

"Cue-In" localizes and personalizes.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.
Students have often smiled over Shakespeare's use of the word "convenient" in this instance. But the dictionary says another meaning is "adapted to requirements".

Advertisers know that the Beeline is adapted to any requirements that they might have in their radio broadcasting—from chain-breaks to remote control programs.

The Beeline with its forty-two primary counties is the only combination of stations that properly can cover the California Central Valleys plus Western Nevada.

WHAT THE Beeline IS... not a regional network but a group of long-established key stations, each the favorite in its community... combined for national spot business.

See the McClatchy Beeline rate listing, first under California in Standard Rate and Data.
Personnel
President-Station Manager .... Arthur Westlund
Sales Promotion Manager .... Don Hambly
Program-Publicity Director ... Les Avery
Musical Director .............. Harrold Hawley
Chief Engineer ................. McKernan

KROP
BRAWLEY—EST. 1945
Frequency: 1300 Kc. .... Power: 1000 D; 500 N.
Owned-Operated By .... Broadcasting Corp. of America
Address .............. 3401 Russell St., Riverside, Calif.
* Construction Permit.

KHS L
CHICO—EST. 1935
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Frequency: 1290 Kc. .... Power 1,000 Watts
Owned-Operated By .... Golden Empire Broadcasting Co., Inc.
Address .............. 336 Broadway
Phone Number ......... Chico 237-8
Transmitter Location ... Hooker Oak and Madrone Aves.
Time on the Air: 7:00 a.m. to 11:00 p.m.; 8:00 a.m. to 11:00 p.m., Sundays
News Service ............. UP
Transcription Service .... Standard Radio
Representative ......... W. S. Grant Co.

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
Transmitter Location ... 601 Ashby Avenue
Time on the Air ......... Unlimited
News Service ............. Standard Radio
Transcription Service .... Standard Radio

K XO
EL CENTRO—EST. 1927
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Frequency: 1230 Kc. .... Power: 250 Watts 250 N
Owned-Operated By .... Valradio, Inc.
Business Address ......... Box 140, El Centro
Address .............. 793 Main St.
Phone Number ......... 1100, 1120
Transmitter Location ... 793 Main St.
Time on the Air ......... 6:00 a.m. to 11:00 p.m.
Transcription Service .... Standard Radio, Sesac, Cole.
Representative ......... Paul H. Raymer Co.
KFRE
FRESNO—EST. 1942
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By: J. E. Rodman
Address: T. W. Patterson Bldg.
Phone Number: 4-5001
Transmitter Location: Clinton & First Sts.
Time on the Air: 5:00 a.m. to 12:00 midnight
News Service: UP
Transcription Service: Associated Music Publishers and World
Representative: John Blair & Co.

Personnel
Owner: J. E. Rodman
General Manager: Paul R. Bartlett
Program Director: Francis L. Quinn
Chief Engineer: Harold R. Brown

KMJ
FRESNO—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 580 Kc.  Power: 5,000 Watts
Owned-Operated By: McClatchy Broadcasting Co.
Address: 1559 Van Ness Ave.
Phone Number: 3-6277
Transmitter Location: North & Madera Aves., Kerman
Time on the Air: 24 hours daily
Newspaper Affiliation: McClatchy Newspapers
News Service: UP & AP
Transcription Service: NBC Thesaurus
Representative: Paul H. Raymer Co.

Personnel
President: Eleanor McClatchy
Station Manager: Keith Collins
Sales Manager: Coyle Chambers
Sales Promotion Manager: Jack Griffith
Program and Musical Director: Andy Patterson
Publicity Director: Jack Griffith
Chief Engineer: Wm. N. Wallace

KIEV
GLENDALE—EST. 1933
Frequency: 870 Kc.  Power: 250 Watts
Owned-Operated By: Cannon Broadcasting System, Ltd.
Address: 102 N. Glendale Ave.
Phone Number: 1-1133
Transmitter Location: 102 N. Glendale Ave.
Time on the Air: Daytime License
News Service: UP
Representative: Biddick
Personnel

President..................David H. Cannon
General Manager.............L. W. Peters
Program Director............R. W. Muller
Chief Engineer...............John W. Tutt

KFOX
LONG BEACH—EST. 1924
ASSOCIATED BROADCASTING SYSTEM

Frequency: 1280 Kc.       Power: 1000 Watts
Owned-Operated By: Nichols & Warinner, Inc.
Address..................220 E. Anaheim Street
Phone Number................672-81
Transmitter Location.......220 E. Anaheim Street
Time on the Air...............5:00 a.m. to 11:00 p.m.
News Service................UP
Transcription Service ......Standard Radio,
Langworth Transcription Service; SESAC
Representative...............Biddick

Personnel

President, Station Manager and
Program Director........Hal G. Nichols
Commercial and Sales Promotion Manager
and Chief Engineer........Lawrence W. McDowell

KGGER
LONG BEACH—EST. 1926

Frequency: 1390 Kc.       Power: 5000 Watts
Owned-Operated By: Consolidated Broadcasting Corp.
Business Address...........435 Pine Ave.
Phone Number..............Long Beach 680-41
Studio Addresses: 435 Pine Ave.; 843 So. Olive, Los Angeles
Transmitter Location......Atlantic & Compton Blvds.
Time on the Air.............24 hours daily
News Service................AP & INS
Transcription Service: World Broadcasting System, Standard Radio, Lang-Worth, McGregor and Associated National
Representative...............Joseph Hershey McGilvra

KECA
LOS ANGELES—EST. 1929
AMERICAN BROADCASTING CO.

Frequency: 790 Kc.       Power: 5000 Watts
Owned-Operated By: American Broadcasting Co.
Address..................1440 No. Highland Ave.
Phone Number................Hillside 8231
Transmitter Location.....2951 S. Fairfax Ave.
Time on the Air...............5:45 a.m. to 12 midnight
6:45 a.m. to midnight, Sunday
News Service................UP, AP & INS
Transcription Service ......Thesaurus and Lang-Worth.
Representative...............ABC Spot Sales

Personnel

President..................Mark Woods
Station Manager.............Clyde P. Scott
Commercial and Sales Manager........Amos T. Baron
Sales Promotion-Merchandising Manager........Jack O’Mara
Program Director...........William J. Davidson
Production Manager.........Rollo Hunter
Publicity Director..........Virginia West
Musical Director............Buzz Adlam
Chief Engineer...............T. B. Palmer

KFAC
LOS ANGELES—EST. 1933

Frequency: 1330 Kc.       Power: 1000 Watts
Owned-Operated By: Los Angeles Broadcasting Company, Incorporated
Address..................645 South Mariposa
Phone Number................Fitzy 1231
Transmitter Location......3725 Chesapeake, L. A., Calif.
Time on the Air...............24 hours daily
News Service................AP
Transcription Service ......WBS, Associated

Personnel

President-General Manager...Calvin J. Smith
Sales-Commercial Manager...Calvin J. Smith
Production-Program Director.Charles Graville
Publicity Director..........Eileen Wheatley
Musical Director............Elinith Eastcott
Chief Announcer...............Charles Graville
Chief Engineer...............Calvin J. Smith
KFI
LOS ANGELES—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 640 Kc. Power: 50,000 Watts
Owned-Operated By: Earle C. Anthony, Inc.
Address: 141 North Vermont Ave.
Phone Number: FAirfax 2121
Transmitter Location: Buena Park, Calif.
Time on the Air: 24 Hours Daily, Except Tues.—12 Hours
News Service: UP, City News
Transcription Service: Standard Radio, Lang-Worth, World, EMI
Representative: Edward Petry & Co., Inc.

Personnel
President: Earle C. Anthony
General Manager: William B. Ryan
Sales Manager: Geo. A. Whitney
Program Director: Don McNamara
Production Manager: Bob Hiestand
Publicity Director: Dean Moxley
Director of Promotion and Public Service: J. G. Paltridge
Musical Director: Claude Sweeten
Chief Engineers: Curtis Mason, H. L. Blatterman

KFWB
LOS ANGELES—EST. 1925
Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By: Warner Bros. Broadcasting Corp.
Address: 5833 Fernwood Ave.
Phone Number: Hempstead 5151
Transmitter Location: Baldwin Hills, Culver City
Time on the Air: 6:00 a.m. to 1:00 a.m.
News Service: AP, UP, INS
Representative: William G. Rambeau & Co.

Personnel
President: C. H. Wilder
General Manager: Harry Maitzish
Asst. General Mgr: G. McGuire Pierce
Production-Program Director: William Ray
Chief Announcer: Harry Hall
Musical Director: Dion Romandy
Commercial Manager: Berne Wilkins
Sales Promotion: Don Ross
Chief Engineer: Harry Myers

KFSG
LOS ANGELES—EST. 1924
Frequency: 1150 Kc. Power: 2500 d. 1000 n.
Owned By: Echo Park Evangelistic Ass'n
Operated By: Angelus Temple, Church of the Foursquare Gospel.
"In our book KFWB is the No. 1 public service station."

-JACK HELLMAN, Daily Variety

For service... showmanship... sales, it's KFWB

WARNER BROS. HOLLYWOOD

KFWB was the only radio station to broadcast every minute of every session of the San Francisco United Nations Security Conference.
Reflecting KGFJ’s ever-enlarging service to the music loving world
is its move to a new home—Hollywood House—at Sunset and Vine.

Here—at the Cross Roads of Radio, clients and agencies alike will find an easily accessible contact with KGFJ’s unique and effective programming. Pay us a visit. The latch string is always out at Hollywood House.

KGFJ
1230 KC
The Twenty-four Hour Station
Thelma Kirchner, Manager

Address..................1100 Glendale Blvd.
Phone Number................Exposition 1141
Transmitter Location.........1100 Glendale Blvd.
Time on the air: 7:45 p.m. to 12 midnight (except Fridays); Sundays, 10:30 a.m. to 12:30 p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12 midnight

Personnel
President..................Dr. Rolf K. McPherson
General Manager...........Rev. Jack Carmain
Program-Musical Director......John Vitallo
Chief Announcer...............Marshall Harry
Chief Engineer...............Harvey Haas
* Non-Commercial Station.

K F V D
LOS ANGELES

Address.............338 South Western Avenue
Phone Number..............Drexel 2391
Transmitter Location..8300 Cattaraugus St.
Time on the Air............6 a.m. to local sundown
News Service....................UP
Transcription Service........Lang-Worth

Personnel
President-General Manager.....J. Frank Burke
Sales-Commercial Manager.......Howard Gray
Chief Engineer..................Jack Fredericks

K G F J
LOS ANGELES—EST. 1926

Frequency: 1230 Kc........Power: 100 Watts
Address.............6314 Sunset Blvd.
Phone Number..............Prospect 2434
Transmitter Location.Washington & Oak Sts.
Time on the Air............Unlimited license
News Service..................INS
Transcription Service........Associated Music Publishers.

Personnel
Owner..................Ben S. McGlashan
General & Station Manager...Thelma Kirchner
Sales-Commercial Manager...Thelma Kirchner
Sales Promotion-Merchandising Manager......Thelma Kirchner
Program-Publicity Director...Thelma Kirchner
Production Manager-Musical Director........Thelma Kirchner
Chief Engineer...............Homer Obuchon
KHJ
LOS ANGELES—EST. 1921
MBS—DON LEE
Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By: Don Lee Broadcasting System
Business Address: 5515 Melrose Ave.
Phone Number: Hollywood 8111
Transmitter Location: Venice Blvd. and Fairfax
Time on the Air: 24 hours daily; Monday, 12:00 midnight to 6:00 a.m.
News Service: AP, INS
Transcription Service: World Broadcasting System
Representative: John Blair & Co.

Personnel
President: Thomas S. Lee
Vice-President and General Manager: Lewis A'len Weiss
Vice President and Assistant Manager: Willet H. Brown
Commercial Manager: Sydney Gaynor
Publicity Director: Harriet Crouse
Program Director: Pat Campbell
Chief Announcer: Tony La Frano
Musical Director: Harry Zimmerman
Chief Engineer: Frank Kennedy

KLAC *
LOS ANGELES—EST. 1924
Frequency: 570 Kc. Power: 1000 Watts
Owned-Operated By: Dorothy S. Thackrey
Address: 1003 Cahuenga Blvd.
Phone Number: Hillside 1181
Transmitter Location: 1000 Cahuenga Blvd.
Time on the Air: 5:30 a.m. to 1:00 a.m.
News Service: INS, AP, UP
Transcription Service: Lang-Worth; Standard Radio
Representative: Burn-Smith Co.

Personnel
General Manager: Don J. Fedderson
Program Manager: Jim Strain
Commercial Manager: H. R. Land
Chief Announcer: Al Warner
Musical Director: Oreste Tomasso
Chief Engineer: Earl Buchanan

* Formerly KTMR.

KNX
LOS ANGELES—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1070 Kc. Power: 50,000 Watts
Owned-Operated By: Columbia Broadcasting System, Inc.
Address: 6121 Sunset Blvd.
Phone Number: Hollywood 1212
Transmitter Location: Columbia Park, Torrance, Calif.
Time on the Air: 6:00 a.m. to 1:05 a.m.
News Service: AP; INS: UP
Transcription Service: Lang-Worth, Associated Representative

Personnel
Vice President and General Manager: Donald W. Thornburgh
Ass't Gen'l Mgr. and Director of Network Sales: Harry W. Witt
Pacific Coast Sales Mgr.: Charles Morin
Sales Manager (KNX): J. A. Morton
Sales Promotion Manager: Ralph Taylor
Merchandising & Sales Service Manager: Ernest H. Martin
Radio Sales Representative: Meredith Pratt
Program Manager: Tom Hargis
Chief Engineer: Lester H. Bowman
Director of Public Relations: Chet Huntley
Director of Press Information: Lloyd Brownfield
Operations Manager: Ben Paley
CBS Western Musical Director: Lud Gluskin
Musical Director (KNX): Wilbur Hatch
Continuity Chief: Everett Tomlinson
Production Manager: Edith Todesca
Managing News Editor: John Todesca
Stations Relations Manager: E. W. Buckalew

KRKD
LOS ANGELES—EST. 1927
Frequency: 1150 Kc. Power: 2500 d.; 1,000 n.
Owned-Operated By: Radio Broadcasters, Incorporated
Business Address: 541 So. Spring Street
Phone Number: Tucker 7111
Studio Addresses: 312 Spring Arcade Bldg.; 541 So. Spring St.
Transmitter Location: 1100 Lemoynne
Time on the Air: Shares Time with KFSG
News Service: INS
Transcription Service: SESAC

Personnel
Chief Executive: Frank P. Doherty
General Manager: Ned Connor
Program Director: Venna Taylor
Chief Engineer: Willis O. Freitag
You can count on progressive programming to keep KMPC always out in front of the Western radio parade. KMPC sets the leader’s pace with better programs built from sparkling new talent by top staff names. As a result, more listeners are spending more time with the “Station of the Stars”. And more and more advertisers are lining up their advertising dollars behind the WEST’S GREATEST INDEPENDENT—KMPC. Join the parade. Remember, you’re always in good company when you advertise on KMPC.

FULL INFORMATION AT YOUR PAUL H. RAYMER CO. OFFICE
KMPC
LOS ANGELES—EST. 1928
Frequency: 710 Kc. . . . Power: 10,000 Watts
Owned By: KMPC, The Station of the Stars, Inc.
Address: 5939 Sunset Blvd.
Phone Number: Hollywood 5341
Transmitter Location: 12755 Burbank Blvd.
Time on the Air: 6 a.m. to midnight
News Service: UP and AP
Transcription: Associated, World
Representative: Paul H. Ruyer Co.

Personnel
President: G. A. Richards
V. P. & Gen. Mgr.: Robert O. Rynolds
Commercial Manager: Herbert Wixson
Production Manager: Charles Calvert
Program Manager: C. G. Renier
Promotion-Publicity Director: Willard Hanes
Musical Director: Ted Steele
Chief Engineer: Lloyd Cigmon

KMYC
MARYSVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Frequency: 1450 Kc. . . . Power: 250 Watts
Owned-Operated By: Marysville-Yuba City Broadcasters, Inc.
Address: P. O. Box 631, Marysville, Calif.
Phone Number: 2080
Transmitter Location: Three miles north of Marysville on Laurellan Road
Time on the Air: 6:30 a.m. to 12 midnight
News Service: UF
Transcription Service: World and M. M. Cole
Representative: W. S. Grant Co.

Personnel
President: Horace Thomas
Station and Commercial Manager: Joe D. Carroll
Program Director and Production Manager: Jayn Feller
Chief Engineer: Joe D. Carroll
Chief Announcer: Hedley Hall
Musical Director: George Davidson

KYOS
MERCED—EST. 1936
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Business Address: P. O. Box 717
Frequency: 1490 Kc. . . . Power: 250 Watts
Owned-Operated By: Merced Broadcasting Company
Phone Numbers: 1430; 1431

KTRB
MODESTO—EST. 1933
Frequency: 860 Kc. . . . Power: 1000 Watts
Owned-Operated By: KTRB Broadcasting Co.
Business Address: P. O. Box 593
Phone Number: 774
Studio and Transmitter: Norwegian Ave.
News Service: INS
Transcription Service: World, Lang-Worth
Representative: W. S. Grant

Personnel
President-Station Manager: Wm. H. Bates, Jr.
Sales Manager: Virgil V. Risley
Program Director: Cecil Lynch
Chief Engineer: Wm. H. Bates, Jr.

KDON
MONTEREY—EST. 1935
DON LEE—MUTUAL
Frequency: 1240 Kc. . . . Power: 250 Watts
Owned-Operated By: Monterey Peninsula Broadcasting Co.
Business Address: 275 Pearl St.
Phone Number: Monterey 8501
Studio Addresses: 275 Pearl St.; 137 Monterey St., Salinas
Transmitter Location: Municipal Wharf
Time on the Air: 6:30 a.m. to 11:15 p.m.; Sunday 7:30 a.m.
Newspaper Affiliation: Monterey Peninsula Herald; Salinas, Californian
News Service: UP
Transcription Service: NBC Thesaurus, Associated

Personnel
President: Paul H. Caswell
Station Manager: Reed Pollock
Sales Promotion Manager: George Ross
Program Director: Edward Duty, Jr.
Production Manager: Ford Warner
Publicity Director: George Ross
Chief Announcer: Orel Phillips
Chief Engineer: Omar Wright
**KWBR**

**OAKLAND—EST. 1921**

Frequency: 1310 Kc. Power: 1000 Watts
Owned by: Warner Brothers
Operated by: Warner Brothers
Address: 327-21st Street
Phone Number: Higate 1212
Transmitter Location: 327-21st Street
Time on the Air: 24 hours
News Service: INS
Representative: Wm. G. Rambeau

**Personnel**

President-General Manager: S. W. Warner
Station-Sales-Commercial Manager: F. Wellington Morse
Program Director: Sylvia L. Chandler
Chief Announcer: Dave Moore

**KROW**

**OAKLAND—EST. 1925**

Frequency: 960 Kc. Power: 1000 Watts
Owned-Operated By: KROW, Inc.
Business Address: 464 - 19th Street
Phone Number: GLENcourt 6774
Studio Addresses: 464 19th St., San Francisco Newsreel Theatre, Oakland, Calif.
Transmitter Location: 1522 - 8th Avenue
Time on the Air: 17 1/2 hours daily
News Service: UP
Transcription Service: Standard Radio; Langworth

**Personnel**

President-General Mgr: Sheldon Sackett
Commercial Manager-Station Manager: Wilton Guzendorfer
Production Manager: R. W. Wassenberg
Publicity Director: Mercedes Prosser
Chief Engineer: C. E. Downey

**KXLA**

**PASADENA—EST. 1942**

Frequency: 1110 Kc. Power: 10,000 Watts
Owned-Operated By: Pacific Coast Broadcasting Co.
Business Address: 1401 South Oak Knoll Ave.
Phone Number: RYan 1-6991
Studio Address: 1401 Oak Knoll Ave.
Transmitter Location: El Monte, Calif.
Time on the Air: 24 Hours
News Service: INS
Transcription Service: Lang-Worth; Associated Music Publishers
Representative: Joseph Hershey McGillvra, Inc.

In 5 years (by official census)

**OAKLAND GROWS 31.6% ... to 401,257**

(Metropolitan Oakland near million)

It's official ... just certified to the U.S. Bureau of Census. A special count places Oakland fourth (possibly third) among Coast cities ... at least 26th in the nation! Oakland is increasingly a market all its own. And you can't overlook the fact that ...

**KROW**

"The Home Interest Station"

15 Oakland's Leading Radio Station

RADIO CENTER BLDG., OAKLAND 12, CALIF.

National Representatives: Radio Advertising Co.
Personnel
General Manager. Loyal K. King
Station-Commercial Manager. Loyal K. King
Program-Publicity Director. Norman Rodgers
Chief Announcer. Carl Saunders
Chief Engineer. Jack Reader

KCMJ
PALM SPRINGS—EST. 1946
COLUMBIA BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned By: Palm Springs Broadcasting Co.
Address. Box KK
Phone Number. 2253-4
Studio-Transmitter Location. North Indian Ave.
Time on the Air. 6:30 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service. UP
Transcription Service. Standard Reprepenative Homer Griffith Co., Inc.

KPPC
PASADENA—EST. 1924
Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: Pasadena Presbyterian Church
Address. 585 East Colorado St.
Phone Number. Sycamore 3-4363
Transmitter Location. 585 East Colorado St.
Time on the Air. Sundays, 9 a.m. to 9 p.m.; Wednesdays, 7 p.m. to 9:30 p.m.

Personnel
General Manager. Rev. George E. Petrie
Program-Musical Director. Leon Hall
Chief Engineer. N. V. Parsons
*Non-Commercial Station

KW KW
PASADENA—EST. 1942
Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By: Southern California Broadcasting Co.
Address. 425 East Green St.
Phone. Ryan 1-8744
Transmitter Location. San Gabriel
Time on the Air. 6:00 a.m. to local sunset

KV C V
REDDING—EST. 1936
MUTUAL—DON LEE
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Golden Empire Broadcasting Co.
Studio Address. Highway No. 99
Transmitter Location. Highway No. 99
Time on the Air. 6:00 a.m. to 12:00 p.m.
News Service. UP
Transcription Service. Standard Radio: C. P. MacGregor Representative Will Grant

Personnel
Station Manager. Fred N. Stainnagel
Commercial Manager. H. E. McCarty
Sales Promotion Manager. Orville Burda
Program Director. Charles Castor
Production Manager. Lyle Mathis
Publicity Director. Ted Dooley
Chief Announcer-Musical Dir. Charles Kinsey
Chief Engineer. Russell Pope

KPRO
RIVERSIDE—EST. 1941
AMERICAN BROADCASTING CO.
Frequency: 1440 Kc. Power: 1000 Watts
Owned-Operated By: Broadcasting Corporation of America
Business Address. 3401 Russell St., Riverside, Calif.
Phone Number. Riverside 6290, San Bernardino 5157
Studio Address. 3401 Russell St., Riverside
Transmitter Location. 3401 Russell St.
Time on the Air. 5:30 a.m. to 1 p.m.
News Service. AP

Personnel
President-General Manager. W. L. Gleeson
Station Manager. Gene Williams
Sales-Commercial Manager. Gene Williams
Sales Promotion-Merchandising Manager. Mildred Thorne
Program Director.......................Kenyon E. Linn
Production Manager...................Ed McLean
Publicity Director.....................Mildred Thorn
Chief Announcer.......................Lee Lawley
Musical Director......................Marlene White
Chief Engineer.........................Cecil Cavett
Record m.c..................Ralph James

**KCRA**

**SACRAMENTO—EST. 1944**

**NATIONAL BROADCASTING CO.**

Frequency: 1340 Kc..............Power: 250 Watts
Owned By................Central Valleys Broadcasting Co.
Business Address........Calif. State Life Bldg.
Phone Number..................2-0758
Studio Address..............Calif. State Life Bldg.
Transmitter Location..........27th & American River
Time on the Air.............6:00 a.m. to 12:05 a.m.
News Service.................AP
Transcription Service..........World Broadcasting System
National Representatives.....Helen Wood and W. S. Grant

**Personnel**

General Manager.............Ewing C. Kelly
Sales Manager..................Frank Coumont
Program Director.............Irving Phillips
Publicity Director............Hill Armfield
Record m.c..................Edwin Carlson
Chief Engineer...............Marvin D. Myers

**KFBK**

**SACRAMENTO—EST. 1922**

**AMERICAN BROADCASTING CO.**

Frequency: 1530 Kc..............Power: 10,000 Watts
Owned-Operated By............McClatchy Broadcasting Co.
Business Address..............708 Eye St.
Phone Number..................2-5011
Transmitter Location..........Yola County
Time on the Air..............24 hours daily
Newspaper Affiliation........McClatchy Newspapers
News Service..................UP and AP
Transcription Service........NBC Thesaurus
Representative...............Paul H. Raymer Co.

**KROY**

**SACRAMENTO—EST. 1937**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1240 Kc..............Power: 250 Watts
Owned By......................Royal Miller, Marion Miller, L. H. Penney, and Gladys W. Penney.
Operated By......................Royal Miller Radio Address......................Hotel Sacramento Bldg.
Phone Number..................3-2525
Transmitter Location..........65th St. at 14th Ave.
Time on the Air..............6:15 a.m. to 12:00 midnight.
Sundays, 7:00 a.m. to 12 midnight.
News Service..................UP
Transcription Service........Associated Recorded PGM. Library
Representative...............Avery

**Personnel**

President-Owner..............Mrs. Royal Miller
Station Manager..............Mrs. Royal Miller
Public Relations Manager....Howard Smiley
Program Director.............Howard Smiley
Chief Engineer...............Howard Martineau

**KXOA**

**SACRAMENTO—EST. 1945**

**MUTUAL BROADCASTING SYSTEM**

DON LEE BROADCASTING SYSTEM

Frequency: 1490 kc..............Power: 250 Watts
Owned-Operated by............Lincoln Dellar
Business-Studio Address......30th & P Sts.
Phone Number..................6-4728
Transmitter Location..........30th & P Sts.
Time on the Air..............18 Hours Daily
News Service..................UP
Transcription Service........Associated. Cole
Representative...............John Blair & Co.

**Personnel**

Owner-General Manager........Lincoln Dellar
Commercial-Sales Promotion....Morton Sidley
Program-Publicity Director...Robert W. Dunn
Production Manager............Earl Russel
Chief Engineer................Neal Black

**KFXM**

**SAN BERNARDINO—EST. 1929**

**MUTUAL—DON LEE**

Frequency: 1240 Kc..............Power: 250 Watts
Owned By......................J. C. and E. W. Lee
Operated By......................Lee Bros. Broadcasting Co.
Address.........................512 Fifth St.
Phone Number..................4-761, 4-762
Transmitter Location.........990 Colton Ave.
Time on the Air..............5:45 a.m. to 12 midnight.
Sunday 6:00 a.m.
News Service..................UP

334
Califonia

Transcription Service...World Broadcasting System
Representative............John Blair & Co.

Personnel

Partners..................J. C. & E. W. Lee
Station Manager...........Maury A. Vroman
Program Director........Eberle T. Shields
Production Manager-Chief
Announcer..................Paul C. Lynde
Chief Engineer...........George W. Ewing

KFMB
SAN DIEGO—EST. 1941
AMERICAN BROADCASTING CO.
Frequency: 1450 Kc...Power: 250 Watts
Owned-Operated By;
The Jack Gross Broadcasting Co.
Address..............1075 Pacific Blvd.
Phone Number.........Main 2114
Transmitter Location...Spreckles Bldg.
Time on the Air.......18 Hours per Day
News Service........AP
Transcription Service......Standard Radio
Representative...........The Branham Co.

Personnel

President, Station and
Commercial Manager........Jack Gross
Sales Promotion Manager.....Shirley Hawley
Program Director and
Production Manager.........Paul Baron
Chief Engineer..............Caleb Frisk
Publicity Director.........Shirley Hawley

KFSD
SAN DIEGO—EST. 1926
NATIONAL BROADCASTING COMPANY
Frequency: 600 Kc....Power: 1000 Watts
Owned-Operated By........Airfan Radio Corporation, Ltd.
Address?................326 Broadway
Phone Number.............Franklin 6353
Transmitter Location.....326 Broadway
Time on the Air...........6 a.m. to Midnight,
Sunday 8 a.m. to Midnight
Transcription Service......NBC Thesaurus;
Representative...........Paul H. Raymer Co.

Personnel

President-Owner and
Station Manager...........Thomas E. Sharp
Assistant Manager.........M. R. Harris
Commercial-Sales Manager....Larry Scalf
Program Director.........Alys Phreaner
Publicity-Sales Promotion....M. R. Harris
Production-Musical Director...Russ Plummer
Chief Announcer...........Len Lundmark
Chief Engineer............Richard Gartner

San Diego County is important on any marketing map...and KFMB is important in covering this concentrated market from "within." 373,000 persons live within 15 miles of our antenna.

KFMB Sells SAN DIEGO
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO
KGB
SAN DIEGO—EST. 1931
MUTUAL—DON LEE

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By: Don Lee Broadcasting System
Address: 1017 First Ave.
Phone Number: Franklin 6151
Transmitter Location: Pickwick Hotel
Time on the air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: AP, INS, UP
Transcription Service: World Broadcasting System
Representative: John Blair & Co.

Personnel
President: Thomas S. Lee
Genl. Mgr.: Lewis Allen Weiss
Station Manager: F. D. Ide
Commercial-Sales Promotion Manager: William A. Evans
Production Manager: Jerry Lee Pecht
Program and Musical Director: James Dillon
Chief Engineer: William G. Collins
Publicity Director: Willis I. Bramin
Record m.c.: Jerry Lee Pecht

KJBS
SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc. Power: 500 Watts
Owned By: KJBS Broadcasters
Operated By: KJBS Broadcasters
Address: 1470 Pine Street
Phone Number: 4148
Transmitter Location: 1470 Pine Street
Time on the Air: 5:00 a.m. to local sunset
10:00 p.m. to 3:00 a.m.
News Service: AP, INS, UP
Transcription Service: Standard
Representative: Headley-Reed Co.

Personnel
President: E. P. Franklin
General Manager: E. P. Franklin
Sales Manager: S. G. Breyer
Program Manager: C. F. Pendleton
Musical Director: Mildred Bowyer
Record m.c.: Frank Cope
Chief Engineer: William Nielsen

KGO
SAN FRANCISCO—EST. 1924
AMERICAN BROADCASTING CO.

Frequency: 810 Kc. Power: 7500 Watts
Owned-Operated By: American Broadcasting Co.
Address: 155 Montgomery St.
Phone Number: Exbrook 6544
Transmitter Location: 5453 E. 12th St., Oakland
Time on the Air: 24 hours daily: Midnight to 5:45 a.m., Mondays
News Service: AP, INS, UP
Transcription Service: Standard, Associated, NBC Thesaurus, BMI
National Sales Office: ABC Spot Sales Representative

Personnel
President: Mark Woods
Station Manager: Gayle V. Grubb
Sales Manager: Byron H. Nelson
Promotion-Publicity Manager: Robert F. Laws
Program Director: Robert H. Wesson
Chief Engineer: A. E. Evans
Musical Director: Phil Bovero
Record Master of Ceremony: George Fenneman

KPO
SAN FRANCISCO—EST. 1922
NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc. Power: 50,000 Watts
Owned-Operated By: National Broadcasting Company
Address: Taylor & O'Farrell Sts.
Phone Number: Graystone 8700
Transmitter Location: Belmont
Time on the Air: 6:00 a.m. to 2:00 a.m.
News Service: AP; INS; UP
Transcription Service: NBC Thesaurus; Standard Radio
National Representative: NBC Spot Sales

**Personnel**

General Manager: John W. Elwood
Sales Manager: Alfred Crapsey
Program Director: Wendell Williams
Publicity Director: Louise Landis
Chief Announcer: Floyd Farr
Sales Promotion Manager: Hunter L. Scott
Station Engineer: Curtis D. Peck

**KSAN**

SAN FRANCISCO—EST. 1922

Frequency: 1450 Kc
Power: 250 Watts
Owned-Operated By: Golden Gate Broadcasting Corp.
Address: 1355 Market St., Merchandise Mart Bldg.
Phone Number: Market 8171
Transmitter Location: 135/ Market St.
Time on the Air: 18 Hours
News Service: AP
Transcription Service: Langworth
Representative: Wm. G. Rambeau Co.

**Personnel**

President: S. H. Patterson
Station and Commercial Manager: Jerry Akers
Production-Program Director: Lee Giroux
Sales Promotion: Bob Woodmansee
Publicity Director: John Ross
Chief Announcer: Bill Braly
Musical Director: Jack Buckingham
Chief Engineer: N. J. Patterson

**KSFO**

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc
Power: 5000 d.; 1000 n.
Owned-Operated By: The Associated Broadcasters, Inc.
Address: Mark Hopkins Hotel
Phone Number: Exbrook 4587
Transmitter Location: San Francisco
Time on the Air: 6:00 a.m. to 12 Midnight
News Service: INS, UP
Transcription Service: Lang-Worth
Standard World Associated Representative: Weed & Company

**Personnel**

President: W. I. Dumm
Sales Manager: John H. Schacht
Program Director: Richard M. Oddie
Public Relations Director: David C. Spencer
Chief Announcer: Robert W. Day
Musical Director: Sam Moore
Vice-President Engineering: Royal V. Howard

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If you have Availability
Chills
and
Spots Before the Eyes

TAKE THE CURE
WITH "CUE-IN"

---

SEE

AP RADIO PRODUCTIONS

Press Association, Inc.
50 Rockefeller Plaza
New York 20, N. Y.
One of America's Outstanding Independent Stations

RADIO STATION

KYA

San Francisco 5000 watts-Days 1260 KC
1000 watts-Nights
K Y A
SAN FRANCISCO—EST. 1926
Frequency: 1260 Kc... Power: 5000 d.; 1000 n.
Owned-Operated By... Palo Alto Radio Station, Inc.
Address... Hearst Bldg., 3rd & Market Sts.
Phone Number... Douglas 2536
Transmitter Location... Candlestick Point, Bay View Park
Time on the Air... 6:00 a.m. to 1:00 a.m.
News Service... INS, AP and UP
Transcription Service... Associated Music Publishers and Standard Library Service
Representative... Adam Young

Personnel
President and Station Manager... Don Fedderson
Sales and Sales Promotion Manager... D. E. Lundy
Program Director... William Brown
Chief Engineer... Paul C. Schulz
Chief Announcer... Ellis Lind

K Q W
SAN JOSE—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 740 Kc... Power: 5000 Watts
Owned-Operated By... Pacific Agricultural Foundation, Limited
Business Address... San Jose; Palace Hotel, San Francisco
Phone Numbers... Ballard 2616 (San Jose), EXbrook 3233
Studio Address... 89 E. San Antonio St.
San Jose; Palace Hotel, San Francisco
Transmitter Location... Alviso, California
Time on the Air... 5:30 a.m. to 12 midnight
News Service... INS; AP and UP
Transcription Service... Standard Radio; NBC Thesaurus, Cole.
Representative... Edward Petry & Co., Inc.

Personnel
President... Ralph R. Brunton
General Manager... C. L. McCarthy
Vice President and Publicity-Sales Promotion Manager... Wade Thompson
Program Director... Fred Ruegg
Production Manager... Grant Holcomb
Commercial Manager... D. M. Greene
Chief Engineer... Ken Owen

K V E C
SAN LUIS OBISPO—EST. 1937
MUTUAL—DON LEE
Frequency: 1230 Kc... Power: 250 Watts
Owned & Operated By... Christina M. Jacobson Trading as Valley Electric Co.

Business Address... 851 Higuera Street
Phone Number... San Luis Obispo 264
Studio Address... Mt. View & Hill Streets
Transmitter Location... Roosevelt Highway—1/2 miles north of San Luis Obispo
Time on the Air... 6:30 a.m. to 12 midnight; Sun- days, 7:00 a.m. to Midnight
News Service... AP
Transcription Service... Standard Radio and World
Representative... W. S. Grant Company

Personnel
Owner... Christina M. Jacobson
Manager... Les Hacker
Commercial and Sales Promotion Manager... Joe Shuttleworth
Program Director... William Barton
Production Manager... Aram Rejaban
Chief Announcer-Musical Director... Clark Blocher
Chief Engineer... Earle Travis

K V O E
SANTA ANA—EST. 1926
DON LEE—MUTUAL
Frequency: 1490 Kc... Power: 250 Watts
Owned-Operated By... The Voice of the Orange Empire, Inc., Ltd.
Business Address... 206 No. Main St.
Phone Number... 4901-R
Studio Address... 2825 West 5th St.
Transmitter Location... 2825 West 5th St.
Time on the Air... 7 a.m. to 12 midnight; Sundays, 7:00 a.m. to 11:00 p.m.
Transcription Service... C. P. MacGregor
Representative... W. S. Grant Co.

Personnel
President and General Manager... Ernest L. Spencer
Commercial Manager... L. S. Nicholson
Sales Promotion Manager... Marjory Marsh
Production Manager... Bill Elliott
Chief Engineer... Stan Guenther

K D B
SANTA BARBARA—EST. 1921
MUTUAL—DON LEE BROADCASTING SYSTEMS
Frequency: 1490 Kc... Power: 250 Watts
Owned-Operated By... Don Lee Broadcasting System
Address... 1309 State St.
Phone Number... Santa Barbara 4131
Transmitter Location... 17 East Haley
Time on the Air... 6:45 a.m. to 12:15 a.m.
Transcription Service... World Broadcasting System
Representative... John Blair & Co.
**Personnel**

President .................................. Thomas S. Lee
Manager ................................... Lewis Allen Weiss
Commercial Manager .............. James S. Blomfield
Sales Promotion Manager ...... Donald C. Roberts
Program Director ...................... Fin Hollinger
Production Manager ............... Donald C. Roberts
Publicity Director .................. Elizabeth Goddard
Record m.c. ............................... Raymond Dietrich
Chief Engineer ............................ William C. Buckley

**K T MS**
SANTA BARBARA—EST. 1937
AMERICAN BROADCASTING CO.

Frequency: 1250 Kc.  Power: 1000 Watts
Owned-Operated By ........... News-Press Publishing Co.
Address .................................. De LaGuerra Plaza
Phone Number .............................. 6111
Transmitter Location ............ Goleta, Calif.
Time on the Air ................. 18 Hours, Mon.-Sat.;
16 Hours, Sun.
Newspaper Affiliation ........ Santa Barbara News-Press
News Service .............................. AP
Transcription Service ............ Thesaurus Representative ............ Paul H. Raymer Co.

**KSMA**
SANTA MARIA—EST. 1946

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By ............. H. G., C. A., M. C.
Shurtleff & C. A. Center
Address .................................. 3437 Hedges Ave., Fresno, Calif.

**K S R O**
SANTA ROSA—EST. 1937

Frequency: 1350 Kc.  Power: 1000 Watts
Operated By ............................... Ruth W. Finley
Owned By ................................…. Ruth W. Finley
Business Address ............... Press-Democrat Bldg.
Phone Number .............................. 110
Studio Address .......................... 427 Mendocino Ave
Casa de Vallejo Hotel, Vallejo
Transmitter Location Fresno and Finley Aves.
Time on the Air ................. 6:00 a.m. to 10:00 p.m.
News Service ...................................... UP, AP
Transcription Service:
World Broadcasting System; Standard and Cole

**K G D M**
STOCKTON—EST. 1926
COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.  Power: 5000 Watts
Owned-Operated By ............... E. F. Peffer
Address .................................. 517 E. Market St.
Phone Number .............................. 4-4551
Transmitter Location ............ S.E. 3 miles on 99 hiway
Time on the Air ................. 6:00 a.m. to 12 midnight
News Service ................................... INS
Transcription Service: World Broadcasting System
Representative ....................... John Blair & Co.

**K W G**
STOCKTON—EST. 1921
AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By ............... McClatchy Broadcasting Co.
Address .................................. Hotel Wolf
Phone Number .............................. 22727
Transmitter Location ............ Weber & E Sts.
K H U B
WATSONVILLE—EST. 1936
AMERICAN BROADCASTING CO.
Frequency: 1340 Kc. . . . . . . .Power: 250 Watts
Operated By. . . . . . . . . . . . .Luther E. Gibson
Owned By. . . . . . . . . . . . .Luther E. Gibson
Business Address. . . . . . . .Atkinson Lane
Phone Number . . . . . . . . . .1700-1
Studio Address. . . . . . . . . .Atkinson Lane
Transmitter Location. . . . . .Atkinson Lane
Time on the Air. . . . . . . .5:45 a.m. to 11:15 p.m.
News Service . . . . . . . . . .AP
Transcription Service . . . . .World Broadcasting System
Representative. . . . . . . . . .W. S. Grant Co.

Personnel
President. . . . . . . . . . . . . . . . . . . . . . . . .Luther E. Gibson
Station Manager. . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .Roger R. Hunt
Commercial Manager. . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .Knight Johnston
Program Director. . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .Don De Wald
Chief Announcer. . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .Don Malone
Chief Engineer. . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .George Kenville

“STAR TIME”
Intensely interesting dramatizations of personalities of interest to women.
Through the unique, new “Cue-In” technique, the station’s local women’s program editor participates with the star.
“Cue-In” localizes and personalizes the program—15 minutes, transcribed.

WRITE
APRADIO PRODUCTIONS
PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.
COLORADO
For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K G I W
ALAMOSA—EST. 1929
Frequency: 1450 Kc Power: 250 Watts
Owned-Operated By E. L. Allen
Address Alamosa
Phone Number 26
Transmitter Location East Alamosa
Time on the Air 7:00 a.m. to 9:30 p.m.
News Service UP
Transcription Service Keystone

Personnel
Owner E. L. Allen
Sales Manager Lloyd Allen
Program Director Kay Allen
Chief Engineer George H. Kettle

K V O R
COLORADO SPRINGS—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1300 Kc Power: 1000 Watts
Owned-Operated By Outwest Broadcasting Company

KFEL — "THIS IS MUTUAL IN DENVER"
950 Kilocycles—with 5,000 Watts 24 hours a day
Managed by Gene O'Fallon

1946...
4th YEAR
FOR THE
KFEL NEWS HOUR

9:00 P.M. News by Associated Press, I.N.S. and the KFEL Staff
9:15 P.M. Exclusive Foreign Service of THE CHICAGO DAILY NEWS
9:30 P.M. "Top of the News" by FULTON LEWIS, JR. (MBS)
9:45 P.M. "The Inside of Sports" by BILL BRANDT (MBS)

Address Antlers Hotel
Phone Number Main 278
Transmitter Location 2803 E. Platte Avenue
Time on the Air 6:30 a.m. to 11:30 p.m.
Saturdays, 7:00 a.m. to 12 midnight
Newspaper Affiliation Oklahoma Publishing Co.
News Service AP
Transcription Service World Broadcasting System
Representative The Kats Agency

Personnel
President E. K. Gaylord
Station Manager Everett Shupe
Commercial Manager Orville W. Suhre
Chief Engineer H. C. Strang

KFEL — "THIS IS MUTUAL IN DENVER"
950 Kilocycles—with 5,000 Watts 24 hours a day
Managed by Gene O'Fallon
Represented by John Blair & Co.
KEystonE.

Glen Robert Gilbert
Tom 24 Main 6:00 KLZ
UP Dolores Dick
Main Ben Milton Power: Shirley Paul
F. Lloyd Leo INS, AP; Les Hugh Bishop T. Pillar
Power: Martha Goetz
Musical Director: Paul Godt
Chief Engineer: John Blair & Co.

Personnel
President-Manager: Gene O'Tallon
Director: Frank Bishop
Program Director: Paul Godt
Chief Engineer: Tom Atherstone
Musical Director: Paul Godt

K L Z
DENVER—EST. 1920
COLUMBIA BROADCASTING SYSTEM
Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: KLZ Broadcasting Company, Inc.
Address: Shirley Savoy Hotel Phone Number: Main 4271
Transmitter Location: South Franklin at Hampden, Englewood, Colo.
Time on the Air: 6:00 a.m. to 12:15 a.m.
News Service: INS, AP
Transcription Service: Standard
C. P. MacGregor, M. M. Cole
Representative: The Katz Agency

Personnel
President: E. K. Gaylord
Station Manager: Hugh B. Terry
Commercial Manager: Fred C. Mueller
Promotion-Publicity Manager: Roger Rameaux
Musical Director: Les Weelans
Chief Engineer: Harvey Wehrman

K M Y R
DENVER—EST. 1941
COLUMBIA BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KMYR Broadcasting Co.
Address: 1626 Stout Street Phone Number: Main 4161
Transmitter Location: 1626 Stout Street
Time on the Air: 6:00 a.m. to 2:00 a.m.
News Service: UP and AP
Transcription Service: World Broadcasting and Cole
Representative: William G. Rameaux Co.

Personnel
Owner: F. W. Meyer
Station Manager: A. G. Meyer
Commercial Manager: Ben Bezozi
Publicity Manager: E. H. Meyers
Program Director: Dolores Plested
Production Manager: Leo Cross
Chief Announcer: Bill Butterfield
Musical Director: Martha Goetz
Chief Engineer: Glen James
Record MC: Dick Schmidt

K O A
DENVER—EST. 1924
NATIONAL BROADCASTING CO.
Frequency: 850 Kc. Power: 50,000 Watts
Owned-Operated By: National Broadcasting Company
Address: 1625 California Street Phone Number: Main 6211
Transmitter Location: Aurora, Colorado
Time on the Air: 19 1/2 Hours
News Service: AP, INS; UP
Transcription Service: NBC Thesaurus, Standard

Personnel
President, National Broadcasting Co.: Niles Trammell
Station Manager: Lloyd E. Yoder
Sales Manager: James R. MacPherson
Program Director: Clarence C. Moore
Sales Promotion Manager: T. Ellsworth Stepp
Production Manager: Earle Ferguson
Publicity Director: T. Ellsworth Stepp
Chief Announcer: Gilbert Verbo
Musical Director: Milton Shrednik
Chief Engineer: Robert H. Owen

K P O F*
DENVER—EST. 1928
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Pillar of Fire
Address: 1845 Champa Street Phone Number: Tabor 3733
Transmitter Location: Bellevue Junior College, Westminster, Colo.
Time on the Air: Shares Time

Personnel
President: Bishop Alma White
Station Managers: Dr. A. K. White and Dr. Ray B. White
Program Director: Kathleen M. White
Musical Director: Orland A. Wolfram
Chief Engineer: Paul H. Schissler
*(Non-Commercial Station)
KVOD
DENVER—EST. 1925
AMERICAN BROADCASTING CO.
Frequency: 630 Kc........Power: 5000 Watts
Owned-Operated By: Colorado Radio Corp.
Address.................Midland Power: TAbor 2251
Phone Number..............North of Denver: Time on the Air: Unlimited license
News Service.................UP
Transcription Service: Associated Music
Publishers: Lang-Worth; C. P. MacGregor; Representative, Joseph Hershey McGilvra, Inc.

Personnel
President and General Manager: W. D. Pyle
Station & Commercial Manager: T. C. Ekrem
Sales Promotion Manager:........Con Hecker
Program Director:............V. W. Corbett
Publicity Director:.............B. H. Stanton
Chief Announcer:..............Donald B. Vest
Auditor:..............J. N. Hile
Assistant Program Director:............Thelma Smallenberger
Secretary:.............Elaine Barkroft
Chief Engineers: W. D. Pyle and T. C. Ekrem

KIUP
DURANGO—EST. 1935
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By: San Juan Broadcasting Co.
Address.................2800 Main Ave.
Phone Number.............117
Transmitter Location........2800 Main Ave.
Time on the Air: 7:00 a.m. to 10:00 p.m.
News Service.................UP
Transcription Service: Keystone Broadcasting System, SESAC, Cole

Personnel
Station Manager: Raymond M. Beckner
Chief Engineer: John L. Antic
Chief Announcer: Don Hoover

KFXJ
GRAND JUNCTION—EST. 1926
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 920 Kc......Power: 1000 d.; 500 n.
Owned-Operated By: Western Slope Broadcasting Co.
Address..................P. O. Box 30
Phone Number...Grand Junction 126 and 142
Transmitter Location............Hillcrest Manor
Time on the Air: 6 a.m. to 11:00 p.m.
News Service.......................UP
Transcription Service: World Broadcasting System, Standard and SESAC
Representative.....................Walker Company

KFKA
GREELEY—EST. 1921
Frequency: 910 Kc........Power: 1000 Watts
Owned: Mid-Western Radio Corp
Address.................820 8th Ave.
Phone Number..............Greeley 450-451
Transmitter Location.......Hoover Park
Time on Air: Shares Time
News Service.................UP
Transcription Service........Lang-Worth, Cole

Personnel
Managing Director: H. E. Green
General Manager: Francis Price
Program Director: Charles E. Sumerau
Chief Engineer: Ray E. Smith

KOKO
LA JUNTA—EST. 1937
KEYSTONE BROADCASTING SYSTEM
Frequency: 1400 Kc......Power: 250 Watts
Owned & Operated By: The Southwest Broadcasting Co.
Business Address..............P. O. Box 485
Transmitter Location......U. S. Highway No. 50
Time on the Air: 7 a.m.-2 p.m.; 5:30 p.m.-8:45 p.m.
Phone Number.................42
News Service.......................UP
Transcription Service........Keys’one Broadcasting System, Standard Radio, SESAC
Representative.....................Thomas F. Clark Co.

Personnel
Chief Owner-Secy-Treas: Leonard E. Wilson
Station Manager: Leonard E. Wilson
Sales Manager: Margaret W. Johnson
Production Manager: Leonard E. Wilson
Chief Engineer: Leonard E. Wilson
"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of action, thrills and chills.

An easy sales-winner for any sponsor of transcribed programs.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

EVERYTHING HERE IS CAPITAL . . .

1. THE CAPITAL CITY of Connecticut, Hartford is the center of the busy political, financial and industrial life of the state.

2. THE CAPITAL MARKET of the country, the Hartford Trading Area is the Major Market in a state which leads all others in Effective Buying Income per family.

3. THE CAPITAL STATION in this market, WDRC is a capital buy, with one low uniform rate for all advertisers, national, regional and local.

WDRC
HARTFORD 4 CONNECTICUT
WDRC-FM

BASIC CBS HARTFORD REPRESENTED BY PAUL H. RAYMER
WICC
BRIDGEPORT—EST. 1926
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
Frequency: 600 Kc....Power: 1000 d.; 500 n.
Owned-Operated by ....The Yankee Network, Inc.
Address .............Stratfield Hotel
Phone Number ..........6-1121
Transmitter Location ....Pleasure Beach, Bridgeport
Time on the Air ..........6 a.m. to 2 a.m.
News Service .........AP
Transcription Service ...Associated; Standard Radio, SESAC
Representative ...Edward Petry & Co., Inc.

Personnel
President ..................Wm. F. O'Neil
Chairman of Board ......John Shepard, 3rd
Station Manager ..........Joseph Lopez
Assistant Manager ......Thomas O'Neil
Sales Manager ..........Norman Whittaker
Sales Promotion ...James S. Powers
Program Director ......Florence Robinson
Chief Engineer ..........George Kelch

WNAB
BRIDGEPORT—EST. 1941
AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK
Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ....Harold Thomas
Address .............991 Broad Street
Phone Number ..........3-3112
Transmitter Location ...Locomobile Point—(Inner Harbor)
Time on the Air: 7:00 a.m. to midnight; Sundays, 9 a.m. to midnight
News Service ..........UP
Transcription Service ...Standard Radio
Representative ....William G. Rambeau Co.

Personnel
Owner ....................Harold Thomas
General Manager ........Bruff W. Olin, Jr.
Sales Manager ..........Terry McGough
Chief Engineer ..........Vinnie De Laurentis
Sales Promotion ........Sidney Peters
Sales Promotion ........Bruff W. Olin, Jr.
Publicity-Production Director ....Peter Bochan

WDRC
HARTFORD—EST. 1922
COLUMBIA BROADCASTING SYSTEM
YANKEE NETWORK
Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By ......WDRC, Inc.
Address .............750 Main St.
Phone Number ..........7-1188-9
Transmitter Location ...839 Blue Hills Ave., Bloomfield, Conn.
Time on the Air: 6:45 a.m.-12:05 a.m. weekdays; 8 a.m.-12:05 a.m. Sundays
News Service ..........AP & UP
Transcription Service ...World
Representative ..........Paul H. Raymer Co., R. C. Foster & Company

Personnel
President and Station Manager. Walter B. Haase
Commercial and Sales Promotion Manager ....William F. Malo
Program Director and Production Manager ......Harvey Olson
Publicity Director ..........Jack Zaiman
Chief Announcer ..........Larry Colton
Chief Engineer ..........Italo A. Martino
Record m.c.'s ..........Roy Hansen; Larry Colton; James Garrett; Dean Luce

WHTD
(Formerly Known as WNBC)
HARTFORD—EST. 1935
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By ....The Yankee Network
Address ..........54 Pratt St. (Hartford)
Phone Number ...........Hartford 7-8131
Transmitter Location ....Newington, Conn.
Time on the Air ..........6 a.m. to 1 a.m.; Sun., 8 a.m. to 1 a.m.
News Service ..........UP
Transcription Service ...Standard Radio and Associated
Company, New York, Detroit, Chicago

Personnel
Ch. of Bd. of Directors of
The Yankee Network ......John Shepard, III
Station Supervisor ..........Ralph D. Kanna
Sales Manager ..........Linus Travers
Promotion Manager ..........Robert Mooney
Chief Engineer ..........Rogers Holl
TRY SOME?

During the past eight years, Peter Paul, makers of chocolate-coconut MOUNDS—through their agency, Platt-Forbes, Inc.—have consistently employed the facilities of WTIC to sell their famous candy bar to the Southern New England Market. As a result, Southern New Englanders have tried this delicious confection, and they keep coming back for more.

Peter Paul is typical of the many advertisers who have found it both profitable and pleasant to do business with WTIC.
WHT
HARTFORD—EST. 1936
AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Hartford Times, Inc.
Address: 555 Asylum St.
Phone Number: 2-0237
Transmitter Location: 555 Asylum St.
Time on the Air: 6:30 a.m. to midnight
Sunday, 8 a.m. to midnight
Newspaper Affiliation: Hartford Times
News Service: AP
Transcription Service: Lang-Worth Standard
Representative: J. P. McKinney & Son

Personnel
Station Manager: C. Glover DeLaney
Commercial Manager: Leonard R. Schoenfeld
Sales Promotion Manager: John S. Lloyd
Program Director: F. E. Bieber
Production Manager: Charlotte Anderson
Chief Engineer: Charles S. Masini
Record m.c.'s: Joseph W. Girand
Mitchell C. Betters

WTIC
HARTFORD—EST. 1925
NWC—NEW ENGLAND REGIONAL NETWORK
Frequency: 1080 Kc. Power: 50,000 Watts
Owned-Operated By The Travelers Broadcasting Service Corporation
Address: 26 Grove Street
Phone Number: 2-3181
Transmitter Location: Avon, Connecticut
Time on the Air: 5:30 a.m. to 1 a.m.
Sundays, 8 a.m. to 1 a.m.
News Service: AP; INS; Transradio
Transcription Service: Lang-Worth, NBC, Thesaurus
Representative: Weed & Company

Personnel
General Mgr.-Station Mgr.: Paul W. Morency
Asst. General Manager: Walter Johnson
Commercial Manager: James F. Clancy
Sales Promotion Manager: Leonard J. Patricelli
Program Manager: James F. Clancy
Production Manager: Paul Lucas
Publicity Director: James F. Clancy
Chief Announcer: Bernard Mullins
Musical Director: Moshe Paranov
Plant Manager: H. D. Taylor

WELI
NEW HAVEN—EST. 1935
AMERICAN BROADCASTING CO.
Frequency: 960 Kc. Power: 1,000 d.; 500 n.
Owned-Operated By Conn. Radio Foundation, Inc.
Address: 221 Orange Street
Phone Number: 8-1133
Transmitter Location: Hamden, Conn.
Time on the Air: Unlimited
News Service: AP
Transcription Service: World Broadcasting System Library
Representative: Headley-Reed Co.

WNHC
NEW HAVEN—1944
Frequency: 1340 Kc. Power: 350 Watts
Owned-Operated By The Elm City Broadcasting Corp.
Business Address: 1110 Chapel Street
Phone Number: 8-3151
Transmitter Location: 350 Kimberly Ave.
Time on the Air: 6:30 a.m. to 1 a.m.
Representative: Wm. G. Rambeau Co.
News Service: AP
Transcription Service: Standard

Personnel
President: Patrick J. Goode
General-Station Manager: James T. Milne
Merchandising Manager: Vincent Callaman
Program Director: Kenneth Carter
Production Manager: George Chapman
Publicity Director: Margaret Wilson
Chief Engineer: Garo W. Ray
Record m.c.'s: Richard Jessens, Dave Harriss, Joseph Burns

WNLC
NEW LONDON—EST. 1936
MUTUAL BROADCASTING SYSTEM—YANKEE NETWORK & CONNECTICUT STATE NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Thames Broadcasting Corporation
Address: Mohican Hotel, State Street

349
Phone Number .......... New London 4900
Transmitter Location .......... Winthrop Point
Time on the Air: 7:30 a.m. to 12 midnight;
News Service .......... AP
Representative .......... Bertha Bannon

Personnel
General Manager .......... Gerald J. Morey
Sales-Merchandising Manager .......... Edward F. Darrell, Jr.
Program Director-Production Manager .......... Leslie S. Morson
Record m.c .......... Milton Warren
Chief Engineer .......... Gerald J. Morey

WSRR
STAMFORD—EST. 1941
AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK
Frequency: 1400 Kc .......... Power: 250 Watts
Owned-Operated By .......... Western Conn. Broadcasting Co.
Address .......... 270 Atlantic St.
Phone Number .......... 4-7575
Transmitter Location .......... Lindstrom Rd., Shippan Point, Conn.
Time on the Air .......... 6:30 a.m. to 12 midnight
News Service .......... AP
Transcription Service .......... World Broadcasting System
Representatives .......... Bertha Bannon, Helen Wood

Personnel
Station Manager .......... Harold H. Meyer
Sales Manager .......... Wharton Ford
Sales Promotion Manager .......... K. MacEwen
Program Director .......... C. H. Shadwell
Publicity Director .......... D. Hay
Chief Engineer .......... Edward Markman
Musical Director .......... Wharton Ford

WATR
WATERBURY—EST. 1934
AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK—YANKEE
Frequency: 1320 Kc .......... Power: 1000 Watts
Owned By .......... The Watr Co.
Operated By .......... Harold Thomas
Address .......... 71 Grand St.
Phone Number .......... 3-5161
Transmitter Location .......... Baldwin Avenue
Time on the Air .......... 7:30 a.m. to 12 midnight
News Service .......... Transradio
Representative .......... Wm. G. Rambeau Co.
WDEL
WILMINGTON—EST. 1922
NBC
MASON-DIXON GROUP

Frequency: 1150 Kc. ....... Power: 5000 Watts
Owned-Operated By ............ WDEL, Inc.
Address ................. 10th & King Sts.
Phone Number ................. 7268
Transmitter Location: 35th St. & Bellevue Ave.
Time on the Air .......... 6 a.m. to 1 a.m.
News Service ................. UP
Transcription Service .......... NBC Thesaurus
Representative ................. Paul H. Raymer Co.

Personnel
Station Executive .............. Clair R. McCollough
Station Manager .............. J. Gorman Walsh
National Sales Manager ...... J. Robert Gulick
Program Manager .............. Harvey Smith
Technical Director .............. J. E. Mathiot

WILM
WILMINGTON—EST. 1922
MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. ....... Power: 250 Watts
Owned-Operated By Delaware Broadcasting Co.
Address ................. 920 King St.
Phone Number ................. Wilmington 4-7771
Transmitter Location: 35th St. & Bellevue Ave.
Time on the Air .......... 6 a.m. to 1 a.m.; Sunday, 7 a.m. to 1 a.m.
News Service ................. AP
Transcription Service .......... Lang-Worth
Representative ................. Joseph Hershey McGilvra

Personnel
President ................. Alfred G. Hill
General-Station Mgr. ....... George L. Sutherland
Sales-Merchandising Mgr. ... Chauncey Eanes, Jr.
Musical Director .............. Delamere Parks

Your dollars are profitably spent on this vital station

Its rich, diversified market includes: Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.
Representative: RAYMER
WINX
WASHINGTON, D. C.—EST. 1940
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WINX Broadcasting Co.
Address: 8th & Eye Sts., N.W.
Phone Number: Republic 8000
Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00 a.m. to 1:00 a.m. Sun.
News Service: INS, AP, UP
Transcription Service: Standard Radio, Longworth and Associated, World

Personnel
President: Eugene Meyer
General Manager: Wayne Coy
Sales Manager: Regis O'Donnell
Program Director: Richard C. McNamara
Production Managers: Betty Allen and Paul Hume
Publicity Director: Phil Reilley
Chief Announcer: George Crawford
Chief Engineer: Ralph Cannon

WMAL
WASHINGTON, D. C.—EST. 1926
AMERICAN BROADCASTING CO.
Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By: The Evening Star Broadcasting Co.
Address: 724-14th St., N.W.
Phone Number: National 5400
Transmitter Location: Cedar Lane, Bethesda, Md.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
Newspaper Affiliation: Washington Evening Star
News Service: AP; UP; Reuters
Transcription Service: NBC Thesaurus; Standard Radio
Representative: ABC Spot Sales

Personnel
President: S. H. Kauffman
General Manager: K. H. Berkeley
Assistant General Manager: and Commercial Manager: Ben B. Baylor, Jr.
Sales Promotion Manager: William R. Willison
Program Director: Gordon Hubbell
Production Manager: John MacKercher
Publicity Director: Bryson Rush
Chief Announcer: Harold Stepler
Musical Director: Sidney Traitor Robertson
Chief Engineer: Daniel Hunter

WOL
WASHINGTON, D. C.—EST. 1927
MUTUAL BROADCASTING SYSTEM
Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By: Cowles Broadcasting Company
Address: 1627 K Street, N.W.
Phone Number: Metropolitan 0010
Transmitter Location: Silver Springs, Md.
Time on the Air: 19 1/2 hours daily; 17 1/2 hours Sunday
News Service: UP, AP, Washington News Service
Transcription Service: Lang-Worth; Standard Radio; Associated
Representative: The Katz Agency, Inc.

Personnel
President: Gardner Cowles, Jr.
Ch. of Board: John Cowles
Vice-President: T. A. M. Craven
Vice-Pres. & Gen. Mgr.: Merle S. Jones
Sales Manager: Henry V. Seay
Promotion Manager: Tom Means
Production Manager: Jack Paige
Publicity Director: Karl Bates
Musical Director: Charles Keaton
Record m.c.'s: Russ Hodges, Dale Morgan

WRC
WASHINGTON, D. C.—EST. 1923
NATIONAL BROADCASTING CO.
Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By: National Broadcasting Company
Address: 724-14th St., N.W.
Phone Number: Republic 4000
Transmitter Location: Ager Rd., Bethesda, Md.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service: AP; INS; UP
Transcription Service: NBC Thesaurus; Associated, Standard
Representative: National Broadcasting Co.
**PERSONNEL**

President: Niles Trammell  
Vice-President: Frank M. Russell  
General Manager: Carleton D. Smith  
Asst. to Gen. Mgr: George Y. Wheeler  
Commercial Manager: Mahlon A. Glasscock  
Sales Promotion Manager: James Seiler  
Production-Program Dir: George Y. Wheeler  
Musical Director: Fritz Balzer  
Chief Engineer: Donald Cooper  
Record MC: Bill Herson  
Publicity Director: Mary Cavanaugh

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**WTOP**

WASHINGTON—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc.  
Power: 50,000 Watts  
Owned-Operated By: Columbia Broadcasting System  
Address: Earle Bldg.  
Phone Number: Metropolitan 3200  
Transmitter Location: Wheaton, Md.  
Time on the Air: 5:45 a.m. to 1:05 a.m.; Sundays, 7:30 a.m. to 1:05 a.m.  
News Service: AP; UP  
Transcription Service: World Broadcasting System  
Representative: Radio Sales

**PERSONNEL**

Director Washington Office (CBS): Earl H. Gammons  
General Manager (WTOP): Carl Burkland  
Assistant to Director: Fox Case  
Program Director: Martin D. Wickett  
Supervisor Accounting, Personnel, Purchasing: Harry R. Crow  
Sales Manager: Maurice Mitchell  
Director Program Operations: Roy Passman  
Director Press Information: Carl Gebühr  
Chief Washington Correspondent-Director Washington News Bureau (CBS): Eric Sevareid  
Chief Engineer: Clyde Hunt

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**WWDC**

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc.  
Power: 250 (100 w. booster)  
Owned-Operated By: Capitol Broadcasting Co.  
Address: 1000 Connecticut Ave.  
Phone Number: National 7203  
Transmitter Location: 61 Pierce St., N.E.  
Time on the Air: 24 hours daily;  
News Service: AP, UP  
Transcription Service: Standard, Cole  
Representative: Weed & Co.

**PERSONNEL**

President: Joseph Katz  
Station Manager: Ben Strouse  
National Sales Mgr: Helen K. Mobberley  
Merchandising-Sales Promotion: Herman Paris  
Program Director: Ira Walsh  
Production Manager: Sidney Peters  
Publicity Director: Jack Espey  
Chief Announcer: Jack Lowe  
Musical Director: Rosa May Fischer  
Record M.c: Jack Lowe  
Chief Engineer: Ross Beville

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**POSTWAR**

WASHINGTON, D. C.

The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N. J., have released some extremely pertinent findings on the immediate peacetime prospects for Washington. Look for them in our WWDC ads.

**WWDC**

The big sales result station in Washington, D. C.

Represented nationally by WEED & COMPANY
W M F J
DAYTONA BEACH—EST. 1935
AMERICAN BROADCASTING CO.
Frequency: 1450 Kc.  Power: 250 Watts  
Owned-Operated By..............W. Wright Esch  
Address ....................126½ Magnolia Ave.  
Phone Number ..................91-2  
Transmitter Location ............126½ Magnolia Ave.  
Time on the Air ...............7 a.m. to midnight,  
Sunday, 8 a.m. to midnight  
News Service ...................AP  
Transcription Service .........NBC Thesaurus  

Personnel
Owner.........................W. Wright Esch  
General Manager...............Billee B. Esch  
Station Manager...............Ray Clancy  
Traffic Manager...............Oliver Thornburg  
Sales-Commercial Manager.....John S. Pitts  
Program Director...............Oliver Thornburg  
Publicity Director...............Crystal Palmer  
Chief Engineer................W. Wright Esch

WINK
FORT MYERS—EST. 1939
COLUMBIA BROADCASTING SYSTEM
Frequency: 1240 Kc.  Power: 250 Watts  
Owned-Operated By....Fort Myers Broadcasting Co.  
Business Address..............54 East First St.,  
WINK Bldg.  
Phone Number ................818  
Studio Address.............54 East First St., WINK Bldg.  
Transmitter Location ........54 East First St.,  
WINK Bldg.  
Time on the Air .................7 a.m. to 12 midnight  
News Service ..................AP  
Transcription Service .........NBC Thesaurus  
Representative...............John E. Pearson  

Personnel
President......................Ronald B. Woodyard  
Sales Manager.................Harry Thrift  
Chief Engineer................Al Scott
FLORIDA

(Call Letters to Be Assigned)
FORT LAUDERDALE*
Frequency: 1400 kc  Power: 250 Watts
Owned-Operated By ... Fort Lauderdale Broadcasting Co.
Address ... Fort Lauderdale, Fla.

(Call Letters to Be Assigned)
FORT PIERCE*
Frequency: 1400 kc  Power: 250 Watts
Owned-Operated By ... Indian River Broadcasting Co.
Address ... Fort Pierce, Fla.

* Construction Permit.

W R U F
GAINESVILLE—EST. 1928
MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL NETWORK
Frequency: 850 Kc  Power: 5,000 Watts
Owned by ... State of Florida
Operated by ... University of Florida
Address ... University of Florida
Phone Number ... 1000, Branch 55
Transmitter Location ... Campus, University of Florida
Time on the Air ... 18 Hours Monday-Sat., 17 Hours on Sunday
News Service ... UP
Transcription Service ... Langworth, Cole
Representative ... Burn-Smith Co., Inc.

Personnel
Director-General Mgr ... Maj. Garland Powell
Station Office Manager ... John Berry
Commercial Manager ... Rem James
Merchandising Manager ... Paul Acosta
Musical Director ... Helen S. Edwards
Chief Engineer ... Dr. Palmer Craig

W J A X
JACKSONVILLE—EST. 1925
NATIONAL BROADCASTING CO.
Frequency: 930 Kc  Power: 5000 d.; 1000 n.
Owned, Operated By ... City of Jacksonville, Fla.
Address ... No. 1 Broadcast Place
Phone Number ... 5-5821
Transmitter Location ... Hyde Park Country Club
Time on the Air ... 6 a.m. to 1 a.m
News Service ... AP
Transcription Service ... NBC Thesaurus and Associated
Representative ... John Blair & Co., Barnett Bank Bldg.
Harry Cummings

Personnel
Commissioner in Charge ... Thos. C. Imeson
Station Manager and Chief Engineer ... John T. Hopkins, Ill
Program Director ... Evelyn Boote
Production Manager ... J. W. Douglass
Chief Announcer ... Grant Frankish
Musical Director ... Frank Morris

W J H P
JACKSONVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
FLORIDA NETWORK
Frequency: 1320 Kc  Power: 250 Watts
Owned-Operated By ... The Metropolis Co.
Address ... 500 Laura St.
Phone Number ... 5-7610
Transmitter Location ... Reed and Alamo Sts.
Time on the Air ... 18 Hours Daily, 16 Hours Sunday.
Newspaper Affiliation ... Jacksonville Journal
News Service ... UP
Transcription Service ... Lang-Worth
Representative ... John H. Perry Associates

Personnel
Owner ... John H. Perry
Station Manager ... Ted Chapeau
Chief Engineer ... B. Hayford
Commercial Manager ... R. R. Powell
Program Manager ... George Jesse

THE MUNICIPAL BROADCASTING STATION
930 Kc—Maximum Power 5000 Watts
Phone Jacksonville 5-5821
Representatives
John Blair & Co., New York, Chicago
Detroit and West Coast
H. E. Cummings, Southeast
Barnett Bank Bldg.
Jacksonville, Fla.
Phone 30381
FLORIDA

WMBR
JACKSONVILLE—EST. 1928
COLUMBIA BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned, Operated By: Florida Broadcasting Company
Address ........................................... 118 West Adams St.
Phone Number .................................. 5-4387
Transmitter Location ................................ Vines and Mass. Ave.
Time on the Air .................................. 6 a.m. to 12:05 a.m.
News Service ................................... UP
Transcription Service ............................ World
Personnel
President-Station Manager .................... Frank King
Commercial-Sales Promotion Manager ... Glenn Marshall, Jr.
Program Director ............................... Madelinn Chace
Production Manager ............................ Roger Van Duzer
Chief Announcer ............................... E. D. Hill
Musical Director ............................... Allen Holmes
Chief Engineer ................................. E. B. Vordermark

WKWF
KEY WEST—EST. 1946
MUTUAL BROADCASTING SYSTEM
Frequency: 1600 kc. Power: 500 Watts
Owned-Operated By: John M. Spottswood
Address ........................................... Stock Island
Phone Number .................................. 510
Transcription Service ........................ NBC Thesaurus
Personnel
General-Commercial Mgr. John M. Spottswood
Program-Promotion Dir. John M. Spottswood
Chief Engineer ................................. Harold G. Scholz

WPDK
LAKELAND—EST. 1936
NATIONAL BROADCASTING CO.
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Deep South Radioways
Address ........................................... Lake City, Fla.

Personnel
President and Station Manager ................. S. O. Ward
Commercial Manager ............................ Powell Adams
Program Director ............................... Maxine Tyner
Chief Announcer-Engineer ..................... Wm. P. Lee

WGBS
MIAMI—EST. 1939
AMERICAN BROADCASTING CO.
FLORIDA-AMERICAN GROUP
Frequency: 710 Kc. Power: 10,000 Watts
Owned by ........................................ The Fort Industry Co.
Operated by ..................................... The Fort Industry Co.
Address ........................................... 1605 Biscayne Blvd., Miami
Studio Address ................................. 1605 Biscayne Blvd.
Phone Number .................................. 3-2401
Transmitter Location .......................... Highway No. 28, 9 miles W. of Ft. Lauderdale, Fla.
Time on the Air......6:30 a.m. to 1 a.m.
News Service..............AP
Transcription Service......NBC Thesaurus
and Lang-Worth
Representative...........Headley-Reed Co.

Personnel
Owner........................Comdr. Geo. B. Storer
Station Manager..............Robert Venn
Sales Manager................M. N. Babcock
Promotion Manager.........M. McGrath
Program Director
and Production Manager.....George Ballou
Publicity Director...........M. McGrath
Chief Announcer.............Jack Williams
Musical Director...............Judy Strubhar
Record m.c..................Donald M. Butler
Chief Engineer................Al Rutherford

WIOD
MIAMI—EST. 1926
NATIONAL BROADCASTING CO.
Frequency: 610 Kc........Power: 5000 Watts
Owned-Operated By......Isle of Dreams Broad-
casting Corporation
Business Address........600 Biscayne Blvd.
Phone Number..............3-6444
Studio Address..............600 Biscayne Blvd
Transmitter Location.....North Bay Causeway

Time on the Air...Weekdays, 6:00-12:05 a.m.;
Sundays, 8:00-12:05 a.m.
Newspaper Affiliation......Miami Daily News
News Service...............AP, INS, UP
Transcription Service......Standard Radio;
Associated Music Publishers
Representative............George P. Hollingbery Co.;
Harry E. Cummings

Personnel
President.................D. J. Mahoney
General Manager..........James M. Legate
Commercial Manager.......T. O. McCullough
Promotion Manager........Martha Henriquez
Program Director..........Robert Fidlar
Musical Director..........Earle Barr Hanson
Chief Studio Engineer.....Milton C. Scott

WQAM
MIAMI—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 560 Kc........Power: 5000 Watts d.,
1000 Watts. n
Owned-Operated...........Miami Broadcasting Co.
Address......................Box 3741
Phone Number..............26121
Transmitter Location.....Biscayne Bay
Time on the Air........6:33 a.m. to 1:05 a.m.
News Service...............AP

THE STATION
MOST PEOPLE
LISTEN TO MOST

WIOD

5,000 WATTS • 610 KC • NBC
Transcription Service......World Broadcasting System
Representative .................John Blair & Co.

Personnel
President and General Manager
Fred W. Borton
Commercial Manager..............F. W. Mizer
Promotion and Publicity Manager..............W. P. Carey
Chief Engineer..................Earle Lewis

W K A T
MIAMI BEACH—EST. 1937
MUTUAL BROADCASTING SYSTEM
Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By.............A. Frank Katzentine
Address......................1759 N. Bay Rd.
Phone Number..................5-7471
Transmitter Location..........1759 N. Bay Rd.
Time on the Air........6:30 a.m. to 12 midnight,
Wed........8:00 a.m.-12 midnight, Sundays
News Service....................UP
Transcription Service..........AMP, Cole
Representative................Radio Advertising Co.

ONE-FOURTH OF FLORIDA'S RADIO HOMES ARE SERVED BY THE 5000 WATTS OF FLORIDA'S ONLY 24 HOUR STATION LOCATED IN ORLANDO, THE CENTER OF THE SUN EMPIRE.

WDBO 580 ON YOUR DIAL
COLUMBIA NETWORK

In our twenty-one years of continuous operation, we have learned the 'know-how' of providing those uncontracted services of Promotion and Publicity — those important added services which make clients happy.

Maybe that's why our advertisers continue to renew contracts for our complete facilities again, and again, and again!

Represented nationally by John Blair & Co.
Executive Officer..................Harold P. Danforth
National Sales Manager............William G. McBride
Local Sales Manager..............John M. Pedrick
Production Manager...............H. Carter Scofield
Publicity Director................Rosalind Boggs
Chief Announcer..................H. Carter Scofield
Musical Director.................Dorothy Morton Parks
Record Manager..................Tom Sawyer
Chief Engineer....................James E. Yarbrough

WTMC
OCALA—EST. 1939
BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc........Power 250 Watts
Owned-Operated By..............Ocala Broadcasting Co.
Address.........................P.O. Box 831
Phone Number...................128
Studio Address.................1 Broadcast Place
Transmitter Location..........Anthony & Henry Sts.
Time on the Air..............7:00 a.m. to 12:00 Midnight
Unlimited
Newspaper Affiliation........John H. Perry
News Service.....................UP
Transcription Service..........Lang-Worth and Keystone
Representative.................John H. Perry Associates

WWPG
Palm Beach—EST. 1941
AMERICAN BROADCASTING CO.

Frequency: 1340 Kc........Power 250 Watts
Owned-Operated By..........Palm Beach Broadcasting Corp.
Business Address..............South Ocean Blvd.
Phone Number..................West Palm Beach 21515.
Lake Worth 500
Transmitter Location........South Ocean Blvd.
Time on the Air............7:00 a.m. to Midnight
News Service....................AP
Transcription Service........Lang-Worth, Thesaurus
Representative..............Joseph Hersey McGillvra

WDLP
Palm Beach City—EST. 1940
MUTUAL

Frequency: 1230 Kc..........Power 250 Watts
Owned-Operated By.............Panama City Broadcasting Co., Inc.
Address.........................Mercer & Beach Drive
Phone Number...................777
Transmitter Location.........Mercer & Beach Drive
Time on the Air..............6:45 a.m. to 11:00 p.m.
News Service..................UP
Newspaper Affiliation........Panama City News Herald
Representative...............John H. Perry Associates

Personnel

Executive Officer..................Harold P. Danforth
National Sales Director.........William G. McBride
Local Sales Manager.............John M. Pedrick
Production Manager...............H. Carter Scofield
Publicity Director...............Rosalind Boggs
Chief Announcer................H. Carter Scofield
Musical Director...............Dorothy Morton Parks
Record Manager................Tom Sawyer
Chief Engineer................James E. Yarbrough

Personnel

General Manager...............Victor Buisset

Personnel

President........................Charles E. Davis
Station Manager...............Donald S. Greenlief
Chief Engineer................Clyde E. Walkden
Commercial Manager...........D. S. Greenlief
Program Director.............Alice Danahy
Promotion Manager.............Louise Adler

WDLP
Panama City—EST. 1940
AMERICAN BROADCASTING CO.

Frequency: 1230 Kc..........Power 250 Watts
Owned-Operated By.........Panama City Broadcasting Co., Inc.
Address.........................Angebilt Hotel Bldg.
Phone Number.................8163-8164
Studio Address..............Angebilt Hotel Bldg.
Transmitter Location........South Ocean Blvd.
Time on the Air...........6:30 a.m. to 12 midnight
Sun., 7:30 a.m. to 12 midnight

Personnel

Station Manager...............Byron Hayford
Chief Engineer...............Elmer Scott
Commercial Manager..........Byron Hayford
Program Director............Byron Hayford
Publicity Director...........John Thomas
Chief Announcer.............Elmer Scott
FLORIDA

WCOA
PENSACOLA—EST. 1926
NATIONAL BROADCASTING CO.
Frequency: 1370 Kc. Power 1000 d.; 500 n.
Owned-Operated By Pensacola Broadcasting Co.
Address ........................................... Box 1669
Phone Number .......................... 4111-4112
Transmitter Location Pensacola Bay Bridge
Time on the Air 6 a.m.-12 Midnight
News Service .......................... UP
Transcription Service ................. World
Representative .......... John H. Perry Associates

Personnel
President ........................................ John H. Perry
General and Commercial Manager .................................. Jack Rathbun
Program Director and Promotion Manager .......................... Jack Rathbun
Chief Engineer .................. Bert Meade

WFOY
COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM
ST. AUGUSTINE—EST. 1936
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Fountain of Youth Broadcasting Co.
Address ................................ Magnolia Ave., Box 588
Phone Number .......... 1622
Transmitter Location Magnolia Ave.
Time on the Air 6:30 a.m. to 12:05 a.m.;
Sunday, 7:30 a.m. to 12:05 a.m.
News Service .......................... UP
Representative .......... Weed & Co.
Transcription Service ..... NBC Thesaurus

Personnel
President-General Mgr. .. Glenn Marshall, Jr.
Station-Commercial Mgr. .......... John Cummins
Program Director-Production Manager ............ Frankie Collyer Walker
Publicity Director ........ Bernice McCarter
Chief Announcer-Chief Engineer .. Pat Bernhard

85% of the 97,585 persons in
PENSACOLA and ESCAMBIA COUNTY, FLORIDA
Listen MOST Night AND Day to . . .

WCOA
PENSACOLA, FLORIDA
NBC AFFILIATE
ONLY Station For COMPLETE Coverage
OF NORTHWEST FLORIDA

WCOA SERVES almost exclusively nine
Florida and Alabama counties with
estimated population of 400,000
PENSACOLA and ESCAMBIA COUNTY
—Buying Income $85,000,000

PENSACOLA—FLORIDA'S 4th MARKET
PENSACOLA—Florida's Fastest Growing INDUSTRIAL and SHIPPING CENTER

KEY TO RADIO SELLING IN NORTHWEST FLORIDA
"A John H. Perry Station"
Jack Rathbun, Gen. and Sales Mgr.
Represented by John H. Perry Associates
WSUN
ST. PETERSBURG—EST. 1927
AMERICAN BROADCASTING CO.
Frequency: 620 Kc. ..... Power: 5000 Watts
Owned-Operated By: City of St. Petersburg,
Address ..... P. O. Box 240, Municipal Pier
Phone Number .......... 4747-4748
Transmitter Location: Bayview near Tampa.
Time on the Air: 6:45 a.m. to 12:05 a.m.
News Service: UP
Transcription Service: Associated Music, Cole
Representative: Weed & Company

Personnel
Station Manager: Norman E. Brown
Commercial Manager: Vera M. New
Sales Promotion Manager: Norman E. Brown
Program Director-Engineer: Louis J. Link
Musical Director: Edith Ginn

WTAL
TALLAHASSEE—EST. 1943
MUTUAL
Frequency: 1340 Kc. ..... Power: 250 d.; 250 n.
Owned-Operated
By: Capitol City Broadcasting Corp.
Manager: Theresa M. Myers
Address: Thomasville Road
Phone Number: 2160
Time on the Air: 7:00 a.m. to 12:00 midnight
News Service: UP and AP
Transcription Service: Standard & Thesaurus
National Representative: Thomas F. Clarke Co.

Personnel
President: Mrs. John H. Phipps
Station Manager: Mrs. Teresa M. Myers
Commercial Manager: Mrs. Betty C. Perkins
Sales Promotion-Merchandising
Manager: Mrs. Harriet B. Carson
Program Director: Sadie L. Wooley
Production Manager: Mrs. Helen Todd
Publicity Director: Mrs. Harriet B. Carson
Musical Director: Mrs. Betty C. Perkins
Chief Announcer-Chief Engineer: William A. Snowden, Jr.

WSPA
ST. PETERSBURG—EST. 1939
MUTUAL BROADCASTING SYSTEM
Frequency: 1380 Kc. ..... Power: 1000 d.; 500 n.
Owned-Operated By: Pinellas Broadcasting Co.
Address: 470 First Avenue South
Phone Number: 8108
Transmitter Location: 45th Ave. and 4th St.
North
Time on the Air: 6:55 a.m. to midnight.
Sundays: 7:30 a.m. to 12 midnight
Newspaper Affiliation: St. Petersburg Times
Transcription Service: World News Service: UP
Representative: John E. Pearson Co.

Personnel
President-General Manager: Irwin A. Simpson
Commercial Manager: Coburn Gum
Program Director: Herbert T. Anderson
Promotion Manager: Jean Allyn
Chief Engineer: William D. Mangold

WSFB
SARASOTA—EST. 1939
COLUMBIA BROADCASTING SYSTEM
FLORIDA WEST COAST GROUP
Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By: WSPB, Inc.
Business Address: P. O. Box 1110
Phone Number: 2555
Studio Address: City Island, Sarasota
Time on the Air: 7 a.m. to 11:15 p.m.
News Service: UP
Transcription Service: Long-Worth
National Representative: John E. Pearson Co.

Personnel
President: R. C. Jones, Jr.
Station Manager: John Browning
Sales-Merchandising Manager: Ken Randolph
Chief Engineer: James E. Grant, Jr.

WDAE
TAMPA—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1250 Kc. ..... Power: 5000 Watts
Owned-Operated By: Tampa Times Company
Business Address: 112 N. Franklin St.
Phone Number: M 1818
Studio Address: Tampa Terrace Hotel
Transmitter Location: Forest Hills Country Club Area
Time on the Air: 6:45 a.m. to 12:05 a.m.
Newspaper Affiliation: Tampa Daily Times
News Service: AP
Transcription Service: World Broadcasting
Representative: The Katz Agency

Personnel
President: David E. Smiley
Sales Promotion: L. Spencer Mitchell
Station Manager: L. S. Mitchell
Chief Engineer: William Pharr Moore
If you have Availability Chills
and
Spots Before the Eyes

TAKE THE CURE WITH "CUE-IN"

SEE

AP RADIO PRODUCTIONS
PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.
**WFLA**  
**Orange Network**  
**Tampa—Est. 1925**  
Frequency: 970 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By: Tampa Tribune  
Address: Lafayette & Hyde Park Ave.  
Phone Number: Tampa H 1828  
Transmitter Location: East Entrance Davis Causeway, Columbus Drive  
Time on the Air: 6:45 a.m. to 12:02 a.m.  
News Service: NBC, Thesaurus; Standard and Lang-Worth  
Transcription Service: UP  
Representative: John Blair & Co.  

**Personnel**  
Station Manager: Charles G. Baskerville  
Local Sales Manager: Bert Arnold  
Production Manager: Paul M. Jones  
Musical Director: Frank Grasso  
Chief Engineer: Joe Mitchell

**WJNO**  
**Columbia Broadcasting System**  
**Florida Broadcasting System**  
**West Palm Beach—Est. 1936**  
Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: WJNO, Inc.  
Business Address: P.O. Box 189  
Phone Number: 3638  
Transmitter Location: 1500 N. Flagler Drive  
Time on the Air: 6:30 a.m. to 1:05 a.m.  
News Service: UP  
Transcription Service: World and Cole  
Representative: Radio Advertising Co.  

**Personnel**  
Owner: Marshall Heminway  
General Manager: Stephen Willis  
Sales Promotion-Merchandising Manager: Harry Forster  
Program Director: Rebecca Frazier  
Production Manager: Davies Webster  
Publicity Director: Harry Forster  
Chief Announcer: Davies Webster  
Musical Director: Ruth Shockley  
Chief Engineer: Otis C. Wright

**YOUR RED CROSS MUST CARRY ON**  
+  
**GIVE!**
Lest We Forget...

Radio is a public servant

WATL WRBL WGPC
ATLANTA COLUMBUS ALBANY
1400 KC MBS 1230 KC CBS 1450 KC CBS

Nationally represented by
George P. Hollingbery Co.
GEORGIA
For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WALB
ALBANY—EST. 1941
MUTUAL BROADCASTING SYSTEM
Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By: Herald Publishing Co.
Address: Albany Theater Arcade Bldg.
Phone Number: 389
Transmitter Location: Leesburg Road
Time on the Air: 6:45 a.m. to 11:20 p.m.
Newspaper Affiliation: Albany Herald
News Service: AP
Transcription Service: World Broadcasting
Representative: Burn-Smith Co.; Frank Cook

Personnel
President: H. T. McIntosh
Station Manager: Abner M. Israel
Commercial Manager: Guy Hamilton
Sales Promotion Manager: Abner M. Israel
Program Director: Betty Cooper
Publicity Director: A. M. Israel
Musical Director: Guy Hamilton
Record m.c.: Jim Rounsley
Chief Engineer: William Alford

WGAC
ALBANY—EST. 1933
COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Albany Broadcasting Co.
Address: 125½ N. Jackson St.
Phone Number: 1370; 1371
Transmitter Location: Gillionville Road
Time on the Air: 6:45 a.m. to 11:15 p.m.
News Service: Lang-Worth
Transcription Service: Lang-Worth
Representative: George P. Hollingberry

Personnel
President: J. W. Woodruff, Jr.
Station Manager: Walter P. Speight, Jr.
Sales Manager: Sam Kane
Program Director: Dan Hornsby
Production Manager: Larry Millert
Publicity Director: Bill Penny
Chief Announcer: Ted Fenster
Music Director: Cliff Cameron
Chief Engineer: R. W. Minton

WGAU
ATHENS—EST. 1938
COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: J. K. Patrick & Co.
Address: Bobbin Mill Road
Phone Number: 1741
Transmitter Location: Bobbin Mill Road
Time on the Air: 7:00 a.m. to 5:00 midnight
Transcription Service: Standard Radio and Keystone

Personnel
General Manager: Robert Lewis Doster
Program Director: Marguerite Williams
Chief Announcer: Bob Vandiver
Chief Engineer: Phillip F. Jones

WATL
ATLANTA—EST. 1931
MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned By: Georgia Broadcasting System
Operated by: Atlanta Broadcasting Co.
Address: Henry Grady Building
Phone Number: 4377
Transmitter Location: Henry Grady Building
Time on the Air: 12 midnight; Saturday, 6 a.m. to 1 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: George P. Hollingberry

Personnel
President: J. W. Woodruff, Jr.
Station Manager: Walter P. Speight, Jr.
Sales Manager: Sam Kane
Program Director: Dan Hornsby
Production Manager: Larry Millert
Publicity Director: Bill Penny
Chief Announcer: Ted Fenster
Music Director: Cliff Cameron
Chief Engineer: R. W. Minton
Clear and Strong

A radio station's effectiveness starts with the power to be heard — in the right places. WAGA's 5,000 watts on 590 kilocycles assures dependable coverage of a market which, according to our latest figures, accounts for 41% of Georgia's population — 49% of its radio homes and 49.5% of its retail sales.

Add to the power to be heard the appeal of something worth hearing and a tested plan for stimulating the desire to listen and you have the formula through which WAGA has become one of the South's most successful stations.

WAGA
ATLANTA
5000 Watts on 590 Kcs. • Represented by Headley-Reed American Broadcasting Co.
WGST
ATLANTA—EST. 1929
COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 920 Kc. Power: 5000 d.; 1000 n.
Owned By .......... Georgia Institute of Technology, State of Georgia
Operated By ...... Radio Committee—Board of Regents, State of Georgia
Address ............ Box 674, Atlanta, Ga.
Phone Number .......... Walnut 8441
Transmitter Location... Cheshire Bridge Rd.
News Service .............. AP
Time on the Air ...... 6 a.m. to 12:05 a.m.
Transmission Service . World Broadcasting System and NBC Thesaurus
Representative .......... The Katz Agency

Personnel
Associate Managers . . . . Frank Gaither (Sales),
John Fulton (Programs)
Production & Publicity Director . . . . Don Naylor
Musical Director . . . . Lola Allen Wallace
Chief Engineer . . . . Ben Akerman

WAGA
ATLANTA—EST. 1937
AMERICAN BROADCASTING CO.

Frequency: 590 Kc. Power: 5,000 Watts
Owned By ........ Fort Industries Company
Operated By ...... Liberty Broadcasting Corp.
Address ............ Western Union Bldg.
Phone Number .......... MAin 5101
Transmitter Location: 1299 North Druid Hills Road
Time on the Air ...... 5:55 a.m. to 12 midnight
News Service .............. AP
Transmission Service . . . NBC Thesaurus and Lang-Worth
Representative .......... Headley-Reed Co.

Personnel
President .......... Comm. George B. Storer
Station Manager . . . . . . . Charles A. Smithgall, Jr.
Commercial Manager . . . . James Bailey
Sales Promotion and Publicity Manager .......... Hugh E. Mackenzie
Program Director-Production Manager .......... M. C. Gregory
Production Manager .......... John Barlett
Musical Director . . . . . . . . . . Frances Wallace
Chief Engineer .......... Al Jones

You ring the bell every time with WGST.
- Merchandising
- Promotion
- Programming
- Listeners
- CBS Affiliate
A member of the Georgia Major Market Trio.
WGST, Atlanta WTOC, Savannah WMAZ, Macon
For complete coverage of Georgia at one low cost.

GEORGIA TECH STATION
WGST
ATLANTA
Represented Nationally By THE KATZ AGENCY, INC.
GEORGIA'S ONLY
50,000 WATT CLEAR CHANNEL STATION

Owned and operated by
The Atlanta Journal.
NBC Affiliate.

750 K. C.

— with a record of public service which guarantees a dominance in postwar development of this great market. WSB is truly The Voice of The South.
WSB
ATLANTA—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 750 Kc. . . . . Power: 50,000 Watts
Owned-Operated By........The Atlanta Journal
Company
Address ...................... Biltmore Hotel
Phone Numbers ............... 1045
Transmitter Location ........... Tucker, Ga.
Time on the Air............. 5:00 a.m.-12:30 a.m. daily;
7:00 a.m.-12:30 a.m. Sunday
Newspaper Affiliation........The Atlanta Journal
News Service................. AP, UP and INS
Transcription Service........Standard Radio, World
Representative.............. Edward Petry & Co.

Personnel
President .................... James M. Cox, Jr.
General Manager ............. John M. Outler, Jr.
Sales Promotion Manager .. . Tom Downing
Production Manager ......... M. K. Toolson
Musical Director ............. Albert Coleman
Chief Engineer ............... C. F. Daugherty

WGAC
AUGUSTA—EST. 1940
AMERICAN BROADCASTING CO.
Frequency: 1240 Kc. . . . . Power: 250 Watts
Owned-Operated By........ Twin States Broadcasting
Company
Address ....................... Augusta
Phone Number ................. 2-2692
Transmitter Location ........ Augusta, Ga.
Time on the Air............. 6:30 a.m. to 12:05 a.m.;
Sunday, 7:45 a.m. to 12:05 a.m.
News Service ................. AP
Transcription Service ........ NBC Thesaurus
and Standard
Representative .............. Headley-Reed Company

Personnel
President .................... J. B. Fuqua
Sales Manager ............... Donald Kelly, Jr.
Chief Engineer ............... John P. Jopling

WRDW
AUGUSTA—EST. 1930
COLUMBIA BROADCASTING SYSTEM
Frequency: 1480 Kc. . . . . Power: 5,000 Watts
Owned-Operated By........ Augusta Broadcasting
Company
Address ....................... 8th & Broad Streets
Phone Numbers ............... 2-8805, 8806, 8807
Transmitter Location ........ Berckmans Road
Time on the Air............. 6 a.m. to 12 midnight:
Sundays, 7:30 a.m. to 12:00 midnight
News Service ................. UP
Transcription Service ........ World Broadcasting
System, Lang-Worth
Representative .............. George P. Hollingbery

WMGR
BAINBRIDGE
Frequency: 1490 kc. . . . . Power: 250 Watts
Owned-Operated By............ S. Marvin Griffin
Address ..................... P. O. Box 367

Personnel
Owner ....................... S. Marvin Griffin
* Construction Permit.

WMOG
BRUNSWICK—EST. 1940
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1490 Kc. . . . . Power: 250 d., 100 n.
Owned-Operated By........ Coastal Broadcasting
Company
Address ....................... St. Simons Island Causeway
Phone Number ................. 1500
Transmitter Location ........ St. Simons Causeway
Time on the Air............. 7 a.m. to 10 p.m.
News Service ................. UP
Transcription Service ........ NBC Thesaurus
Representative ............... Clark

(Call Letters to Be Assigned)
CARTERSVILLE
Frequency: 1450 kc. . . . . Power: 250 Watts
Owned-Operated By........... W. R. Frier
Address ..................... 111-113 W. Main St.

Personnel
Owner ....................... W. R. Frier
* Construction Permit.

WGA
CEDARTOWN—EST. 1941
ABC
KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc. . . . . Power: 250 Watts
Owned By .................... Northwest Georgia Broad-
casting Co.
Operated By ................. R. W. Rounsaville
Address ..................... West Theater Bldg.
Phone Number ............... 777 and 570
Transmitter Location ........ Cave Spring Rd.
Time on the Air............. 17½ hours daily
News Service ................. AP
Transcription Service ........ World
Representative ............... Headley-Reed
**WMJM**

**CORDELE—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc.  Power 250 d.; 100 n.  
Owned-Operated By...Cordell Dispatch Publishing Company  
Business Address.........20th Ave. and B St.  
Phone Number..............666  
Studio Address............20th Ave. & B St.  
Transmitter Location......20th Ave. & B St.  
Time on the Air.........7 a.m. to 8:00 p.m.;  
Sundays, 7:00 a.m. to 12:00 p.m.  
News Service..............UP  
Transcription Service...Keystone Broadcasting Representative........Thomas F. Clarke

**Personnel**

President................James S. Rivers  
General-Commercial Mgr...James T. Ownby  
Chief Engineer............John B. Broughton

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**WBLJ**

**DUBLIN—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1230 Kc.  Power 250 Watts  
Owned-Operated By...Dalton Broadcasting  
Address................111 So. Pentz Street  
Phone Number.............Dalton 684  
Transmitter Location....River Bend Rd.  
Time on the Air.........6:45 a.m. to 10:00 p.m.  
News Service.............UP  
Transcription Service...Lang-Worth Representative........Cox & Tanx

**Personnel**

President................H. C. Kenemer  
Manager..................W. V. Williams  
Sales Promotion Manager...F. H. McMilan  
Publicity Program Director...Bill Armond  
Production Manager.......Bill Armond  
Chief Announcer..........Ed Craigmiles  
Chief Engineer...........John S. Andrews

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**WMLT**

**DUBLIN—EST. 1945**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1340 kc.  Power 250 Watts  
Owned-Operated By...Dublin Broadcasting Co.  
Address....................Box 604  
Phone Number..............871  
News Service..............AP  
Transcription Service...Standard, Lang-Worth

**Personnel**

Chief Executive...........George T. Morris  
General-Commercial Manager...Al Robinson  
Program Director.........Betty Page  
Sales Promotion...........Al Robinson  
Chief Engineer............J. B. Benonis
WGGA
GAINESVILLE—EST. 1941
MUTUAL
Frequency: 1240 Kc...........Power: 250 Watts
Owned-Operated By...Blue Ridge Broadcasting Company
Address...........................Athens Road
Phone Number.....................1600-1601
Time on the Air.........6 a.m. to 11:30 p.m.
News Service.......................UP
Transcription Service...Lang-Worth and Cole

Personnel
President...................Charles Smithgall
Vice-President.............H. Russ Holt
Sales Manager..............E. F. MacLeod
Program Director..........Mildred Thompson
Chief Engineer...............C. M. Callicott

WBML
MACON—EST. 1940
AMERICAN BROADCASTING CO.
GEORGIA SPORTS NETWORK
Frequency: 1240 Kc...........Power: 250 Watts
Owned-Operated By...........Middle Georgia Broadcasting Company
Address..........................First National Bank Building
Phone Number.....................2728
Transmitter Location......8th & Cherry Streets
Time on the Air........6 a.m. to 12 midnight;
News Service....................UP
Transcription Service.....Standard
Representative...............Joseph H. McGillvra

Personnel
President ....................Ernest D. Black
General Manager...........Charles W. Pittman
Commercial Manager........Walter Graham
Sales Promotion Manager...Harold Beatty
Chief Engineer...............H. S. Goodrich

WKEU
GRIFFIN—EST. 1934
KEYSTONE BROADCASTING SYSTEM
Frequency: 1450 Kc...........Power: 250 Watts
Address.........................Griffin Hotel, Griffin
Time on the Air...........Daytime License
Transcription Service.....SESAC
Representative...............Sears & Ayer, Inc.

Personnel
Manager & Owner...........A. W. Marshall, Jr.

WLAG
LA GRANGE—EST. 1941
MUTUAL BROADCASTING SYSTEM
Frequency: 1240 Kc...........Power: 250 Watts
Owned-Operated By...LaGrange Broadcasting
Address.........................303 Broome St.
Phone Number.....................1700
Transmitter Location......La Grange
Time on the Air...........Unlimited
Newspaper Affiliation...LaGrange Daily News
News Service.......................UP
Transcription Service.....World

Personnel
President....................Roy C. Swank
Station Manager............Edwin Mullinax
Sales Promotion-Merchandising
Manager.........................Herb Wells
Program Director..........John Boggess
Chief Engineer...............J. M. McKay

WMAZ
MACON—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 940 Kc...........Power: 5000 Watts
Owned-Operated By.....Southeastern Broadcasting Company, Inc.
Address..........................Bankers Insurance Bldg.
Phone Number.....................3131
Transmitter Location......Forsyth Road
Time on the Air........5:30 a.m. to 12:30 a.m.
News Service.....................INS, AP
Transcription Service.....World Broadcasting System; Lang-Worth
Representative...............The Katz Agency

Personnel
President, Chief Engineer...George P. Rankin
Station Manager...............Wilton E. Cobb
Commercial & Sales Promotion
Mgr.............................Frank Crowther

WNEX
MACON—EST. 1945
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc...........Power: 250 Watts
Owned-Operated By...Macon Broadcasting Co.
Address..........................Bibb Building
Phone Number.....................8211
News Service.....................AP
Transcription Service.....NBC Thesaurus
Representative...............Burn-Smith

Personnel
Chief Executive...............E. M. Lowe
General Manager.............A. L. Lowe
Commercial Manager..........Carl Williams
Chief Engineer...............Clarence Landress
THE HALF MILLION PEOPLE LIVING IN THE COASTAL EMPIRE SECTION OF GEORGIA AND SOUTH CAROLINA TUNE IN REGULARLY TO WTOC DUE TO SEVENTEEN YEARS OF GOOD "LISTENER-EXPERIENCE"
(Call Letters to Be Assigned)

**MARIETTA**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Chattahoochie Broadcasters
Address: 75 Marietta St., Atlanta, Ga.

**Personnel**

Chief Executive: Fred B. Wilson, Channing Cope
* Construction Permit.

**WMVG**

MILLEDGEVILLE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Jere N. Moore
Address: E. Hancock St.

Owner: Jere N. Moore
* Construction Permit.

**WMGA**

MOULTRIE—EST. 1939
SOUTH GEORGIA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Frank R. Pidcock, Sr.
Address: Box 310, Moultrie
Phone Number: 999
Transmitter Location: Moultrie
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 10 p.m.
News Service: UP
Transcription Service: Standard Radio, Keystone, World

**WRGA**

ROME—EST. 1929
MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Rome Broadcasting Corp.
Address: National City Bank Building
Phone Number: 6589
Transmitter Location: Seventh Ave., Rome
Time on the Air: 6 a.m. to midnight; Sunday, 7:45 a.m. to midnight
News Service: UP
Representative: Maurice C. Coleman & Associates

**WSAV**

SAVANNAH—EST. 1939
NATIONAL BROADCASTING CO.
ATLANTIC SPORTS NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WSAV, Inc.
Address: Liberty National Bank Building
Phone Number: 5600
Transmitter Location: East President Street
Time on the Air: 6:30 a.m. to 12:05 a.m.
News Service: WPAP
Transcription Service: NBC Thesaurus
Representative: George P. Hollingbery

**WTOC**

SAVANNAH—EST. 1929
COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned By: Savannah Broadcasting Co.
Operated By: Savannah Broadcasting Co.
Address: 515 Abercorn Street
Phone Number: 20127
Transmitter Location: Central Junction
Time on the Air: 6:00 to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: UP
Transcription Service: Lang-Worth; Standard Radio and World
Representative: The Katz Agency

**WPAX**

THOMASVILLE—EST. 1934

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: H. Wimpy
Address: 117 Remington Avenue

Production-Program Director: George Eubanks
Sales Promotion: Mather Payne
Chief Engineer: Doc Williams

President: Harben Daniel
Station Manager: Harben Daniel
Commercial Manager: N. W. Brandon (U. S. Army)
Sales Promotion Manager: L. H. Thesmar
Program Director: Clarence M. Garnes
Publicity Director: L. H. Thesmar
Chief Engineer: Meredith E. Thompson

President: John W. Quarel
Gen'l Mgr. & Treasurer: Happy Quarel
Sales Manager: Price Selby

President: John W. Quarel
Gen'l Mgr. & Treasurer: Happy Quarel
Sales Manager: Price Selby
Phone Number.......................... 909
Transmitter Location......117 Remington Avenue
Time on the Air....7:30 a.m. to 10:00 p.m.;
Sunday, 9 a.m. to 6 p.m.
News Service ..............UP
Transcription Service......M. M. Cole

*Personnel*
Owner-Station Manager........H. Wimpy
Commercial Manager........Al Feinberg
Chief Announcer and Engineer.James W. Poole

**WR LC**
**TOCCOA—EST. 1941**
**MUTUAL BROADCASTING SYSTEM**
Frequency: 1450 Kc. ....Power: 250 Watts
Owned-Operated By ....R. G. LeTourneau
Address ..............Prather Bridge Road
Phone Number........... 1751
Transmitter Location ....Prather Bridge Road
Time on the Air......7 a.m. to 12 midnight
News Service ..............UP
Transcription Service.....Long-Worth: BMI;
Keystone, World and Cole

*Personnel*
Owner..................R. G. LeTourneau
General Manager.........Jack Salvador
Station Manager........Virgil E. Craig
Sales Promotion-Merchandising Manager.....Sam A. Gaines
Program Director-Production Manager-Chief Announcer....Carroll Lee
Chief Engineer.............Ernest Church

**WGOV**
**VALDOSTA—EST. 1940**
**MUTUAL BROADCASTING SYSTEM**
Frequency: 1450 Kc. ....Power: 250 Watts
Owned-Operated By ....E. D. Rivers
Address ..............Valdosta, Ga.
Phone Number........... 1420
Transmitter Location ....Valdosta, Ga.
Time on the Air......6:30 a.m. to 12 midnight
News Service ..............UP
Transcription Service.....World
Representative ............The Walker Co.

*Personnel*
Owner..................E. D. Rivers
Station Mgr...........Mrs. E. D. Rivers
Sales Manager ........W. R. Link
Program Director ......J. Marion Harman
Chief Engineer.........W. P. Callahan

**WAY X**
**WAYCROSS—EST. 1936**
**MUTUAL BROADCASTING SYSTEM**
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By ....Jack Williams
Address ..............620 Plant Avenue
Phone Number........... 965
Transmitter Location ....Waycross
Time on the Air......7 a.m. to midnight
Newspaper Affiliation ..Waycross Journal-Herald
News Service ..............UP
Transcription Service.....World Broadcasting System, M. M. Cole
Representative ............The Walker Company

*Personnel*
President ...............Jack Williams
Station Manager..........John J. Tobola
Sales-Commercial Manager ....R. C. Tuten
Sales Promotion-Merchandising Manager.....R. C. Tuten
Program Director.........Gwen Thomas
Production Manager ........R. C. Tuten
Publicity Director ........Dorothy Smith
Chief Announcer..........Clyde C. Davis
Record m. c...............Raymond Williamson
Chief Engineer...........John J. Tobola

**WR LD**
**WEST POINT—EST. 1944**
**AMERICAN BROADCASTING CO.**
Frequency: 1490 Kc. ....Power: 250 Watts
Owned-Operated By: Valley Broadcasting Co.
Address ..............Gen. Tyler Hotel Bldg.
Phone Numbers...........173 or 193
Studio Address......Gen. Tyler Hotel Bldg. and
Cherry St., Lanett, Ala.
Time on the Air......6 a.m. to 12 midnight
News Service ..............AP
Transcription Service.....World Broadcasting
Representative ............Headley-Reed

*Personnel*
Chief Partner & Gen. Mgr....L. J. Duncan
Station Manager........Aiden H. Haight
Sales Manager.........J. Sidney Laird
Chief Engineer..........Digee Bishop
KIDO
BOISE—EST. 1928
NATIONAL BROADCASTING CO.
Frequency: 1380 Kc. Power: 2500 d.; 1000 n. 
Owned By: Mrs. G. M. Phillips 
Operated By: Mrs. G. M. Phillips 
Address: Hotel Boise 
Phone Numbers: 660; 661; 662 
Transmitter Location: 4½ miles northwest of City 
Time on the Air: Full Time 
News Service: UP and AP 
Transcription Service: World Broadcasting System 
Representative: John Blair & Company 
Personnel
President: Mrs. G. M. Phillips 
Commercial-Sales Promotion: Boyd Braithwaite 
General Manager: Walter E. Wagstaff 
Chief Engineer: James J ohntz 

KID
IDAHO FALLS—EST. 1928
MUTUAL BROADCASTING SYSTEM
WESTERN
Frequency: 1350 Kc. Power: 5000 d.; 500 n. 
Owned-Operated By: Idaho Radio Corp. 
Address: KID Building 
Phone Number: 4 
Transmitter Location: Ammon Road 
Time on the Air: 6:30 a.m. to 11 p.m. daily; Sunday, 7 a.m. to 11 p.m. 
News Service: UP 
Transcription Service: World 
National Representative: Joseph Hershey McGillvra

KRRC
LEWISTON—EST. 1935
MUTUAL BROADCASTING SYSTEM
DON LEE
Frequency: 1400 Kc. Power: 250 Watts 
Owned-Operated By: H. E. Studebaker 
Address: Lewis-Clark Hotel Building 
Phone Number: 1950 
Transmitter Location: Lewiston Orchards 
Time on the Air: 6:30 a.m. to 11 p.m. 
News Service: UP 
Transcription Service: World Broadcasting System 
Representative: Howard H. Wilson Co.

KFXD
NAMPA—EST. 1929
MUTUAL BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts 
 Owned-Operated By: Frank E. Hurt & Son 
Business Address: 1024 Twelfth Ave., South 
Phone Number: 1200 
Studio Addresses: 1024 Twelfth Ave., South; 809 Main St., Boise, Idaho 
Transmitter Location: 1024 Twelfth St., South; Radio Sta. KSL, Salt Lake City, Utah 
Time on the Air: 6 a.m. to 11 p.m. 
News Service: UP-AP 
Transcription Service: NBC Thesaurus; Lang-Worth 

KSEI
POCATELLO—EST. 1926
NATIONAL BROADCASTING CO. 
Owned-Operated By: Radio Service Corporation 
Address: Yellowstone Highway
In the Chicago area...

8 out of the first 10
28 out of the first 40

... The favorite programs are heard over WMAQ!

Independent surveys prove that year after year the nation's favorite programs are heard over WMAQ. These NBC shows are the combined result of NBC program direction, top-flight talent and expert production facilities—all made possible by America's leading radio advertisers and their capable agencies.

Through the station coverage afforded by WMAQ these astute advertisers reach our country's number two market, Chicagoland, where 2,855,700 families annually spend over $3,500,000,000. And the same advantages await those interested in either local or spot campaigns. For WMAQ—morning, noon or night—is the Chicago station that reaches the people who listen and buy.

The Chicago station most people listen to most of the time

670 ON YOUR DIAL

376
Phone Number ........................................ 960
Transmitter Location .................................. Pocatello
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 11 p.m.
News Service .................................................. UP
Transcription Service ........................................ Standard and Cole
Representatives ............................................... The Walker Co. (East): Homer Owen Griffith (West)

**Personnel**

President ..................................................... O. P. Soule
Vice-Pres.-General Manager. Henry H. Fletcher
Chief Engineer ............................................... Henry H. Fletcher

**KTFI**

TWIN FALLS—EST. 1928
NATIONAL BROADCASTING CO.
Frequency: 1270 Kc. .......... Power: 1000 Watts
Owned-Operated By .......... Radio Broadcasting Corp.
Address ........................................ 241 Main Ave. W.
Phone Number .................... 2400
Transmitter Location .......... Highway No. 30.
west of Twin Falls
Time on the Air ................. 6 a.m. to 11 p.m.
News Service .............................................. UP
Transcription Service ........................................ Standard Library. Lang-Worth, Cole.

**Personnel**

President ..................................................... O. P. Soule
General Manager ....................... F. M. Gardner
Sales Promotion ....................... Don E. Evans
Chief Engineer ............................ William Richardson

(Call Letters to Be Assigned)

**TWIN FALLS**
Frequency: 1490 Kc. .......... Power: 250 Watts
Owned-Operated By .......... Southern Idaho Broadcasting and Television Corp.
Address .......................... Twin Falls, Idaho

**KWAL**

WALLACE—EST. 1939
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Frequency: 1450 Kc. .......... Power: 250 Watts
Owned By ................ Silver Broadcasting Co.
Operated By ....................... R. G. Binyon
Address ........................ Tabor Bldg.
Phone Number .................... 330
Transmitter Location .......... Silverton, Idaho
Time on the Air ................. 7 a.m. to 6 p.m.
News Service .............................................. UP
Transcription Service .......... World Library, SESAC

**Personnel**

President ..................................................... Dr. J. R. Binyon
V.P.-General Manager ............ R. G. Binyon
Program Director ..................... W. Mondell Spencer
Chief Engineer ............................ Howard Olsen

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**I llinois**

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

**WMRO**

AURORA—EST. 1938
Frequency: 1280 Kc. .......... Power: 250 Watts
Owned-Operated By .......... Martin R. O'Brien
Address ........................................ 34 S. River St.
Phone Number .................... Aurora 4215
Transmitter Location .......... N. Aurora
Time on the Air ................. Local sunrise to local sunset
News Service .............................................. AP
Transcription Service: Keystone Broadcasting System: Standard Radio

**Personnel**

Owner-General Manager .......... Martin R. O'Brien
Commercial Manager ............... Vincent G. Cofey
Chief Engineer ............................ Phillip Olson

**WJBC**

BLOOMINGTON—EST. 1924
AMERICAN BROADCASTING CO.
Frequency: 1230 Kc. .......... Power: 250 Watts
Owned-Operated By .......... A. M. McGregor, Hugh L. Gately
Business Address ................. 209 E. Washington
Phone Number .................... 2635-0
Transmitter Location .......... West Gregory Ave. Normal, Ill.
Time on the Air ................. 6 a.m. to 10:30 p.m.
Transcription Service .......... Lang-Worth
News Service .............................................. UP
Representative ....................... Sears and Ayer, Inc.

**Personnel**

General Manager ..................... A. M. McGregor
Sales-Commercial Manager ...... Hugh L. Gately
Chief Engineer ............................ Ted Baily

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377
**WKRO**

Cairo—Est. 1942

Frequency: 1490 Kc. . . . . Power: 250 Watts
Owned-Operated By: Oscar C. Hirsch
Business Address: . . . . 324 B'way, Cape Girardeau, Mo.
Phone Number: . . . . 1490
Transmitter Location: . . . . Cairo
Time on the Air: . . . . 7:30 a.m. to 10 p.m.; Sunday, 9 a.m. to 9 p.m.
News Service: . . . . UP, Ralph Merrill
Representative: . . . . John E. Pearson Co.

**Personnel**

Owner: Oscar C. Hirsch
Station Manager: Merrill C. Currier
Chief Engineer: Ralph L. Hirsch

**WCZ**

CARTHAGE—EST. 1921

MISSISSIPPI VALLEY NETWORK

Frequency: 1080 Kc. . . . . Power: 250 Watts
Owned-Operated By: Superior Broadcasting Service, Inc.
Phone Number: . . . . 520
Studio Address: . . . . Carthage, Macomb, Ill.
Transmitter Location: . . . . Carthage
Time on the Air: . . . . Daytime to local sunset
News Service: . . . . UP, John Palmer
Representative: . . . . Thomas F. Clark Co., Inc.

**Personnel**

President: Bob Compton
Station-Commercial Manager: John Palmer

**WDWS**

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

MISSISSIPPI VALLEY

Frequency: 1400 Kc. . . . . Power: 250 Watts
Owned-Operated By: Champaign News-Gazette, Inc.
Address: . . . . 48 Main St.
Phone Number: . . . . 8-1855
Transmitter Location: 1 mile south of Champaign
Time on the Air: . . . . 18 hours
Newspaper Affiliation: Champaign News-Gazette
News Service: . . . . UP
Transcription Service: . . . . World
National Sales Office: 360 N. Michigan Ave., Chicago
National Representative: Advertising Time Sales Co.

**Personnel**

General Manager: J. A. McDermott
Station Manager: Frank R. Mills
Sales Manager: Frank R. Mills
Program Director: Katherine Scheurich
Chief Engineer: Jack R. Baum

**WAFF**

CHICAGO—EST. 1922

Frequency: 950 Kc. . . . . Power: 1000 Watts
Address: . . . . Palmer House
Phone Number: . . . . Randolph 1932
Transmitter Location: 1001 Exchange Ave.
Newspaper Affiliation: Drovers Journal Publishing Co., Inc.
Time on the Air: . . . . 6:30 a.m. to local sunset
News Service: . . . . UP, AP, Transradio
Transcription Service: . . . . Standard Radio Representative
Personnel: George F. Hollingbery Co.

**Personnel**

President: Ward A. Neff
Station and Commercial Manager: Bradley R. Eidmann
Sales Promotion Manager: Eleanore Stechbart
Program Director-Production: . . . . Cynthia Coyle
Manager: . . . . Eleonore Stechbart
Record mc: . . . . Bill Bauer
Chief Engineer: . . . . Carl Ulrich

**WAIT**

CHICAGO—EST. 1923

Frequency: 820 Kc. . . . . Power: 5000 Watts
Owned-Operated By: . . . . Radio Station WAIT
Address: . . . . 360 N. Michigan Avenue
Phone Number: . . . . Franklin 0660
Transmitter Location: . . . . Church Road, Elmhurst, Ill.
Time on the Air: Local sunrise to sunset
News Service: . . . . UP, Transradio
Transcription Service: . . . . World, Associated, SESAC
Representative: Howard Wilson Co.

**Personnel**

Managing Director: Gene T. Dyer
Station Manager: . . . . Earl Withrow
Program Director: . . . . Lorraine Dwyer
Chief Engineer: . . . . Ellery Plotts

**WBBM**

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc. . . . . Power: 50,000 Watts
Owned- Operated By: . . . . The Columbia Broadcasting System, Inc.
ILLINOIS

WENR
CHICAGO—EST. 1925
AMERICAN BROADCASTING CO.
Frequency: 890 Kc....Power: 50000 Watts
Owned-Operated By...American Broadcasting Company
Address..........................20 No. Wacker Dr.
Phone Number.........................Delaware 1900
Transmitter Location............Tinley Park, Ill.
Time on the Air: Monday thru Friday, 3:00 p.m.-
6:00 p.m. and 8:00 p.m.-1:00 am.; Saturday, 3:00 p.m.-6:00 p.m. and 12:00 Midnight-100 am.;
Sunday, 12:00 Noon to 7:00 p.m. and 8:00 p.m.-1:00 a.m.
News Service........................AP; INS; UP
Transcription Service.........Standard Radio Representatives...ABC, Spot Sales

Personnel
Chief Executive-General Mgr. E. R. Borroff
Station Sales Manager........R. McLaughlin
Sales Promotion-Merchandising
Manager.........................K. R. Sutphin
Program Director-Production Mgr. Gene Rouse
Publicity Director.................E. Henry
Supervisor of Announcers.........E. Kasser
Musical Director..................Rex Maupin
Chief Engineer.....................E. C. Horstman

Thanks to all at WENR
who have been so helpful during
12 YEARS
of broadcasting my
“Breakfast Club”
—Don McNeill

379
SERVING THE MIDDLE WEST

WGN
Chicago 11, Illinois
50,000 WATTS
72 On Your Dial
Mutual Broadcasting Company
WEDC
CHICAGO—EST. 1926
Frequency: 1240 Kc.
Power: 250 Watts
Owned-Operated By: Emil Denemark, Inc.
Address: 3860 Ogden Ave.
Phone Number: Crawford 4100
Transmitter Location: 3860 Ogden Ave.
Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.; 12 midnight to 6 a.m.
News Service...UP
Personnel
President: Emil Denemark
General and Commercial Manager: Frank J. Kotnour
Program Director and Chief Announcer: Bill Mack
Musical Director: Bill Brady
Chief Engineer: Chester Lewicki

WGES
CHICAGO—EST. 1924
Frequency: 1390 Kc.
Power: 5000 Watts
Owned and Operated: Radio Station WGES
Address: 2708 W. Washington Blvd.
Phone Number: Sacramento 1700
Transmitter Location: 8601 So. Kedzie Ave.
Time on the Air: 7:00 a.m. to 12:00 midnight
News Service...UP
Transcription Service: World
Personnel
Station Manager: John A. Dyer
Commercial Manager: E. M. Hinzman
Sales Promotion Manager: K. P. Freda
Program Director: Herbert Rudolph
Production Manager: M. E. Clemens

WGN
CHICAGO—EST. 1924
MUTUAL
Frequency: 720 Kc.
Power: 50000 Watts
Owned-Operated By: WGN, Inc.
Address: 441 N. Michigan Ave.
Phone Number: Superior 0100
Transmitter Location: Roselle, Illinois
Time on the Air: 5:30 a.m. to 1:05 a.m.; Saturdays, 5:30 a.m. to 1:35 a.m.; Sundays, 7 a.m. to 1:05 p.m.
Newspaper Affiliation: The Chicago Tribune
News Service...AP, UP, Chicago Tribune
Transcription Service: World Broadcasting System; Associated Music Publishers and Standard Radio
Representative: WGN, Inc. (N. Y.)
Personnel
President: Col. Robert R. McCormick
Station Manager: Frank P. Schreiber
Commercial Manager: William A. McGuineas
Program Director: Buckingham W. Gunn
Publicity Director: Bruce Dennis
Production Manager: Edmund F. Kahn
Sales Promotion: William Meyers
Musical Director: Henry Weber
Chief Engineer: Carl J. Meyers

WJJD
CHICAGO—EST. 1932
Frequency: 1160 Kc.
Power: 20000 Watts
Owned-Operated: Field Enterprises, Inc.
Address: 230 North Michigan Ave.
Phone Number: State 5466
Transmitter Location: Desplaines, Illinois
Time on the Air: 4 a.m. to sundown, Salt Lake City
Transcription Service: World, Cole
Newspaper Affiliation: Chicago Sun
News Service: AP, UP
Representative: Lewis H. Avery
Personnel
President: Marshall Field
General-Station Manager: Arthur F. Harre
Sales-Commercial Manager: Fred G. Harm
Sales Promotion-Merchandising Mgr.: Bob Ward
Program Director-Production Manager: Randy Blake
LIKE THE TAILOR fitting a suit, WLS program builders plan their programs to fit the needs of Midwest listeners. They know the WLS listening family and their requirements. In educational, spiritual and entertainment features, WLS serves the interests of a friendly, growing audience.

"School Time" brings progressive education to one million youngsters in 30,000 classrooms... Dr. John Holland, WLS staff pastor, gives daily inspiration to listening millions. There are the farm features: Art Page's Dinnerbell Time, radio's oldest farm service program; a quarter hour of farm news at 6 a.m. and again at 11:45; frequent daily market reports; and an evening quarter hour of rural service with different subjects from day to day: farming in other lands, questions and answers, livestock, new farm equipment, and similar information.

This combination of service, inspiration and entertainment is planned to fill a need, to fit the pattern of daily living in Midwest America. It's one of the reasons why WLS Gets Results!
WIND
CHICAGO—EST. 1927
Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By: Johnson-Kennedy Radio Corp.
Address: 230 North Michigan Ave.
Phone Number: 3617
Transmitter Location: 25 miles S.E. of Chicago
Time on the Air: 24 hours a Day
News Services: AP, INS, UP
Transmission Service: Standard
World and Thesaurus Representative: John E. Pearson Co.

Personnel
President-Owner: Ralph L. Atlass
Station Manager: Ralph L. Atlass
Program Director: Ralph L. Atlass
Publicity Director: Joan Kruffman
Chief Announcer: Brooks Connally
Chief Engineer: Ellery C. Plotts

WLS
CHICAGO—EST. 1924
AMERICAN BROADCASTING CO.
Frequency: 890 Kc. Power: 5000 Watts
Owned-Operated By: Agricultural Broadcasting Co.
Address: 1230 W. Washington Blvd.
Phone Number: 9700
Transmitter Location: Tinley Park, Ill.
Time on the Air: Sat. 5:00 a.m.-3:00 p.m. and 6:00 p.m.-12:00 a.m.; Mon. thru Fri. 5:00 a.m.-3:00 p.m. and 6:00 p.m.-8:00 p.m.; Sun. 8:00 a.m.-12:00 p.m. and 7:00 a.m.-8:00 p.m.
News Service: AP, UP, Transradio
Transmission Service: Standard
Publicity Representative: John Blair & Co.

Personnel
President: Burridge D. Butler
V.P. and General Manager: Glenn Snyder
Sales Manager: C. M. Freeman
Sales Promotion Manager: Donald E. Finlayson
Program Director: Harold Saufley
Production Manager: Al Boyd
Publicity Director: Wilma Gwilliam
Chief Announcer: Jack Holden
Musical Director: Osgood Westley
Chief Engineer: Thomas L. Rowe

WMAT
CHICAGO—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 670 Kc. Power: 5000 Watts
Owned-Operated By: National Broadcasting Co., Inc.
Address: Merchandise Mart
Phone Number: Superior 8300
Transmitter Location: Elmhurst, Ill.
Time on the Air: 5:30 a.m. to 1 a.m.; Sundays 8:00 a.m. to 1:00 a.m.
News Service: AP, INS, UP
Transmission Service: NBC Thesaurus
Publicity Representative: National Broadcasting Co.

Personnel
President: Niles Trammell
V.P., WMAQ Mgr.: Harry C. Kopi
Division Engineer: Howard C. Lutgens
Supervisor of Music Library: D. A. Marotte
Chief Announcer: William Keaphart
Publicity Director: Jack Ryan
Continuity Editor: William Murphy
Production Mgr.: Frederick A. Jacobson, Jr.
Sales Manager: Oliver Morton
Business Manager: John F. Whalley
Program Manager: Jules Herbaveaux
Advertising and Sales Promotion Manager: Emmons C. Carlson
Musical Director: Roy Shield
Director of Public Programs: Judith Waller
(See Page 376)

WMBI
CHICAGO—EST. 1926
Frequency: 1110 Kc. Power: 5000 Watts
Owned-Operated By: The Moody Bible Institute of Chicago
Address: 153 Institute Place
Phone Number: Michigan 1570
Transmitter Location: Addison, Ill.
Time on the Air: Limited time
News Service: AP
Transmission Service: NBC Thesaurus

Personnel
General Manager: Henry C. Crowell
Program Director: Robert Parsons
Production Manager: Pierce Hiscock
Publicity Director: Russell T. Hitt
Musical Director: Sheldon Fardig
Chief Engineer: A. P. Frye

WSBC
CHICAGO—EST. 1925
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: W. S. Broadcasting Station
Address: 2400 West Madison St.
Phone Number: 9060
Transmitter Location... 2400 West Madison St.
Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,
2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.
News Service .......... UP
Transcription Service... SESAC, MacGregor,
   M. M. Cole

Personnel
General Manager ........ Robert O. Miller
Commercial Manager ... Julius Miller
Sales Promotion Manager... M. V. Baker
Program Director ....... Robert O. Miller
Musical Director ....... Arnold B. Miller

WHFC
CICERO—EST. 1926
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... WHFC, Inc.
Address ............... 6138 W. Cermak Rd.
Phone Number ........ Lawndale 8228
Transmitter Location... 6138 W. Cermak Rd.
Time on the Air: 7:00 a.m.-12 Midnight
News Service .......... UP

Personnel
General Manager ....... R. W. Hoffman
Manager ............... M. E. Clifford
Chief Announcer ...... George Haywood
Chief Engineer ........ Frank Linhardt

WDAN
DANVILLE—EST. 1938
COLUMBIA BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Owned By ............... Northwestern Publishing Co.
Operated By ............ Northwestern Publishing Co.
Address ............... 250 W. Cermak Rd.
Phone Number ........... 1700
Transmitter Location... 1500 Washington Ave.
Time on the Air: 7 a.m. to 10:15 p.m., Mon.
...to Sat., 8 a.m. to 10:45 p.m.
Newspaper Affiliation .. Danville Commercial News
News Service .......... UP
Transcription Service ... World Representative
   J. P. McKinney & Son

Personnel
General Manager ....... E. C. Hewes
Commercial Manager ... Robert J. Burow
Program Director ...... Honore E. Ronan
Chief Engineer......... Ted Magin
Publicity Director ... Joan Randolph

WSOY
DECATUR—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By ... Commodore Broadcasting, Inc.
Address ............... 351-357 No. Main St.
Phone Number ........... 5371-2
Transmitter Location... 1891 No. Oakland Ave.
Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
days, 7:30 a.m. to 12:05 a.m.
Newspaper Affiliation ... Decatur Newspapers
IC. News Service ......... AF
Transcription Service ... Standard Radio, NBC
Representative .......... Weed & Co.

WTMV
EAST ST. LOUIS—EST. 1935
ASSOCIATED BROADCASTING CO.
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By ... Mississippi Valley Broadcasting Co., Inc.
Address: Broadview Hotel, 5th and Broadway
Phone Number ........... East 4390 and Bridge 3424
Transmitter Location . Broadview Hotel, 5th
   and Broadway
Time on the Air: 6:30 a.m. to 1:05 a.m.
News Service .......... UP
Transcription Service ... World Representative
Personnel
President ............... William F. Johns
General Manager-Station
   Manager ............ Michael Henry
Sales Manager-Commercial
   Manager ........... Frank J. Prendergast
   Program Director ... Paul M. Enright
   Chief Announcer ... Bob Terry
   Musical Director ... Bill Hart
   Record M. C. .......... Bob Baker
   Chief Engineer ........ Erle E. White

WGIL
GALESBURG—EST. 1938
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By ... Galesburg Broadcasting Co.
Address ............... Hill Arcade Bldg.
Phone Number ........... 4626 Main
Transmitter Location... Hill Arcade Bldg.
Time on the Air: 6 a.m. to midnight
News Service .......... UP
Transcription Service ... Standard Radio
   and SESAC
Representative .......... Sears & Ayer
**Personnel**

General Manager .......... Klaus Nordgren
Sales-Commercial Manager . Kenneth Schliefer
Publicity Director .......... Jack Lawrence
Chief Engineer ................ R. K. Pratt

**WEBQ**

HARRISBURG—EST. 1923
KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI VALLEY NETWORK

Frequency: 1240 Kc. .......... Power: 250 Watts
Owned-Operated By .......... Harrisburg Broadcasting Company
Address .......... 100 East Poplar St.
Phone Number .......... 28
Transmitter Location .......... 100 East Poplar St.
Time on the Air .......... 6 a.m. to 10 p.m.
News Service .......... UP
Representative .......... Howard H. Wilson & Co.

**Personnel**

Station Manager .......... I. M. Taylor
Program-Musical Director .......... Wanda Ruth Owen
Production Manager-Publicity .......... Eddie Wise
Chief Engineer .......... Joseph R. Tate
Sales Promotion Mgr .......... Kenneth E. Hamilton

**WJPF**

HERRIN—EST. 1940

Frequency: 1340 Kc. .......... Power: 250 Watts
Owned-Operated By .......... Orville W. Lyerla
Address .......... P. O. Box 179
Phone Number .......... 382 and 383
Transmitter Location .......... Herrin
Time on the Air .......... 6 a.m. to 10:15 p.m.
News Service .......... UP
Transcription Service .......... World and M. M. Cole

**Personnel**

President ................. Orville W. Lyerla
Station and Commercial Manager .......... Charles R. Cook
Production Manager .......... Betty Kinler
Chief Engineer .......... Marian F. Sawyer

**WLDS**

JACKSONVILLE—EST. 1942
KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI VALLEY NETWORK

Frequency: 1180 Kc. .......... Power: 250 Watts
Owned-Operated By .......... Stephenson, Edge & Korsmeyer
Address .......... Fox-Illinois Theater Bldg.
Phone Number .......... 1180
Transmitter Location .......... 1½ miles east of Jacksonville
Time on the Air .......... Daytime license
News Service .......... UP
Transcription Service .......... Standard Radio

**Personnel**

General Manager .......... E. J. Korsmeyer
Program Director .......... La Fern Coultas
Chief Engineer .......... C. J. Cassens

**WJOL**

JOLIET—EST. 1926
KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI VALLEY NETWORK

Frequency: 1340 Kc. .......... Power: 250 Watts
Owned-Operated By .......... Joliet Broadcasting Co.
Address .......... 601 Walnut St., Joliet & 362 E. Court St., Kankakee, Ill.
Phone Number .......... 4761
Transmitter Location .......... 601 Walnut St., Joliet
Time on the Air .......... 6 a.m. to midnight
News Service .......... UP
Transcription Service .......... World Library

**Personnel**

President-General Manager .......... R. L. Bowles
Program Director .......... Marcia Mitchell
Chief Engineer .......... Lester DeCosta

(Call Letters to Be Assigned)

**PEKIN**

Frequency: 1140 kc. .......... Power: 250 D.
Owned-Operated By .......... Pekin Broadcasting Co.
Address .......... Pekin, Illinois
**Construction Permit**

**WMBD**

PEORIA—EST. 1927
COLUMBIA BROADCASTING SYSTEM

 Owned-Operated By .......... Peoria Broadcasting Company
Address .......... 200 Alliance Life Bldg.
Phone Number .......... 7133
Transmitter Location .......... Highway No. 29, midway between Peoria and Pekin
Time on the Air .......... 19½ hours daily; 18 hours Sunday
News Service .......... UP & AP
Transcription Service .......... World Broadcasting System and NBC Thesaurus
Representative .......... Free & Peters, Inc.

**Personnel**

President and Manager .......... Edgar L. Bill
Vice-President .......... Charles C. Caley
Commercial Manager .......... Joe Raber
Promotion Manager .......... Vernon A. Nolle
Chief Engineer .......... Ted A. Giles
WTAD
QUINCY—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By: Lee Broadcasting, Inc.
Address: W.C.U. Bldg., 310 Main St.
Phone Number: 2000
Transmitter Location: Quincy Gardens
Time on the Air: 5:45 a.m. thru 12:05 a.m.; Sunday, 6:30 a.m. to 12:05 a.m.
News Service: AP; UP
Newspaper Affiliation: Mason City Globe Gazette
Transcription Service: Standard Representative: The Katz Agency

Personnel
President: Lee Loomis
General Manager: Walter I. Rothschild
Local Sales Manager: Bill Burghart
Program Director: C. Arthur Filer
Promotion-Publicity: Jean Verheyen
Production Manager: Dick Faler
Chief Announcer: Dick Faler
Musical Director: Jean Fessler
Chief Engineer: Urhn Whitman
Record M. C.: Hal Barton

WOYK
ROCKFORD—EST. 1923
ABC
Frequency: 1440 Kc. Power: 1000 d. 500 n.
Owned-Operated By: Rockford Broadcasters, Inc.
Address: News Tower
Phone Number: Main 5832
Transmitter Location: Kilburn Ave. Rd.
Time on the Air: 6 a.m. to midnight
Newspaper Affiliation: Rockford Morning Star, Rockford Register Republic
News Service: UP
Transcription Service: Standard Representative: Headley-Reed Co.

Personnel
President-Owner: Albert G. Simms
General Manager: Walter Koesler
Comm. Manager: John D. Dixon
Program Director: Morey Owens
Promotion Director: W. M. R. Traum
Chief Engineer: Maurice H. Nelson, W. A. Smith, FM and Tele

WHBF
ROCK ISLAND—EST. 1925
MUTUAL BROADCASTING SYSTEM
Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By: Rock Island Broadcasting Co.
Business Address: 1800 Third Ave.
Phone Number: 918

THE Only STATION IN
ROCKFORD, ILLINOIS
1000 WATTS
AMERICAN NETWORK
NATL. REP.: HEADLEY-REED CO.
ILLINOIS

Transmitter Location ................. 2200 S. 6th
Time on the Air ...................... 18 hrs. daily
Newspaper Affiliation .......... Illinois State Journal
News Service ....................... AP
Representative .................... Sears & Ayer, Inc.

Personnel
President and Chief
Engineer ............................. Harold L. Dewing
Station Manager-Sales
Promotion Manager ................. C. W. Neeld
Local Sales Manager .............. F. A. Harbauer
Musical Director .................. John C. Gell

WTAX
SPRINGFIELD—EST. 1930
COLUMBIA BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1240 Kc ............... Power: 100 Watts
Owned-Operated By ............... WTAX, Inc.
Business Address ................. 202 Reisch Bldg.
Phone Number ..................... 2-4441
Studio Address ..................... 202 Reisch Bldg.
Transmitter Location .......... 117-119 S. 5th St.
Time on the Air ................. 18 hours, 5 min. daily
News Service ....................... UP
Transcription Service .......... Thesaurus
Representative ................... Weed & Co.

Personnel
President and Manager .......... Jay A. Johnson
Program Director ................. Gladys McGrew
Chief Engineer .................... Eli Swaringen
Sales Manager ..................... Jay A. Johnson
Merchandising Manager ......... Clarence Evans
Musical Director ................ Betty Cole

WILL
URBANA—EST. 1922
Frequency: 580 Kc .................. Power: 5000 W.
Owned-Operated By ............... University of Illinois
Business Address ................. 1010 S. Wright St.
Phone Number ..................... 7-2616
Studio Address ..................... 1010 S. Wright St.
Transmitter Location .......... 1 mile south on First
St. Road, Champaign, Ill.
Time on the Air ................ 7:00 a.m. to local sunset
News Service ...................... AP
Transcription Service .......... Thesaurus

Personnel
President ............................ A. C. Willard
General Manager ................ Joseph F. Wright
Program Director ................. Frank E. Schooley
Publicity Director ............... Art Wildhagen
Musical Director ................ Kenneth Cutler
Chief Engineer .................... A. James Ebel
Production Manager ............. George H. Sharp
Record M. C. ....................... Phil Spradling

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.
It’s 15-minutes of action, thrills and chills.
An easy sales-winner for any sponsor of transcribed programs.
Exclusive in Any Market

SEE
AP RADIO PRODUCTIONS
Press Association, Inc.
50 Rockefeller Plaza
New York 20, N. Y.
DEAR TO THE HEART OF HOOSIERLAND

THE 500 MILE RACE
In 1946, Memorial Day means the gasoline mounts again resume the internationally famous chase around the 2½ mile brick oval—now Hoosier owned.

SOLDIERS' AND SAILORS' MONUMENT
The hub of Indiana—built of Hoosier limestone—and beloved by Hoosiers and Indianapolis visitors the world over.

WFBM—INDIANA'S First RADIO STATION
Happily married to the rich central Indiana market since October, 1924. An old and trusted friend to more than 400,000 radio set owners in its PRIMARY coverage area. Consistent programming—merchandising—promotion—assures results as dependable and as solid as Indiana landmarks.

WFBM COLUMBIA BROADCASTING SYSTEM
REPRESENTED NATIONALLY BY THE KATZ AGENCY
INDIANA
For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WHBU
ANDERSON—EST. 1922
ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Anderson Broadcasting Corp.
Business Address: Citizens Bank Bldg.
Phone Number: 7791
Studio Address: 840 Citizens Bank Bldg.
Transmitter Location: 1110 Meridian St.
Time on the Air: 6:30 a.m. to midnight; 7:00 a.m. to midnight Sun.
News Service: UP
Transcription Service: Standard Radio
Representative: Weed & Company

Personnel
President: C. Bruce McConnell
General Managers: R. E. Bausman, John R. Atkinson
Station Manager: John R. Atkinson
Commercial Manager: R. E. Bausman
Program Director: E. R. Allen
Chief Engineer: L. F. Podhaski

WEOA
EVANSVILLE—EST. 1936
COLUMBIA BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Evansville On The Air, Inc.
Address: 519 Vine St.
Phone Number: 2-1171
Transmitter Location: Evansville
Time on the Air: 6:30 a.m. to 12:05 a.m.
News Service: UP
Transcription Service: World Broadcasting System and Standard
Representative: Weed & Co.

Personnel
President: Alvin Q. Eades
Station Manager: Clarence Leich
Commercial Manager: Guy R. Crecelius
Program Director: Mrs. Pat Roper
Publicity Director: Mrs. Louise Chapman
Chief Announcer: Fred Rollison
Chief Engineer: Erwin P. Schoeny

WTRC
ELKHART—EST. 1931
NBC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Truth Publishing Co., Inc.
Address: Hotel Elkhart
Phone Number: 948
Transmitter Location: Oaklind Avenue and Mishawaka Road
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: Elkhart Daily Truth
News Service: UP
Transcription Service: World; Standard Radio
Representative: Burn-Smith Company, Inc.

Personnel
President: C. D. Greenleaf
General Manager: Tom H. Keene
Station Manager: R. R. Baker
Sales Promotion Manager: B. B. Baker
Program Director: Margaret Lantz
Chief Announcer: Louis Glass
Chief Engineer: Lester Zellmer

WGBF
EVANSVILLE—EST. 1928
NATIONAL BROADCASTING CO.
Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Evansville On The Air, Inc.
Address: 519 Vine St.
Phone Number: 2-1171
Transmitter Location: Evansville
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: World Broadcasting System and Standard
Representative: Weed & Co.

Personnel
President: Alvin Q. Eades
Station Manager: Clarence Leich
Commercial Manager: Guy R. Crecelius
Program Director: Mrs. Pat Roper
Publicity Director: Mrs. Louise Chapman
Chief Announcer: Fred Rollison
Chief Engineer: Fay A. Gehres

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**W G L**

**FORT WAYNE—EST. 1924**

**NATIONAL BROADCASTING COMPANY**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Farnsworth Television and Radio Corp.
Business Address: 201 W. Jefferson St.
Phone Number: Eastbrook 3366
Transmitter Location: Atop Keenan Hotel
Time on the Air: 6 a.m. to 12 midnight, Sundays 7 a.m. to 12 midnight
News Service: UP
Transcription Service: Standard Radio. Theaurus
Representative: Headley-Reed

**Personnel**

President: E. A. Nichols
Station Manager: Frank V. Webb
Commercial Manager: William R. Aldrich
Sales Promotion Manager-Publicity Director: Norman C. Widenhofer
Program Director: James D. Westover
Production Manager: Rosemary Stanger
Chief Announcer: Paul Havens
Musical Director: James Westover
Chief Engineer: Howard Beck

**W O W O**

**FORT WAYNE—EST. 1925**

**AMERICAN BROADCASTING CO.**

Frequency: 1190 Kc. Power: 10,000 Watts
Owned-Operated By: Westinghouse Radio Stations, Inc.
Address: 925 So. Harrison St.
Phone Number: A-2136
Transmitter Location: Routes 2 and 8, Lincoln Highway West
Time on the Air: 5 a.m. to 1 a.m.; Sunday, 7 a.m. to 12 midnight
News Service: UP
Transcription Services: World Broadcasting
Representative: National Broadcasting Co.

**Personnel**

Vice-President: Walter Evans
General Manager: Paul E. Mills
Commercial Manager: H. D. Longsworth
Production Program Director: Carl Vandaagrit
Publicity Director: Roger Vornholt
Sales Promotion: Hi'da C. Woehrmyer
Farm Program Director: Jay Gould
Chief Announcer: J. Howard Ackley
Musical Director: Guy Fitzsimmons
Chief Engineer: Bruce Ratts

**W J O B**

**HAMMOND—EST. 1928**

**HOOSIER BROADCASTING NETWORK**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Adair-Richardson-Adair
Address: 449 State St.
Phone Number: Hammond 10,000
Transmitter Location: 449 State St.
Time on the Air: 7 a.m. to 12 midnight
News Service: UP
Transcription Service: Associated Representative: Joseph Hershey McGillivra, Inc.

**Personnel**

General Manager: O. E. Richardson
Commercial Manager: Robert C. Adair
Sales Promotion Manager: Stanley Davis
Chief Announcer and Program Director: Sam Weller
Production Manager: R. C. Adair
Publicity Director: Stanley Davis
Musical Director: J. Gibbs Spring
Chief Engineer: Stanley Strasburg

**W F B M**

**INDIANAPOLIS—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By: WFBM, Inc.
Address: 48 Monument Circle
Phone Number: Lincoln 8506
Transmitter Location: 2 miles northeast of Millersville, Indiana
Time on the Air: 6 a.m. to 12:05 a.m.
News Service: AP; INS
Transcription Service: Associated Music Publishers
Representative: The Katz Agency

**Personnel**

President: H. M. Bitner, Sr.
Station Manager: Frank O. Sharp
Commercial Manager: William F. Kiley, Jr.
Sales Promotion Mgr: Edward Schneider
Chief Announcer: Lyell Ludwig
Program Director: Mrs. Jean Bitner
Publicity Director: Norman Travis
Musical Director: Walter H. Reuleaux
Chief Engineer: Harold Holland
Record M. C.: Paul K. Roberts

(See Page 388)
WIBC
INDIANAPOLIS—EST. 1938
MUTUAL BROADCASTING SYSTEM
Frequency: 1070 Kc. Power: 5000 d.; 1000 n.
Owned By...Indiana Broadcasting Corp.
Operated By...The Indianapolis News
Address...30 32 W. Washington St.
Phone Number...LI 2305
Transmitter Location...New Augusta, Ind.
Time on the Air...5 a.m. to 1 a.m. daily;
Sunday, 7 a.m. to 1 a.m.
News Service...AP, UP
Transcription Service...Lang-Worth, Associated Representative...John Blair & Co.

Personnel
President...C. Walter McCarty
General Manager...George C. Biggar
Commercial Manager...J. J. Flanigan
Sales-Promotion Manager...Samuel R. White
Merchandising Manager...W. A. Spencer
Program Director...Ed Mason
Production Manager...Bradford DeMarcus
Publicity Director...Norm Perry, Jr.
Chief Announcer...Everett Howard
Musical Director...Walter Jackson
Chief Engineer...Harry S. Adams

WISH
INDIANAPOLIS—EST. 1941
AMERICAN BROADCASTING CO.
Owned-Operated By...Capitol Broadcasting Corporation
Address...Board of Trade Building
Phone Number...Market 6345
Transmitter Location...Post Road and Rawls Ave.
Time on the Air...6 a.m. to 12 midnight
News Service...AP
Transcription Service...Standard Radio
Representative...Free & Peters, Inc.

Personnel
President-Gen. Manager...C. Bruce McConnell
Station-Commercial Mgr....Robert E. Bransman
Program Director...Reid Chapman
Production-Chief Announcer...Wm. Frosch, Jr.
Record M. C. Jack Morrow
Musical Director...James H. Boyer
Chief Engineer...Stokes Gresham, Jr.
Sales Promotion Mgr....Robert B. McConnell

● Owned and operated by The Indianapolis News...one of America’s Great Newspapers...and dedicated to the public interest.

Music, drama, fun; news, commentaries, and discussions of public interest; education and religion; special events...all of these are woven into a program schedule that appeals to all Indiana...all the time...as reflected in rising Hoopers and a fast increasing number of advertisers.

5 A.M. to 1 A.M. every day... (7 A.M. to 1 A.M. on Sundays)...WIBC sends out a clear signal on 1070 kilocycles that can be heard all over Indiana.

JOHN BLAIR & COMPANY, NATIONAL REPRESENTATIVES

OWNED AND OPERATED BY
WIBC
MUTUAL OUTLET IN INDIANAPOLIS

★ C. WALTER McCARTY, President
GEORGE C. BIGGAR, General Manager
WANT A CHOICE PROGRAM? — OR A GOOD SPOT? — NEED A 'LIVE WIRE PERSONALITY? — THEN IT'S WIRE

WIRE
BASIC NBC • 5000 WATTS
JOHN E. PEARSON COMPANY
NEW YORK • CHICAGO • KANSAS CITY
AFFILIATED WITH
THE INDIANAPOLIS STAR
WIRE
INDIANAPOLIS—EST. 1924
NATIONAL BROADCASTING CO.
Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By: Indianapolis Broadcasting, Inc.
Address: Claypool Hotel
Phone Number: L1541
Transmitter Location: 44th & Knollton Rd.
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: World Broadcasting, Thesaurus
Representative: John E. Pearson Co.

WKMO
KOKOMO—EST. 1941
COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1440 Kc. Power: 250 Watts
Owned-Operated By: Kokomo Broadcasting Co.
Address: College Bldg.
Phone Number: 5171-5172
Transmitter Location: Morgan & Ohio Sts.
Time on the Air: 6:00 a.m. to 12:05 a.m.
News Service: UP
Representative: Howard Wilson Company

WASK
LAFAYETTE—EST. 1942
MISSISSIPPI VALLEY NETWORK
MUTUAL
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WFAM, Inc.
Address: Wallace Bldg.
Business Address: Wallace Bldg.
Phone Number: Lafayette 4300
Transmitter Location: No. River Road, West Lafayette
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: World Broadcasting System
National Representative: Joseph Hershey McGilvra

Personnel
President: O. E. Richardson
Station and Sales Manager: J. E. Richardson
Program Director: Rayne Spring
Chief Announcer: William Warren, Sr.
Chief Engineer: Harry G. Garba

WLBC
MUNCIE—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Donald A. Burton
Business Address: WLBC, Muncie
Phone Number: 4403
Transmitter Location: Radio Center, U. S. Highway No. 35, So. of Muncie
Time on the Air: 6:30 a.m. to 12:10 a.m.
News Service: AP
Transcription Service: Standard Radio
Representative: Hal Holman, Chicago

Personnel
Owner-Station Manager: Donald A. Burton
Commercial Manager: Wm. F. Craig
Program-Musical Director: June Johnson
Chief Engineer: Maurice Crain

WKBV
RICHMOND—EST. 1926
MUTUAL
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Central Broadcasting Corp.
Address: 25 S. 9th St.
Phone Number: 1156
Transmitter Location: Richmond
Time on the Air: 7 a.m. to 10:30 p.m.
News Service: UP
Transcription Service: World, Standard
Representative: William G. Rambeau Co.

Personnel
President: J. Robert Quigg
General Manager: G. F. Albright
Commercial-Sales Promotion Manager: R. L. Nusbaum
Program Director-Production Manager: Marie Robbins
Chief Engineer: Louis Dunning

WHOT
SOUTH BEND—EST. 1944
ABC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: South Bend Broadcasting Corp.
Business Address: St. Joseph & Monroe Sts.
Phone Number .............................................3-4155
Studio Address and Transmitter Location: St. Joseph and Monroe Sts.
Time on the Air .......... 6:30 a.m. to 12 midnight
News Service ............................................AP
Transcription Service ..................................World and Standard
Representative .........................................Weed & Company

Personnel

President ...........................................C. Bruce McConnell
General Manager .........................Robert E. Bauman
Station Manager ............................Ford Billings
Commercial Manager .................Charles W. Hines
Sales Promotion Manager-Publicity ....Dan Richardson
Program Director-Production Manager........Harold M. Cook
Musical Director ..................Violet Joy
Chief Engineer .........................Jack E. Wilson

W S B T
SOUTH BEND—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 980 Kc. ...... Power: 1000 Watts
Owned-Operated By ..........South Bend Tribune
Address ..........................225 W. Colfax Ave.
Phone Number ................. 3-6161
Transmitter Location: 5 miles south of South Bend on Ironwood Road
Time on the Air ........................6 a.m. to midnight; Sundays, 8 a.m. to 11:15 p.m.
Newspaper Affiliation ..........South Bend Tribune
News Service ..................UP
Transcription Service, Lang-Worth; Associated and Standard
Representative ..........................Paul H. Raymer Co.

Personnel

President .................................F. A. Miller
Station Manager .....................Franklin D. Schurs
Commercial Manager ..............R. H. Swints
Program Director ................Marc Boyden
Chief Announcer ..................Morton L. Linder
Publicity Director ................Neal B. Welch
Musical Director ..................Harlan Hogan
Chief Engineer ......................H. G. Cole

W B A A
WEST LAFAYETTE—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 1230 Kc. ...... Power: 250 Watts
Owned By ..................................Banks of the Wabash, Inc.
Operated By ..................................Banks of the Wabash, Inc.
Address ..................................303 South Sixth Street
Phone Number .................Crawford 5034
Transmitter ..................First St. and Peyton Ave.
Time on the Air: 17 ½ hrs. daily—16 ½ hrs. Sunday
Newspaper Affiliation ........Saturday Spectator
News Service ..................UP-AP
Transcription Service ........Standard, World
Representative ..................Weed & Company

Personnel

President .............................................Alvin Eades
Gen.-Com. Manager ...............George M. Jackson
Sales Promotion ..................Aline Arnold
Chief Engineer ....................Don Aldrich

W A O V
VINCENNES—EST. 1940
MUTUAL
MISSISSIPPI VALLEY NETWORK
Frequency: 1450 Kc. ...... Power: 250 Watts
Owned-Operated By ..........Vincennes Newspapers, Inc.
Studio Address ..................Grand Hotel
Business Address ..............320 Bussegon St.
Phone Number ..................787-788
Transmitter Location: US 41, north of Vincennes
Time on the Air: 6:00 a.m.-11:00 p.m. daily;
8:00 a.m.-11:00 p.m. Sundays
Newspaper Affiliation ..........Vincennes Sun-Commercial
News Service ..........................UP
Transcription Service ........Lang-Worth
Representative ..................John E. Pearson Co.

Personnel

President .................................Eugene C. Pulliam
General Manager .................Howard N. Greenlee
Station Manager-Sales .................Victor H. Lund
Promotion Manager ..................Richard B. Harris
Publicity Director ..................Gene Allison
Chief Announcer ..................Edward Raasch
Chief Engineer ......................Eugene E. Alden

W B A A
WEST LAFAYETTE—EST. 1922
Frequency: 920 Kc. ...... Power: 5000 d.; 1000 n.
Owned-Operated By ..........Purdue University
Address ..........Hall of Music, West Lafayette
Phone Number .................92-2128
Transmitter Location: 6 miles south of Lafayette
Time on the Air .................9 a.m. to 9 p.m.
News Service .................UP-AP
Transcription Service ........Standard Radio and Thesaurus

Personnel

President .................................Frederick Howde
Station Manager ..................I. W. Ditmore
Program Director ..................Jim Miles
Production Manager .............John Henderson
Publicity Director ..................Phil Wygant
Chief Announcer ..................John DeCamp
Musical Director ..................Jo Hamford
Record M. C. ..................George Yack
Chief Engineer .......................Robert King
W O I
AMES—EST. 1921 (9YI)
ABC
Frequency: 640 Kc.  Power: 5000 Watts Day
Owned By:  Iowa State College
Operated By:  Iowa State College
Address:  Ames, Iowa
Phone Number:  2500; Extension 281
Transmitter Location:  Service Building
Time on the Air:  6 a.m. to local sunset
News Service:  AP
Transcription Service:  World and Standard

Personnel
President (of Iowa State College):  Charles E. Friley
Station Director:  W. I. Griffiths
Program Director and
Station Manager:  Richard B. Hull
Production Manager:  Edward Wegener
Publicity Director:  Alfred T. Mitchell
Chief Announcer:  Richard Vogl
Musical Director:  Edward Wegener
Chief Engineer:  L. L. Lewis
Record M. C.:  William Merrill
*(Non-Commercial Station).

K F G Q
BOONE—EST. 1927
Frequency: 1260 Kc.  Power: 250 Watts
Owned-Operated By:  Boone Biblical College
Business Address:  924 West Second Street
Phone Number:  1118-W
Transmitter Location:  924 West Second St.
Time on the Air:  Daytime License
*(Non-Commercial Station)

K B U R
BURLINGTON—EST. 1941
AMERICAN BROADCASTING SYSTEM
TALL CORN NETWORK
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By:  Burlington Broadcasting Co.
Address:  National Bank Bldg.
Phone Numbers:  680; 681
Transmitter Location:  National Bank Bldg.
Time on the Air:  6 a.m.-11 p.m.
News Service:  UP


K R O S
CLINTON—EST. 1941
MUTUAL—TALL CORN
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By:  Clinton Broadcasting Corp.
Business Address:  Jacobsen Bldg.
Phone Number:  448
Studio Address:  Jacobsen Bldg.
Transmitter Location:  Jacobsen Bldg.
Time on the Air:  Unlimited License
IN CENTRAL IOWA KSO IS DOING A TERRIFIC JOB
Folks in our own backyard...
who know which Central Iowa station
is really delivering the goods...
choose KSO.
More than 147 Des Moines advertisers used KSO
last year...and it's hard to fool
your neighbors, especially when
they know what's going on here at KSO.

KSO
DES MOINES, IOWA 5000 Watts
Kingsley H. Murphy, Owner - George J. Higgins, General Manager
Represented by Headley-Reed Co.
News Service: UP
Transcription Service: Standard Radio, Cole
Representative: George Webber, Des Moines, Wm. Rambeau Co.

**Personnel**

President: W. S. Jacobsen
General and Promotion Mgr.: Morgan Sexton
Program Director: Lucille DeLeers
Sales Manager: Walter Jeich
Chief Engineer: Gilbert Andrew

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**WOC**

**DAVENPORT—EST. 1922**

**ABC**

Frequency: 1420 Kc.  Power: 5000 Watts
Owned-Operated By: Tri-City Broadcasting Company
Address: 1002 Brady Street
Phone Number: 3-3661
Transmitter Location: R. F. D. No. 1
Time on the Air: 18 hours daily; 16 hours (Sunday)
News Service: UP, AP
Transcription Service: World, Lang-Worth
Representative: Free & Peters, Inc.

**Personnel**

President: Col. B. J. Palmer
General Manager: J. Buryl Lottridge
Commercial Manager: L. O. Fitzgibbons
Sales Promotion and Publicity Manager: Jane Boom
Program Director: Marshall Dane
Chief Engineer: Paul Arvidson

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**KWLC**

**DECORAH—EST. 1926**

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: Luther College
Business Address: 600 Eirksson Drive
Phone Number: 690
Studio Address: C. K. Preus Gymnasium
Transmitter Location: C. K. Preus Gymnasium
Time on the Air: Operating four hours daily for the duration

**Personnel**

President (of Luther College): Dr. O. J. H. Preus
Station Manager and Program Director: Kenneth L. Berger
Publicity Director: Ruth Kalnes
Musical Director: Helen Trillius
Chief Announcer: Olive Sharpee
Chief Engineer and Production Manager: O. M. Eltrim
*(Non-Commercial Station)*

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**KRNT**

**DES MOINES—EST. 1936**

**ABC**

Frequency: 1350 Kc.  Power: 5000 Watts
Owned-Operated By: Cowles Broadcasting Company
Address: 715 Locust St.
Phone Number: 3-2111
Transmitter Location: S. E. 22nd & Park Ave.
Time on the Air: 6:00 a.m. to 12 midnight
Newspaper Affiliation: Des Moines Register and Tribune
News Service: AP; UP
Transcription Service: Standard Radio, Associated
Representative: The Katz Agency

**Personnel**

President: Gardner Cowles, Jr.
General Manager: Phil Hoffman
Commercial Manager: Bob Dillon
Program Director: Charles Miller
Production Manager: George Cremeens
Record M. C.'s: Gene Emerald, Myron J. Bennett
Sales Promotion Manager: Robert Dillon
Publicity Director: Mary Little
Chief Engineer: Charles Quentin

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**KSO**

**DES MOINES—EST. 1921**

**CBS**

Frequency: 1460 Kc.  Power: 5000 Watts
Owned-Operated By: Kingsley H. Murphy
Address: 800 Old Colony Bldg.
Phone Number: 3-0571
Transmitter Location: S.E. 22nd & Park Avenue
Time on the Air: 6 a.m. to 1 a.m., weekdays
News Service: AP; UP
Transcription Service: World, M. M. Cole
Representative: Headley-Reed Co.

**Personnel**

President: Kingsley H. Murphy
General Manager: George J. Higgins
Sales Promotion Manager: Nancy M. Haisor
Program Director: Edmund J. Linehan
Record M. C.: R. J. Nash
Chief Engineer: F. E. Bartlett

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**WHO**

**DES MOINES—EST. 1924**

**NBC & CORNBELT WIRELESS**

Frequency: 1040 Kc.  Power: 50000 Watts
Owned-Operated By: Central Broadcasting Co.
Business Address: 914 Walnut St.
Phone Number: 3-7147
Transmitter Location: Mitchellville, Iowa  
Time on the Air: 5:30 a.m. to 12:30 a.m.  
News Service: INS, UP, AP  
Transcription Service: NBC Thesaurus; Lang-Worth, M. M. Cole  
Representative: Free & Peters, Inc.

**Personnel**

President: B. J. Palmer  
Station Manager: J. O. Maland  
Sales Manager: E. H. Bondurant

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**KDTH**  
**DUBUQUE—EST. 1941**  
**MUTUAL BROADCASTING SYSTEM**  
**IOWA TALL CORN NETWORK**

Frequency: 1370 Kc.  
Power: 1000 Watts  
Owned By: Telegraph-Herald  
Operated By: Telegraph Herald  
Address: 8th and Bluff  
Phone Number: 1603  
Transmitter Location: East Dubuque, Ill.  
Time on the Air: 6 a.m. to 12 midnight  
Newspaper Affiliation: Telegraph-Herald  
News Service: AP  
Representative: William G. Rambeau

**Personnel**

General Manager: K. S. Gordon  
Commercial Manager: Robert S. Graham  
Sales Promotion Manager: Gordon K. Downey  
Program Director: Arnie Sterman  
Musical Director: Jerry Chandler  
Chief Engineer: Charles Cain

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**WKBB**  
**DUBUQUE—EST. 1933**  
**AMERICAN BROADCASTING CO.**

Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Operated By: Dubuque Broadcasting Co.  
Address: Hotel Julien  
Phone Number: 572  
Transmitter Location: R. R. No. 2, Dubuque, Iowa  
Time on the Air: 6:30 a.m. to 12 midnight  
News Service: UP  
Transcription Service: World  
Representative: Howard H. Wilson Co.

**Personnel**

Vice President and Station Manager: James D. Carpenter  
Local Sales Manager: Harry Hatzenbuehler  
Program Director: Jeanne F. Wiedner  
Chief Announcer and Production Manager: L. Vaughn Gayman  
Musical Director: Samuel Ham  
Publicity Director: L. Vaughn Gayman  
Record M. C.: Robert Gilliam  
Chief Engineer: Leonard Carlson

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**KVFD**  
**FORT DODGE—EST. 1939**  
**MUTUAL BROADCASTING SYSTEM**  
**NCBS AND IOWA TALL CORN NETWORK**

Frequency: 1400 Kc.  
Power: 250 Watts  
Owned By: Northwest Broadcasting Co.  
Operated By: Edward Breen, President & General Manager  
Address: Warden Bldg., Fort Dodge  
Phone Number: 307-1-23  
Transmitter Location: S. W. of Ft. Dodge, 1 mile  
Time on the Air: 6 a.m. to 12 midnight  
News Service: UP  
Transcription Service: Cole  
Representative: William G. Rambeau

**Personnel**

President: Edward Breen  
Sales Manager: Jon Shafer  
Merchandising Manager—Publicity Manager: Kenneth Peterson  
Program Director: Drexel Peterson  
Chief Engineer: David G. Sinclair

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**WSUI**  
**IOWA CITY—EST. 1919**

Frequency: 910 Kc.  
Power: 5000 Watts  
Owned-Operated By: The State University of Iowa  
Address: Iowa City  
Phone Number: 2111-237  
Transmitter Location: Iowa City  
Time on the Air: Unlimited  
News Service: AP  

**Personnel**

Station Director: Carl H. Menzer  
Program Director: Armon Bonney  
Chief Engineer: S. J. Ebert  
*(Non-Commercial Station)*

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**KFJB**  
**MARSHALLTOWN—EST. 1923**  
**MUTUAL-TALL CORN NETWORK**  
**MISSISSIPPI VALLEY NETWORK**

Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Operated By: Marshall Electric Company  
Address: 1603 West Main Street  
Phone Number: 3361  
Transmitter Location: 2 miles northwest of Marshalltown  
Time on the Air: 6 a.m. to midnight  
News Service: UP  
Transcription Service: SESAC  
Representative: William G. Rambeau Co.
Iowa

Personnel
Chief Executive..............Kenneth Durham
General Manager..............Warren L. Binkley
Commercial Manager.........Theodore M. Silva
Program Director............Charles T. Webb
Promotion Manager...........La Verne Koenig
Chief Engineer..............James A. Dickens

K G L O
MASON CITY—EST. 1937
COLUMBIA BROADCASTING SYSTEM
Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By.............Lee Radio, Inc.
Address..................12 2nd St., N.E.
Phone Number................2800
Transmitter Location..........Highway 18, west of Mason City
Time on the Air..............6 a.m. to 12 p.m.
News Service.................AP; UP
Transcription Service........Standard
Representative..............Weed & Co.

K B I Z
OTTUMWA—EST. 1941
MUTUAL
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.............KBIZ, Inc.
Address......................117 E. Main St.
Phone Number................5600
Transmitter Location..........Community Gardens
Time on the Air..............6:00 a.m. to midnight
News Service.................UP
Transcription Service........World

Personnel
President-Owner..............James J. Conroy
Sales Manager.................Eleanor M. Haling
Program Director...............Gene Milner
Publicity Director.............Dorothy Lindley
Chief Engineer.................J. C. Haley

K F N F
SHENANDOAH—EST. 1924
Owned-Operated By.............KFNF, Inc.
Address......................405 Sycamore St.
Phone Number................1
Transmitter Location..........Shenandoah
Time on the Air..............6 a.m. to 3 p.m. and 6 p.m.
to 12 mid., weekdays: 7 a.m. to 3:30 p.m. & 6 p.m.-12 mid., Sundays
News Service................AP
Transcription Service........Standard Radio and World

Personnel
President......................Henry Field
General Manager..............John L. Nicolson
Station-Commercial Manager...T. F. Stubbs
Musical Director...............Ermal Dilley
Chief Announcer..............Melvin Eyeberg
Chief Engineer.................Robert N. Barkman

K M A
SHENANDOAH—EST. 1925
ABC—MUTUAL
Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By.............Mary Broadcasting Co.
Address......................N. Elm St.
Phone Number................192
Transmitter Location..........Route 48
Time on the Air..............Unlimited license
News Service..................UP
Transcription Service..........Langworth
Representative..............Frees & Peters, Inc.

Personnel
President......................Earl E. May
General Manager...............Owen Saddler
Station & Commercial Mgr.......J. C. Rapp
Sales Manager................Howard O. Peterson
Farm Service Director........Merrill Langfitt
Sales Promotion...............Harriet Lingo
Program Director...............Terry Moss
Production Manager............Hugh Aspinwall
Publicity Director.............Harriet Lingo
Musical Director...............Mabel McFarland
War Program Director..........Owen Saddler
Chief Engineer.................Ray Schroeder

K S C J
SIOUX CITY—EST. 1927
CBS
Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By.............Perkins Bros. Co.
Address......................415 Douglas Street
Phone Number................5-7993
Transmitter Location..........N.W., 7 miles on Highway 75
Time on the Air..............6 a.m. to 12 midnight
News Service..................AP
Newspaper Affiliation..........Journal-Tribune
Transcription Service........C. P. MacGregor and World
Representative..............Geo. P. Hollingbery Co.

Personnel
President......................William R. Perkins
General Manager...............Eugene T. Fiaherthy
Sales Manager...............Eugene T. Fiaherthy
Program Director...............Elizabeth Sammons
Publicity-Sales Promotion.....Jean Harraday
Production-Chief Announcer...Lawrence E. Coke
Musical Director...............Berniece Ewing
Chief Engineer................Stephen S. Dier
Things Look Mighty Good at KXEL out here in IOWAY!

JOSH HIGGINS

KXEL 50,000 WATTS CLEAR CHANNEL BASIC AMERICAN
JOSEPH HIGGINS BROADCASTING CO.
WATERLOO, IOWA

Represented by John Blair & Company
KTRI
SIOUX CITY—EST. 1938
MUTUAL BROADCASTING SYSTEM
TALL CORN NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Sioux City Broadcasting Company
Business Address: Commerce Building
Phone Number: 8-0165
Transmitter Location: Commerce Building
Time on the Air: 6 a.m. to 12 midnight
News Service: Associated Music Publishers
Transcription Service: Wm. Rambeau Co.

KXEL
WATERLOO—EST. 1942
ABC
Frequency: 1540 Kc. Power: 50000 Watts
Owned-Operated By: Josh Higgins Broadcasting Co.
Address: Insurance Bldg.
Phone Number: 3371
Transmitter Location: Dysart
Time on the Air: 5 a.m. to midnight
News Service: AP
Transcription Service: Standard
National Representative: John Blair & Co.

Personnel
President-General Manager: Dietrich Dirks
Commercial Manager: Dietrich Dirks
Program Director: Al Triggs
Production Manager: Andre Wilson
Publicity Director: Mary Lou Sheer
Chief Announcer: Frederic Taylor
Sales Promotion: Buzz Hassett
Record M. C.: Buzz Hassett
Musical Director: Bernie Mahr
Chief Engineer: Will Easterly

Personnel
President-General Manager: Joe Du Mond
Commercial Manager: A. J. Du Mond
Sales Promotion and Publicity Director: E. M. Gahre
Program Director: E. M. Owen
Production Manager: Emlyn Owen
Musical Director: George Timm
Chief Engineer: Don Kassne
Record M. C.: Herb James

"STAR TIME"
Intensely interesting dramatizations of personalities of interest to women.
Through the unique, new "Cue-In" technique, the station's local women's program editor participates with the star.
"Cue-In" localizes and personalizes the program—15 minutes, transcribed.

Write
AP RADIO PRODUCTIONS
Press Association, Inc.
50 Rockefeller Plaza
New York 20, N. Y.
At its opening twenty years ago, WIBW was dedicated to the service of American agriculture . . . to farmers, stockmen, and small town residents whose livelihood revolved around the production and distribution of farm products.

Unwavering adherence to this policy has won us millions of staunch friends and eager listeners throughout Kansas and adjoining states. Because they appreciate our sincere services in their interests, they are quick to follow the purchasing suggestions of WIBW advertisers. Can you use such whole-hearted buying response?

WIBW
IN \textit{The Voice of Kansas}

\textbf{WIBW, Topeka}
\textbf{BEN LUDY}
\textbf{COLUMBIA'S OUTLET FOR KANSAS}

\textbf{KCKN, Kansas City}
\textbf{NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO}
K V A K
ATCHISON—EST. 1939
MUTUAL
Frequency: 1450 kc. Power 250 Watts
Owned By..................S. H. Patterson
Operated By................S. H. Patterson
Address....................622 Commercial Street
Phone Number................1420
Transmitter Location...........Winthrop, Mo.
Time on the Air...........6:30 a.m. to midnight
News Service.................AP
Representative..............Dawn Peterson

Personnel
President-Owner...........S. H. Patterson
General Manager............Jerry Akers
Station Manager-Merchandising
Manager.....................David G. Roberts
Commercial Manager.........Leslie D. Cox
Program Director...........Joseph Kilgore
Production Manager.........Allen Manette
Chief Announcer...............Joseph Peck
Chief Engineer...............Thomas Vance

K G G F
COFFEYVILLE—EST. 1930
ABC
Owned-Operated By..........Hugh J. Powell
Address....................8th and Elm
Phone Number................147
Transmitter Location.......South Coffeyville, Okla.
Time on Air................Sundays, 7 a.m.-11 p.m.;
                           Weekdays, 6:45 a.m. to 11 p.m.
Newspaper Affiliation.....Coffeyville Journal
News Service.................AP
Transcription Service....NBC Thesaurus, World
Representative..............Weed & Co.

Personnel
Owner........................Hugh J. Powell
Station Manager...............Bert H. Powell
Commercial-Sales Promotion
Manager.....................Ed Spoonamore
Program Director..............Ozzie Osborne
Chief Engineer...............J. Sarto Jaminet

K G N O
DODGE CITY—EST. 1930
KEYSTONE BROADCASTING SYSTEM
Owned-Operated By..........Dodge City Broadcasting Co.
Address....................705 Second Avenue
Phone Number................1100
Transmitter Location........West Park Rd.
Time on the Air.............Unlimited
Newspaper Affiliation...Dodge City Daily Globe
News Service.................AP
Transcription Service.....World
Representative..............Arthur H. Haqq and Associates

Personnel
President....................J. C. Denious
Manager.....................N. C. Peterson
Sales Manager.................N. C. Peterson
Program Director...........Herschell Holland
Chief Engineer...............Ralph Hickman

K T S W
EMPORIA—EST. 1939
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK
Frequency: 1400 kc. Power: 250 Watts
Owned-Operated By..........Emporia Broadcasting Co., Inc.
Address....................613 Merchant St.
Phone Number................153
Transmitter Location........South Emporia
Time on the Air...............6:30 a.m. to 12:05 a.m.; Sundays, 7:30 a.m. to 12:05 a.m.
News Service.................AP
Transcription Services......World

Personnel
President.....................J. J. Hovorka
General Manager.............J. Nelson Rupard
Program Director............Miriam Porter
Commercial Manager..........Wendell Elliott
Publicity-Sales Promotion..Burton D. Harrison
Production Manager..........Larry Cotton
Chief Engineer...............Paul H. Daniels

K I U L
GARDEN CITY—EST. 1935
MUTUAL
KANSAS STATE NETWORK
Frequency: 1240 kc. Power: 250 Watts
Owned-Operated By..........F. D. Conrad
Business Address.........509 N. Main
Phone Number................666
Studio Address..............509 N. Main
Transmitter Location.......Northwest of Garden City
And for radio advertising that pays off in RESULTS, hire KCKN to deliver your sales messages to Kansas Citians. KCKN, and only KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citians look to KCKN for the kind of radio entertainment they like—day and night.

Thus, thru KCKN, you may sell a substantial share of Greater Kansas City’s nine hundred million dollar buying power without the rate penalty of outstate coverage.

- Contact your nearest Capper office for availabilities.
KANSAS

Time on the Air
News Service
Transcription Service

Personnel

President
Station and Commercial Manager
Publicity Director
Chief Announcer
Program Director
Chief Engineer


KVGB
GREAT BEND—EST. 1937
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc
Power: 250 Watts
Address: 2103 Forest Ave
Phone Number: 1080
Transmitter Location: South Great Bend
Time on the Air: Unlimited
News Service: UP
Transcription Service: Lang-Worth
Representative: John E. Pearson

William Wyse, President, KWBW

KCKN
KANSAS CITY—EST. 1925 (as WLBF)
1936 (as KCKN)
MUTUAL BROADCASTING SYSTEM
(After 6 PM)

Frequency: 1340 Kc
Power: 250 Watts
Owned-Operated By: The KCKN Broadcasting Company
Address: 300 Wallower Bldg.
Phone Number: Victor 3964
Transmitter Location: 901 North 8th St.
Time on the Air: 6 a.m. to 1 a.m.
Newspaper Affiliation: The Kansas City Kansan
News Service: AP & UP
Transcription Service: Standard Radio, Lang-Worth
Representative: Capper Publications

KWBW
HUTCHINSON—EST. 1935
NATIONAL BROADCASTING CO.

Frequency: 1450 Kc
Power: 250 Watts
Owned By: Wm. Wyse & Stanley Marsh
Address: 101 East Avenue A
Phone Number: 5202
Transmitter Location: Hutchinson
Time on the Air: Unlimited Time
News Service: UP, AP
Transcription Service: Lang-Worth, Standard

Personnel

President
Vice-President and General Manager
Sales Promotion Manager
Program Director
Chief Engineer

WILLIAM WYSE, President, KWBW

KWBW
HUTCHINSON

Serves 456,151 People in Central KANSAS

An NBC Affiliate
KANSAS

KFKU
LAWRENCE—EST. 1924
Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By........ University of Kansas
Address........................ Lawrence
Phone Number..................K. V. Exchange
Transmitter Location.........Tonganoxie, Kans.
Time on the Air..............Shares time with WREN
News Service..................INS

Personnel
Station Manager..............Harold G. Ingham
Chief Engineer...............R. P. Stringham
*Non-Commercial Station)

WREN
LAWRENCE—EST. 1926
ABC
Frequency: 1250 Kc...Power: 5000 d., 1000 n.
Owned-Operated By........WREN Broadcasting Co. Inc.
Address........................WREN Bldg.
Phone Number..................110
Transmitter Location.........Between Lawrence, Kans., & Kansas City, Mo.
Time on the Air.............121 hours per week
News Service..................UP
Transcription Service........NBC Thesaurus
Representative..............Geo. P. Hollingbery Co.

Personnel
President......................R. C. Jackman
General Manager............Verl Bratton
Chief Engineer...............Carl Bliesner

KSAC
MANHATTAN—EST. 1924
Frequency: 580 Kc...Power: 1000 d., 500 n.
Owned-Operated By.........Kansas State College
Address......................College Campus
Transmitter Location........College Campus
Time on the Air.............Shares time

Personnel
President......................Milton E. Eisenhower
Dean of Division of Extension...H. Umberger
Extension Editor..............Lisle Longsdorf
Chief Engineer...............Bernard Holbert
*Non-Commercial Station)

KOAM
PITTSBURG—EST. 1937
NATIONAL BROADCASTING CO.
Frequency: 810 Kc...Power: 1000 Watts, Day
Owned-Operated By........The Pittsburg Broadcasting Company, Inc.
Address........................Commerce Building
Phone Number..................2165
Transmitter Location..Pittsburg, Kans.
Time on the Air..............Daytime License
News Service..................INS
Transcription Service........World Broadcasting
Representative...............John E. Pearson Co.

Personnel
President......................E. Victor Baxter
Station Manager.............R. E. Wade
Chief Engineer...............Leo Stafford

KSAL
SALINA—EST. 1937
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK
Frequency: 1150 Kc...Power: 1000 Watts
Owned-Operated By.........KSAL, Inc.
Address........................Journal Bldg.
Phone Number..................100
Transmitter Location........State Street Rd.
Time on the Air..............18 hours daily,
Sunday, 17 hours
News Service..................AP
Transcription Service........NBC Thesaurus,
SESAC, Standard
Representative...............John E. Pearson Co.

Personnel
President......................R. J. Laubengayer
Station and Commercial
Manager.......................Ray Y. Jenser
Musical Director..............Barbara Lewton
Program Director.............Grover C. Cobb, Jr.
Chief Engineer...............N. E. Vance, Jr

WIBW
TOPEKA—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 580 Kc...Power: 5000 Watts
Owned-Operated By.........Capper Publications, Inc.
Business Address..............1035 Topeka Ave.
Phone..........................3-2377

406
Studio Address..............1035 Topeka Ave.
Transmitter Location......Seven miles west of Topeka
Time on the Air.............Shares Time
Newspaper Affiliation......Capper Publications, Inc.
News Service................UP, AP
Transcription Service.......Standard Radio
...and Lang-Worth
Representative..............Capper Publications, Inc.

Personnel
President........................H. S. Blake
General Manager...............Ben Ludy
Publicity Director..............Bob McClure
Program Director-Production
Manager.......................Mrs. Maude Carlson
Chief Engineer.................K. G. Marquardt
(See Page 402)

KFH
WICHITA—EST. 1923
COLUMBIA BROADCASTING SYSTEM
Frequency: 1330 Kc...........Power: 5000 Watts

Owned-Operated By.............The Radio Station
KFH Company, Inc.
Address........................York Elite Building
Phone Number...................2-4491
Transmitter Location.........RFD No. 3, Wichita, Kansas
Time on the Air..............6:00 a.m. to 12 midnight
Newspaper Affiliation......Wichita Eagle
News Service..................AP, UP
Transcription Service........Lang-Worth
Representative................Edward Petry & Company

Personnel
President........................John Rigby
Vice-President-General Mgr...M. M. Murdock
Business Manager..............P. S. Clark
National Sales & Promotion Manager,
.................Clark A. Luther
Chief Announcer...............Dave Wilson
Program Director..............Vernon E. Reed
Production Manager............John Speer
Musical Director..............Wayne Euchner
Chief Engineer................Amos C. Dadisman

“THE CLIFF EDWARDS SHOW”

An extensive library of all-time, all-American musical favorites that are strictly “in the groove” . . . for oldsters and youngsters alike.

A musical package complete with theme and suitable scripts for exclusive presentation in any market.

WRITE

AP RADIO PRODUCTIONS
PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.
General Information:
KANS is owned by THE KANS BROADCASTING COMPANY (a corporation); Herb Hollister, President; Jack Todd, General Manager.

KANS operates on a power of 250 watts, day and night, on a frequency of 1240 kilocycles.
KANS has been in operation since September, 1936.
KANS does a big local coverage job on all civic events including local sports.

Network Affiliations:
KANS is affiliated with the National Broadcasting Company

Program Facilities:
KANS maintains two transcription libraries—the NBC "Thesaurus" and Standard. KANS has both AP and UP news service day and night.

Hours on the Air:
6:30 A.M. to Midnight.

Merchandising Facilities:
Bus cards in all local buses (135 in all) for a two-week period at the start of a campaign of programs. Feature articles and pictures in "The KANSan," monthly KANS merchandiser mailed to most retail outlets in Wichita.
KANS
WICHITA—EST. 1936
NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: The KANS Broadcasting Co.
Address: Wichita
Phone Number: 4-2387
Transmitter Location: Wichita
Time on the Air: 6 a.m. to midnight
News Service: AP & UP
Transcription Service: NBC Thesaurus: Standard
Representative: Headley-Reed Co.

Personnel

President: Herb Hollister
General Manager: Jack Todd
Program Director: Vic Rugh
Publicity: Vic Rugh
Sales-Promotion Manager: Jack Todd
Chief Engineer: Ted Heithecker

“STAR TIME”

Intensely interesting dramatizations of personalities of interest to women.

Through the unique, new “Cue-In” technique, the station’s local women’s program editor participates with the star.

“Cue-In” localizes and personalizes the program—15-minutes, transcribed.

Exclusive in Any Market

WRITE

AP RADIO PRODUCTIONS
PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

KFBI
WICHITA—EST. 1923
AMERICAN BROADCASTING CO.

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Owned-Operated By: Farmers and Bankers Broadcasting Corporation
Address: 1st & Market Sts.
Phone Number: 2-1447
Transmitter Location: 42nd and Broadway
Time on the Air: 6 a.m. to 1 a.m.
News Service: INS & UP
Transcription Service: World, Cole
Representative: George P. Hollingberry Co.

Personnel

President: H. K. Lindsley
General Manager: Robert K. Lindsley
Sales Promotion Manager: D. W. McCoy
Chief Engineer: K. W. Pyle
Sales-Publicity: D. W. McCoy
Program Director: C. T. Johnson
Musical Director: F. E. Markwell
Kentuckiana
the home of
industry and agriculture

Night-and-day coverage of
a rich, progressive market

Radio Station WHAS
50,000 watt clear channel
Basic CBS
Louisville, Kentucky
KENTUCKY
For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W C M I
ASHLAND—EST. 1935
COLUMBIA BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Ashland Broadcasting Company
Address: Box 949
Phone Number: 3010 (Ashland)
Transmitter Location: 48th and Ohio River, Ashland, Ky.
Time on the Air: 6:30 a.m. to 1:05 a.m., Weekdays; 7:45 a.m. to 1:05 a.m
News Service: UP
Transcription Service: NBC Thesaurus
Representative: John E. Pearson

Personnel
President: Gilmore Nunn
Vice-President: J. Lindsay Nunn
General Manager: Joseph B. Matthews
Commercial Manager: Joseph B. Matthews
Sales Promotion: John D. Fell
Chief Engineer: Clarence Weaver

W L B J
BOWLING GREEN—EST. 1940
MUTUAL BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Bowling Green Broadcasting Corp.
Address: Fairview & Lehman Aves.
Phone Number: 1340-1
Transmitter Location: Fairview & Lehman Aves.
Time on the Air: 6 a.m. to 11 p.m.
News Service: UP
Transcription Service: Lang-Worth, Cole
Representative: Burn-Smith Co.

Personnel
President & Station Manager: Ken D. Given
Sales Manager: Ken D. Given
Promotion-Musical Director: Helen Given
Production Manager: Joe Hicks
Publicity Director: Jauinita Brit
Chief Announcer: Joe Hamilton
Program Director: Joe Hamilton
Chief Engineer: Joe Pentecost

W F K Y *
FRANKFORT
Frequency: 1490 kc. Power: 250 Watts
Owned-Operated By: Frankfort Broadcasting Co.
Address: 317 Ann St.
Phone Number: 421
News Service: AP

Personnel
President: J. Sneed Yager
Gen-Com. Manager: Clarence H. Fleming
Program-Promotion Manager: Marshall L. Peace
*Construction Permit

W K A Y *
GLASGOW
Frequency: 1490 kc. Power: 250 Watts
Owned-Operated By: Glasgow Broadcasting Co.
Address: 213 S. Green St.
*Construction Permit

W H L N
HARLAN—EST. 1941
MUTUAL BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Blanfox Radio Company, Incorporated
Address: Main St.
Phone Number: 625
Time on the Air: 6 a.m. to 11 p.m.
News Service: UP, AP
Transcription Service: Lang-Worth, Keystone
Representative: Burn-Smith Co.

Personnel
Owner-General Manager: R. B. Helms
Station Manager-Program-Publicity: Stuart Odell
Commercial Manager: C. E. Wilkshart
Chief Engineer: J. Francke Fox

W S O N
HENDERSON—EST. 1941
Frequency: 860 Kc. Power: 500 Watts, Day
Owned-Operated By: Henderson Broadcasting Co., Inc.
Address: P. O. Box 418
Phone Number: 3223
Transmitter Location: Zion Rd.
Henderson
Time on the Air: Local sunup to local sundown
News Service: UP & AP
Transcription Service: NBC Thesaurus, Associated Music
Representative: Sears & Ayer, Helen Wood

Personnel
President: Pierce E. Lackey
General and Station Manager: Hecht S. Lackey

411
WHOP
HOPKINSVILLE—EST. 1939
COLUMBIA BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Hopkinsville Broadcasting Co., Inc.
Phone Number: 1026, 1025
Business Address: 1st & Main
Transmitter Location: Cadiz Road
Time on the Air: 6 a.m. to 11:05 p.m.; Sundays, 7 a.m. to 11:05 p.m.
News Service: AP & AP
Transcription Service: World Broadcasting System, M. M.Cols
Representative: Sears & Ayer, Helen Wood

Personnel
President: Pierce E. Lackey
General and Commercial Manager: F. Ernest Lackey
Merchandising Manager-Chief Announcer: William T. Bullington
Program Director: Bonnie Bessire
Production Manager: Charles Stratton
Publicity Director: Katherine Peden
Musical Director: Charles Melton
Chief Engineer: T. E. Brewer
Record M. C.: Leo Wilson

WGRC
LOUISVILLE—EST. 1936
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Northside Broadcasting Corp.
Business Address: Kentucky Home Life Bldg.: Louisville, Ky.
Phone: Wabash 8871
Studio Addresses: Kentucky Home Life Bldg.
Transmitter Location: Preston and Woodbine Streets, Louisville, Ky.
Time on the Air: 6 a.m. to midnight
News Service: AP & UP
Transcription Service: Standard Radio; Lang-Worth
Representative: The Walker Co.

Personnel
President and Commercial Mgr.: J. Porter Smith
General Manager: Charles L. Harris
Publicity-Sales Promotion: Harry Hunter
Program Director: Ward Hatcher
Production Manager: W. S. Lukenbill
Chief Announcer: Gerald R. Fordyce
Musical Director: J. Bertram Harmon
Chief Engineer: Perry Esten

WAVE
LOUISVILLE—EST. 1933
NATIONAL BROADCASTING COMPANY
Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WAVE, Incorporated
Address: 334 E. Broadway
Phone Number: Wabash 6543
Transmitter Location: Jeffersonville, Ind.
Time on the Air: 6 a.m. to 12 midnight: Sundays, 8 a.m. to 12 midnight
News Service: INS, AP, & PA
Transcription Service: NBC, Thesaurus, Lang-Worth
Representative: Free & Peters, Inc.

Personnel
President: Major Geo. W. Norton, Jr.
Station Manager: Nathan Lord
Commercial Manager: James F. Cox
Program Director: George C. Patterson
Publicity Director: Elizabeth B. Sanders
Chief Announcer: Burt Blackwell
Musical Director: Earle Keller
Chief Engineer: Wilbur Hudson

WHAS
LOUISVILLE—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 840 Kc. Power: 50000 Watts
Owned-Operated By: Courier-Journal and Louisville Times Company
Address: 300 West Liberty St.
Phone Number: Wabash 2211
Transmitter Location: R. R. No. 2, Anchorage, Kentucky
Time on the Air: 24 Hours Daily
Newspaper Affiliation: Courier-Journal and Louisville Times
News Service: AP, UP
**Personnel**

President ............... Barry Bingham
General Manager .......... W. Lee Coulson
Commercial Manager ........ Joe Eaton
Program Director ........ Richard E. Fischer
Promotion Manager .......... J. M. Wynn
Program Co-Ordinator ....... Ray Shannon
Religious Co-Ordinator ........ C. E. Burns
Chief Announcer .......... Paul Clark
Technical Director .......... Orin W. Towner

(See Page 410)

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**WINN**

**LOUISVILLE—EST. 1940**

**ABC**

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: Kentucky Broadcasting Corp.

Address ............... 10th Floor Tyler Hotel, 3rd and Jefferson Sts.

Phone Number .......... Wabash 5148

Transmitter Location ........ On top Tyler Hotel

Time on the Air ........ 6 a.m. to 12 midnight:

Sunday, 8 a.m. to 12 midnight

News Service .......... AP

Transcription Service ........ C. P. MacGregor & Standard

Representatives ........ Broadcast Sales Co., Homer Griffith

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**WOMI**

**OWENSBORO—EST. 1938**

**MUTUAL**

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By: Owensboro Broadcasting Co.

Address ............... Owensboro

Phone Number .......... 420, 421

Transmitter Location ........ Owensboro

Time on the Air ........ 7:30 a.m. to 11:30 p.m.

Transcription Service ........ Lang-Worth

News Service .......... AP

Representative ........ Burn-Smith Co.

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**WPAD**

**PADUCAH—EST. 1930**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By: Paducah Broadcasting Co.

Business Address ............... Taylor Bldg., 4th and Broadway

Phone Numbers .......... 4100-1-2

Studio Address ............... Taylor Bldg.

Transmitter Location ........ 9th and Terrell

Time on the Air ........ 6 a.m. to 11:30 p.m.

News Service .......... UP & AP

Representative ........ Sears & Ayer

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**For the BEST IN NEWS for the BEST IN PROGRAMS BASED ON NEWS AP!**
**KALB**
ALEXANDRIA—EST. 1935
ABC LOUISIANA NETWORK
Frequency: 580 Kc Power: 1000 Watts
Owned-Operated By: Alexandria Broadcasting Co., Inc.
Address: 505 1/2 Johnston St.
Phone Number: 3335-6
Transmitter Location: Wardville, La.
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday, 8 a.m. to 10:35 p.m.
News Service: INS-AP
Transcription Service: World
Representatives: Weed & Co.

**WJBO**
BATON ROUGE—EST. 1934
AMERICAN BROADCASTING CO. LOUISIANA NETWORK
Frequency: 1150 Kc Power: 5000 Watts
Owned-Operated By: Baton Rouge Broadcasting Co., Inc.
Address: 444 Florida St.
Phone Number: 5271-2
Transmitter Location: Roosevelt Road
Time on the Air: 6 a.m. to midnight; Sunday, 7 a.m. to midnight
Newspaper Affiliation: Baton Rouge State Times, Baton Rouge Morning Advocate
News Service: AP, UP
Transcription Service: World Broadcasting, Standard
Representative: Geo. P. Hollingbery Company

**KVO L**
LAFAYETTE—EST. 1935
NATIONAL BROADCASTING CO. EVANGELINE GROUP AND LOUISIANA NETWORK
Frequency: 1340 Kc Power: 250 Watts
Owned-Operated By: Evangeline Broadcasting Company, Inc.
Business Address: 519 Buchanan
Phone Numbers: 336, 2062, 2101
Studio Address: 519 Buchanan
Transmitter Location: Scott Road
Time on the Air: 6:30 a.m. to 11:05 p.m.
Newspaper Affiliation: Lafayette Daily Advertiser
News Service: UP
Transcription Service: World, MacGregor

**KPL C**
LAKE CHARLES—EST. 1935
NATIONAL BROADCASTING CO. & LOUISIANA NETWORK
Frequency: 1490 Kc Power: 250 Watts
Owned-Operated By: Calcasieu Broadcasting Co.
Address: P. O. Box 1521
Phone Number: 2713, 2714
Studio Address: Majestic Hotel
Transmitter Location: La Grange St.
Time on the Air: 6:30 a.m. to 11:05 p.m.
News Service: AP
Transcription Service: World

**Personnel**
**KALB**
Chief Executive: Harry B. Nelson
General Manager: Woodrow W. Hattie
News Manager: Sheriff James D. France
Production Manager: John C. Scearce
Sales Manager: Alex McFarland
Transcription Manager: Ralph H. Sims

**KVO L**
President: Morgan Murphy
Station Manager: Geo. H. Thomas
Commercial Manager: B. H. Bailey, Jr.
Sales Promotion Manager: Franck Lee
Program Director: Franck Lee
Production Manager: A. B. Craft, Jr.
Chief Announcer: Al Theriot
Chief Engineer: B. Hillman Bailey, Jr.

**KPL C**
President: T. B. Lanford
Station Manager: David Wilson
Musical-Program Director: Anna Louise Clark
Chief Engineer: Carl C. Moses
Production Manager: Joe Campbell
Sales-Publicity Director: Jerry Bozeman

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(Call Letters to Be Assigned)

**Baton Rouge**
Frequency: 1400 kc Power: 250 Watts
Owned-Operated By: Air Waves, Inc.
Address: Baton Rouge, Louisiana

**Personnel**
President: Walter H. Allen
General-Commercial Manager: E. E. Cappellini
Program Director: Janet Baker Immel
Chief Announcer: Ed Rand
Chief Engineer: Jesse Sexton

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For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255
KMLB
MONROE—EST. 1930
AMERICAN BROADCASTING CO.
LOUISIANA NETWORK
Frequency: 1230 Kc. Power: 250 Watts
C.P. 1440 Kc. Power: 1000 Watts
Owned-Operated By: Liner’s Broadcasting Station, Inc.
Address: P. O. Box 1723
Phone Number: 4321
Studio Address: Jackson & Harrison Sts.
Transmitter Location: Millhaven Rd.
Time on the Air: 6 a.m. to midnight
News Service: UP
Transcription Service: Standard Radio, Lang-Worth

Personnel
President: J. C. Liner
General Manager: J. C. Liner, Jr.
Sales Promotion Manager: J. C. Liner, Jr.
Program Director: Edward Peppers
Chief Engineer: O. L. Morgan

KNOE
MONROE—EST. 1944
NBC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: James A. Noe
Business Address: Bernhardt Bldg.
Phone Number: 912
Transmitter Location: 23rd St. Extension from Louisville Ave., Monroe, La.
Time on the Air: 6 a.m.-12 midnight, daily; Sunday, 17 hours
Representative: Joseph Hershey McGillvra, Inc.

Personnel
Owner-President: James A. Noe
Vice-Pres.-Gen. Mgr.: James E. Gordon
Station Manager: Elaine C. Haas
Sales-Promotion Manager: Ruth Surguine
Chief Engineer: Edward R. Goodwin

NEW IBERIA*
Frequency: 1240 kc. Power: 250 Watts
Owned-Operated By: New Iberia Broadcasting Co.
Address: New Iberia, Louisiana

WDSU Offers...

★ 5,000 Watts, Delivering 20,000 Watts, In The Populated Areas Of South Louisiana-Mississippi
★ Occupies A Central Dialing Position
★ First in Daytime Listening (—Hooper)
★ Affiliated With the A B C Network
★ Emphasizes Local Programming!
★ Carries BOTH AP and UP News Service
★ New Orleans’ ONLY 24-Hour Radio Station!

WDSU
NEW ORLEANS—EST. 1923
ABC
LOUISIANA STATE NETWORK
WSMB
NEW ORLEANS—EST. 1925
NATIONAL BROADCASTING CO.
SOUTH CENTRAL NETWORK
Frequency: 1350 Kc. Power: 5030 Watts
Owned-Operated By: WSBM, Inc.
Address: 901 Canal St. Phone Number: MA 5921
Transmitter Location: Algiers, La.
News Service: AP Time on the Air: 7 a.m. to 12 midnight
Transcription Service
NBC Thesaurus Lang-Worth
Representative: Edward Petry & Co.

Personnel
President: E. V. Richards
General Manager: J. H. Wheelahan
Chief Engineer: H. G. Nebe

WJW
NEW ORLEANS—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Charles C. Carlson
Address: 540 Audubon Building Phone Number: Magnolia 3488-9
Transmitter Location: 3617 Bruxelle St. Time on the Air: 7:00 a.m. to 12:00 midnight

Personnel
Gen. Mgr.: P. K. Ewing
Chief Engineer: V. W. Bradbury

WNQ
NEW ORLEANS—EST. 1926
MUTUAL BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned By: James A. Noe
Operated By: James E. Gordon
Address: St. Charles Hotel, 211 St. Charles St.
Phone Numbers: Raymond 0423-4
Transmitter Location: 3915 Euphrasine St. Time on the Air: 20 hours daily
News Service: AP Transcription Service: Standard Radio
Representative: Joseph Hershey Mc Gillvra

Personnel
President: James A. Noe
Sta. & Com. Manager: James Gordon
Program Director: Beverly Brown
Publicity Director: Mrs. Evelyn Bati
Chief Announcer: Ray McGuire
Musical Director: Mrs. Evelyn Ford
Record M. C.: Freddie Hall
Chief Engineer: Al C. Bourgeois

KRMD
SHREVEPORT—EST. 1928
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KRMD, Inc.
Business Address: P. O. Box 1712 Phone Number: 6171-2
Stude Address: New Jefferson Hotel
Transmitter Location: New Jefferson Hotel
Time on the Air: 6 a.m. to midnight

Personnel
Owner: R. M. Dean
Owner: T. B. Lanford
**KTBS**
SHREVEPORT—EST. 1928
NATIONAL BROADCASTING CO.

Frequency: 1480 Kc........Power: 1000 Watts
Owned-Operated By: Radio Station KTBS (A Partnership)
Studio Address ...............Commercial Bldg.
Transmitter Location ...........Hart Island Road
Phone Number ..................3-3673
Time on the Air..............6:30 a.m. to midnight
News Service .................AP, UP
Transcription Service .........NBC Thesaurus:
Representative ...............Edward Petry & Co.

**Personnel**
General Manager ..............John C. McCormack
Assistant Manager ..........Louis R. Snyder
Sales Promotion Manager—Publicity
Director .....................Jay Anderson
Program Director—Production
Manager ......................Judith Lawton
Chief Announcer .............Wes Jones
Record M. C..................Maurice Wenzinger
Chief Engineer ..............C. H. Maddox

**KWKH**
SHREVEPORT—EST. 1925
COLUMBIA BROADCASTING SYSTEM
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc........Power: 50000 Watts
Owned-Operated By: International Broadcasting Corp.
Studio Address .................Commercial Building
Transmitter Location ...........Near Dixie, La.
Phone Number ..................2-8711
Time on the Air..............5 a.m. to 1:05 a.m.; Sundays, 6 a.m. to 1:05 a.m.
News Service .................AP, UP
Transcription Service .........Standard
Representative ...............The Branham Co.

**Personnel**
President .....................John D. Ewing
Manager .......................Fred Ohl
Commercial Manager ..........J. A. Oswald
Chief Engineer ...............W. E. Antony
Sales Promotion Manager ....James T. Briggs
Program Director ............Ralph E. Matthews
Publicity Director ..........James T. Briggs

---

**WRDO**
AUGUSTA—EST. 1932
NATIONAL BROADCASTING CO.
YANKEE NETWORK
NEW ENGLAND REGIONAL NETWORK

Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By: WRDO, Inc.
Address .......................175 Water St.
Phone Number ..................2285
Transmitter Location ...........Chelsea, Me.
Time on the Air..............Unlimited
News Service ..................UP
Transcription Service .........World
Representatives ..............Weed & Company
Bertha Bannan

**Personnel**
President .....................Adeline B. Rines
Station Manager ..............Jack S. Atwood
Commercial Manager ..........Walter Weightman
Program Director .............Dan Kelly
Chief Engineer ..............Harold T. Dinsmore

**WABI**
BANGOR—EST. 1921
COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc ...........1000 Watts. C.P. 5000 Watts
Owned-Operated By: Community Broadcasting Service, Inc.
Address .......................57 State St.
Phone Number .................6446
Transmitter Location ........... Brewer, Me.
Time on the Air..............6:30 a.m. to midnight
Transcription Service .........Associated Library
Representative ...............Adam Young, Jr.

**Personnel**
President and Station Manager .F. B. Simpson
Commercial Manager ..........Guy Corey
Program Director ............Harold Dorr
Chief Engineer ..............Walter Dickson
WLBJ
BANGOR—EST. 1926
NATIONAL BROADCASTING CO.
YANKEE NETWORK
NEW ENGLAND REGIONAL NETWORK
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: Maine Broadcasting Co.
Address: 100 Main St.
Phone Number: 6023
Transmitter Location: Bangor
Time on the Air: Unlimited license
News Service: NBC Thesaurus
Representative: Weed & Co.

Personnel
President: William H. Rines
Station Manager: Edward E. Guernsey
Musical Director: Norman Lambert
Chief Announcer: Irving Hunter
Chief Engineer: John Wibby

WCAL
LEWISTON—EST. 1938
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Twin City Broadcasting Co., Inc.
Address: 223 Lisbon St.
Phone Number: 3140
Transmitter Location: East Ave.
Time on the Air: 7 a.m. to midnight
News Service: UP
Transcription Service: Standard, SESAC
Representative: Forjoe & Co.

Personnel
President: Faust Couture
Station and Commercial Manager: Oscar J. Normand
Program Director: Norman Gallant
Chief Announcer: Robert I. Payne
Musical Director: Marion Payne Louisfell
Chief Engineer: John T. Duty

WCSH
PORTLAND—EST. 1925
NBC-YANKEE-NEW ENGLAND REGIONAL
Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: Congress Square Hotel Co.
Business Address: 157 High St.
Phone Number: 2-0180
Studio Address: Eastland Hotel 157 High St., Portland, Me.

WGAN
PORTLAND—EST. 1937
COLUMBIA BROADCASTING SYSTEM
Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By: Portland Broadcasting System, Inc.
Address: 645A Congress St.
Phone Number: 2-7489
Transmitter Location: Portland
Time on the Air: 6:30 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.

Covering
Maine's Richest Industrial Area

WCOU
Mutual's Voice in Maine Serves
LEWISTON—AUBURN
PORTLAND

The No. 1 and No. 2 Maine Markets
Primary Coverage—293,937
Radio Homes—66,230
AT LOWEST COST PER LISTENER

Represented Nationally by
Forjoe & Company
New York • Chicago • Philadelphia
Newspaper Affiliation ... Gannett Publishing
Transaction Service .... Standard Radio
Representative .... Paul H. Raymer Co.

Personnel
President ............... Guy P. Gannett
Station Manager ........ Creighton E. Gatchell
Commercial Manager .... Arthur K. Atherton
Chief Engineer ........... Roger W. Hodgkins

WPOR
PORTLAND—EST. 1945
AMERICAN BROADCASTING CO.
Frequency: 1450 kc .... Power: 250 Watts
Owned-Operated By .... Centennial Broadcasting Co., Inc.
Address ..................... Portland, Maine
News Service ................ AP

Personnel
General Manager ........ Murray Carpenter
Chief Engineer .............. Roger Perry

WAGM
PRESQUE ISLE—EST. 1930
Frequency: 1450 kc .... Power: 100 Watts
Owned-Operated By .... Aroostook Broadcasting Corporation
Address ..................... 180 State St., W.
Phone Number .............. 8821
Transmitter Location ...... Caribou Rd.
News Service ................ UP
Transaction Service ...... World, M. M. Cole

Personnel
President ................. Harry E. Umphrey
Station-Commercial Mgr .. Harold D. G'lidden
Chief Engineer ............. Lester E. Hughes

(Water letters to Be Assigned)
WATERVILLE*
Frequency: 1490 kc .... Power: 250 Watts
Owned-Operated By .... Dennebec Broadcasting Co.
Address ..................... Waterville, Maine
*Construction Permit

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of
top-flight news reporters.
It's 15-minutes of action, thrills and chills.
An easy sales-winner for any sponsor of transcribed programs.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS
PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.
WBAL means business in Baltimore

50,000 WATTS — BASIC NBC NETWORK

Nationally represented by Edward Petry & Co., Inc.
MARYLAND
For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WBAL
Baltimore—Est. 1925
National Broadcasting Company
Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By: Hearst Radio, Inc.
Address: Lexington Blvd.
Phone Number: 4900
Time on the Air: 5:45 a.m. to 12:35 a.m.; Sunday, 7 a.m. to 12:35 a.m.
Newspaper Affiliation: Baltimore News-Post, Sunday American
News Service: INS; UP & AP
Transmission Service: Standard Radio; World Broadcasting System
Representative: Edward Petry & Co.

Personnel
Station Manager: Harold C. Burke
Sales Promotion: Jack Tappin
Musical Director: Joseph C. Miller
Chief Engineer: Richard S. Duncan

WCAO
Baltimore—Est. 1922
Columbia Broadcasting System
Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: The Monumental Radio Company
Address: 811 West Lanvale St.
Phone Number: Madison 7220-1-2-3-4
Transmitter Location: Park Heights Avenue, East
Extended Time on the Air: Unlimited
News Service: INS
Transmission Service: Lang-Worth
Representative: Paul H. Raymer Company

Personnel
President: Lewis M. Milbourne
Vice-President: L. Waters Milbourne
Program Director: Gordon A. Scheihing
Chief Announcer: Charles W. Purcell
Musical Director: Robert P. Iula
Chief Engineer: Martin L. Jones
(See Page 422)

WCBM
Baltimore—Est. 1924
Mutual Broadcasting System
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Baltimore Broadcasting Corporation
Address: North at Harford
Phone Number: University 8400
Transmission Location: 1100 East Cold Spring Lane
Time on the Air: 6:30 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service: INS, UP
Transmission Service: Lang-Worth
Representative: Free & Peters, Inc.

Personnel
President and Commercial Manager: John Elmer
General Manager: George H. Roeder
Program and Production: Charles A. Roeder
Chief Engineer: G. Porter Houston
(See Page 424)

WFBR
Baltimore—Est. 1922
American Broadcasting Co.
Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By: Baltimore Radio Show, Inc.
Business Address: 10 East North Ave.
Phone Number: Mulberry 1300
Studio Address: Radio Center
Transmission Location: Waterview Ave.
Time on the Air: 6 a.m. to 1 a.m.
News Service: AP, UP
Transmission Service: World
Representative: John Blair & Co.

Personnel
President: Robert S. Maslin, Sr.
Executive Vice-President: Hope H. Barroll, Jr.
Director of National Sales: Andrew H. Hilgartner
Local Sales Manager: William S. Pire, Jr.
Sales Promotion Manager: William R. Dothard
Program Director: Bert Hickman
Publicity Manager: Henry Hickman
Production Manager: Robert S. Maslin, Jr.
Chief Engineer: William Q. Ranft

WITH
Baltimore—Est. 1940
Frequency: 1230 Kc. Power: 250 Watts
Owned By: Maryland Broadcasting Co.
Operated By: Thomas G. Tinsley

421
Watts 5000, 600 K.C. Day and Night

Columbia Basic Outlet

America's 6th City

Oldest Station in Maryland

Paul H. Raymer Co.
National Sales Representative
New York - Chicago - San Francisco - Los Angeles
Address ........................................ 7 E. Lexington St.
Phone Number ................................ Lexington 7808
Transmitter Location .......................... 1230 Curtain St.
Time on the Air ................................. 24 hours a day
News Service .................................. AP, Transradio
Transcription Service ......................... Lang-Worth;
Standard Radio & Associated
Representative ................................. Headley-Reed Company

**Personnel**

President-General Manager: Thomas G. Tinsley
Station Manager: Helen Powers
Commercial Manager: Robert C. Embry
Program Director-Production Manager-
Chief Announcer: Raymond W. Baker
Publicity Director: Mae Hughes
Musical Director: Wallace W. Ashley
Chief Engineer: James S. Duff

(See Pages — and 426)

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**WTBO**
CUMBERLAND—EST. 1929
NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By .......................... Cumberland Broadcasting Co.
Address ........................................ 31 Frederick St.
Phone Number ................................ Cumberland 298 and 299
Transmitter Location ......................... Fort Hill, Cumberland
Time on the Air ............................... 7 a.m. to 12:05 a.m.;
                                           Sundays, 8 a.m. to 12:05 a.m.
News Service .................................. UP, AP
Transcription Service ......................... World Broadcasting System

**Personnel**

President-General Manager: Aurelia S. Becker
Chief Engineer: David W. Jeffries

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**WFMD**
FREDERICK—EST. 1936
COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.  Power: 500 Watts
Owned-Operated By .......................... Monocacy Broadcasting Company
Business Address ............................. Winchester Hall
Phone Number ................................ Frederick 1626
Studio Addresses ...................... Winchester Hall,
Transmitter Location ......................... Frederick, Md.
Time on the Air ............................... 6:30 a.m. to 12:05 a.m.;
                                           Sundays, 7 a.m. to 12:05 a.m.
News Service .................................. AP
Transcription Service ......................... Lang-Worth

**Personnel**

President ....................... Laurence Leonard
General & Station Manager: William E. Hardy
Sales-Merchandising Mgr. ......... William E. Hardy

Cumberland, Maryland
Day and Night!

Mutual Broadcasting System

WCBM is "Baltimore's Listening Habit"

John Elmer
President

Free and Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager
MORE PEOPLE IN THE HAGERSTOWN AREA LISTEN TO WJEJ ANY HOUR OF THE DAY, DAY OR NIGHT, THAN TO ALL OTHER STATIONS COMBINED.

C. E. Hooper — Fall 1945

Index WJEJ

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WJEJ
WESTERN MARYLAND
GREATEST ADVERTISING MEDIUM

GROVER C. CRILLEY GEORGE DIETRICH
General Manager Commercial Manager
Let's see your license

That's Sadie and her four Black Bear Cubs. It was taken just about the time we opened up W-I-T-H. And it seems out there in the Great Smoky National Park they stopped the show . . . literally stopped traffic to get snacks from passing motorists.

Know the comparison we're going to make? That's right.

We've been stealing the radio show down here in Baltimore.

Because today W-I-T-H, the successful independent, produces more listeners-per-dollar-spent than any other station in this big five-station town.

Facts that back up our license to say that are available. Glad to show them to you.

W-I-T-H
and the FM Station W3XMB
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED
MARYLAND

Program Director-Production Manager .......... Millard H. Klunk
Publicity Director .................William E. Hardy
Chief Announcer ...............Murray Goldsborough
Chief Engineer ....................Julius Thiel
Record M. C........................Roger Carroll

Maryland Program

WJ EJ
HAGERSTOWN—EST. 1932
MUTUAL BROADCASTING SYSTEM
MARYLAND ALL-HOME NETWORK

Frequency: 1240 Kc........Power: 250 Watts
Owned-Operated By ..........Hagerstown Broadcasting Co.
Address .......................Franklin Court
Phone Numbers .................2322-23-24
Transmitter Location ......Carrol Heights
Time on the Air .............7:00 a.m. to 2:00 a.m.
Transcription Service . Associated, Lang-Worth
News Service ..................AP

Personnel

Gen. Manager ..............Grover C. Crilley
Commercial Manager ..........George Dietrich
Program Director ...............Ames Harper
Promotion-Publicity ..........Frank Bowers

Production Manager ..........William Paulsgrove
Chief Announcer ..........Glen Thomas
Musical Director ..........Malcolm Hutto
Record M. C.............Jimmy Riser
Chief Engineer .............George W. McIntire

(See Page 425)

WB OC
SALISBURY—EST. 1940
MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By ..........The Peninsula Broadcasting Co.
Address ......................Radio Park
Phone Number .................Salisbury 2480-2481
Transmitter Location .......1 mile north of Salisbury
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays, 8:25 a.m. to 11 p.m.
News Service ..................UP
Transcription Service ..World Broadcasting System

Personnel

General Manager ..........Charles J. Truitt
Program Director ..........Gladys Stearns
Promotion-Promotion Mgr...Charles J. Truitt
Chief Engineer .............Peter A. Allonsi

A NEW ARRIVAL
A NEW SALES-WINNER
in the Transcription field

AP RADIO PRODUCTIONS
PRESS ASSOCIATION, INC.

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

A COWLES STATION

Serving the

Metropolitan Boston Market

The Nation’s

3rd largest market and a must
for all advertisers

Represented by

THE KATZ AGENCY
W B Z & W B Z A
BOSTON & SPRINGFIELD
EST. 1921
NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 1030 Kc........Power: 50000 (WBZ), 1000 (WBZA)

Owned and Operated By........Westinghouse
Radio Stations, Inc.

Addresses......Hotel Bradford, Boston; Hotel
Kimball, Springfield

Phone Number.............Hotel 4261 (WBZ),
Springfield 8-9336 (WBZA)

Transmitter Locations......Hub, Mass. (WBZ),
Springfield, Mass. (WBZA)

Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.

News Service.................AP, UP
Transcription Service..........Standard Radio
and NBC Thesaurus
Representative...........National Broadcasting Co.

Personnel

Chief Executive..............W. C. Evans
Station Manager.............Wilmer C. Swartley
Program Manager............W. Gordon Swan
Production Manager.........John H. Wright
Sales Manager...............C. Herbert Massé
Sales Promotion Manager....Lynn Morrow
Chief Engineer..............W. H. Hauser

W C O P
BOSTON—EST. 1935
ABC

Frequency: 1150 Kc........Power 500 Watts
Owned By........Massachusetts Broadcasting Corp.
Operated By........Massachusetts Broadcasting Corp.

Address....................Copley-Plaza Hotel
Phone Number...............COMmonwealth 1717

Transmitter Location........Allston, Mass.

Time on the Air: 6 a.m. to 1 a.m.;
Sunday, 8 a.m. to 1 a.m.

Newspaper Affiliation.......Des Moines Register
................................and Tribune, Minneapolis Star Journal

News Service.................INS, AP, UP
Representative...............Katz Agency, Inc.
Transcription Service........Standard Radio
and Lang-Worth

Personnel

President.................Gardner Cowles, Jr.
General Manager............A. N. Armstrong, Jr.
Sales Manager...............Norbert O'Brien
Sales Promotion Manager...Harry D. Goodwin
Program Director.............John D. Maloy
Publicity Director..........Harry D. Goodwin
Musical Director.............Mario Mantini
Chief Engineer..............Roland C. Hale

W E E I
BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM
CBS NEW ENGLAND NETWORK

Frequency: 590 Kc........Power: 5000 Watts

Owned-Operated By........Columbia Broadcasting System

Business Address............182 Tremont St.
Phone Number.............HUBbard 2323
Studio Address.............182 Tremont St.

Transmitter Location......Mystic Valley Parkway, Medford, Mass.

Time on the Air: 5:30 a.m. to 1:05 a.m.;
Sundays, 8 a.m. to 1:05 a.m.

News Service.................AP, UP
Transcription Service.......World Broadcasting Representative
Radio Sales

Personnel

Station Manager..............H. E. Fellows
Assistant Manager and Director of
Programs and Sales..........Kingsley Horton
Sales Promotion Manager...Guy H. Cunningham
Production Manager..........R. G. Girardin
Publicity Director..........Marie Houlaian
Musical Director.............Frank Bell
Chief Engineer..............W. J. Stiles

W H D H
BOSTON—EST. 1929

Frequency: 850 Kc........Power: 5000 Watts

Owned-Operated By........Matheson Radio Co.,

Address....................Hotel Touraine, 62 Boylston St.

Phone Number...............Hancock 0900

Transmitter Location.......Saugus, Mass.

Time on the Air: 6:30 a.m. to 12:30 a.m.;
Sunday, 7 a.m. to 12:30 a.m.

News Service.................UP and AF
Transcription Service.......World Broadcasting System, Associated Recorded Program Service,
Coles, Long-Worth

Representative..............Adam J. Young, Jr., Inc.
This little budget went to WORL, Boston
WMEX
BOSTON—EST. 1934
Frequency: 1510 Kc. Power: 5000 Watts
Owned-Operated By: Northern Corp.
Address: WMEX Bldg., 70 Brookline Ave.
Phone Number: Commonwealth 3900
Transmitter Location: Quincy, Mass.
Time on the Air: 7:30 a.m. to midnight
News Service: INS
Transcription Service: Lang-Worth, World, Associated, SESAC
Representative: Spot Sales Co.

Personnel
Chief Executive: Wm. S. Pote
General Manager: Alfred J. Pote
Station-Commercial Manager: Wm. S. Pote
Sales Promotion: Marie Mason
Program-Musical Director: John Kiley
Chief Engineer: Alfred J. Pote

WNAC
BOSTON—EST. 1922
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK KEY STATION
Frequency: 1260 Kc. Power: 5000 Watts
Phone Number: COMmonwealth 0800
Transmitter Location: Montclair, Quincy, Mass.
Time on the Air: 6 a.m. to 1 p.m., Sundays, 8 a.m. to 1 a.m.
News Service: AP & INS
Transcription Service: AMPI, SESAC, and Standard
Representative: Edward Petry & Co., Inc.

Personnel
President: William F. O’Neil
Chairman of the Board and General Manager: John Shepard, 3rd
Station Manager: John Shepard, 3rd
Promotion Director: James S. Powers
Publicity Director: Phyllis Doherty
Sales Manager: Linus Travers
Program Director: George Steffy
Chief Engineer: Irving R. Robinson

WOR
BOSTON—EST. 1926
Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By: Broadcasting Service Organization, Inc.
Address: 216 Tremont St.
Phone: Liberty 4540
Transmitter Location: Needham, Mass.
Time on the Air: 6:30 a.m. to Sunset
News Service: AP and UP
Representative: Forio & Co.

Personnel
Chief Executive: Harold A. LaFount
General Manager: George Lasker
Program Director: Robert N. Perry
Chief Engineer: John Parker

WSAR
FALL RIVER—EST. 1921
MUTUAL—YANKEE
Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: Fall River Broadcasting Co.
Address: Academy Bldg.
Phone Numbers: 7-9477-8 (studio) 2.4261 (Transmitter)
Transmitter Location: E. Somerset, Mass.
Time on the Air: 6:30 a.m. to 12 midnight
News Service: AP
Newspaper Affiliation: Fall River Herald News
Transcription Service: Standard Radio, World
Representative: Head’ey Reed Co.

Personnel
President-General Manager: Melvin Lahr
V-P. and Treasurer: Frank M. Headley
Office Manager: Philomena J. Mauretti
Commercial-Sales Promotion Manager: John Harrington
Program Director-Production Manager: Angus Bailey
Publicity Director: John Crowley
Chief Engineer: John Pavao

WEIM
FITCHBURG—EST. 1941
MUTUAL YANKEE
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Station WEIM, Inc.
Address: 717 Main Street
Phone Numbers: Fitchburg 1600-1
Transmitter Location: Summer St.
Time on the Air: 6:45 a.m. to midnight; Sundays, 8 a.m. to midnight
New Service: AP
Transcription Service: Lang-Worth

Personnel
Operating Partner: Milton H. Meyers
Station Manager: Earle G. Clement
MASSACHUSETTS

Commercial-Sales Promotion Manager: Mort Silverman, Jr.
Chief Engineer: Ted Kalin

WHAI
GREENFIELD—EST. 1938
MUTUAL-YANKEE NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John W. Haigis
Address: 354 Main St.; Phone Number: 4301
Transmitter Location: Woodard Rd.
Time on the Air: 6:45 a.m. to 11:30 p.m.
News Service: AP
Transcription Service: World Broadcasting System
Representative: Burn-Smith Co.

Personnel
Owner: John W. Haigis
General Manager: James L. Spates
Commercial-Sales Promotion Manager: Horace W. Nichols
Production-Publicity Director: H. Frederick Grebe

WHYN
HOLYOKE—EST. 1941
MUTUAL-YANKEE NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Hampden-Hampshire Corporation
Business Address: 180 High Street
Phone Numbers: 8238, 8239
Studio Addresses: 180 High Street; 80 Main Street, Northampton; Canal Street, South Hadley Falls
Transmitter Location: Canal St., South Hadley Falls, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation: Holyoke-Transcript Telegram; Daily Hampshire Gazette (Northampton)
News Service: UP
Transcription Service: World, Associated Representatives: Spot Sales, Inc.

680 Kilocycles
5000 Watts Day and Night
Reaching Nearly 2,000,000 Listeners in 181 Cities and Towns

A . . . Serving New England's 3rd Largest Concentrated Audience
B . . . Basic Station: American Broadcasting Company
C . . . Studios: Lawrence and Lowell, Massachusetts

Nationally Represented by WEED & CO.
MASSACHUSETTS

**WNBH**
NEW BEDFORD—EST. 1921
ABC
Frequency: 1340 Kc...Power: 250 Watts
Owned-Operated By...Bristol Broadcasting Co., Inc.
Business Address...588 Pleasant Street
Phone Number...8-5228
Studio Address...588 Pleasant Street
Transmitter Location...Crow Island, Fairhaven, Mass.

Time on the Air: 7:30 a.m. to 11:30 p.m.; Sundays, 8:00 a.m. to 11:30 p.m.
Newspaper Affiliation...New Bedford Standard-
News Service
Transcription Service...ABC Thesaurus
Representative...William G. Rambeau, R. C. Foster, Boston

**WBRK**
PITTSFIELD—EST. 1938
MUTUAL—YANKEE NETWORKS
Frequency: 1340 Kc...Power: 250 Watts
Owned-Operated By...Monroe B. England
Address...8 Bank Row
Phone Number...2-1553
Transmission Location...1100 East St.
Time on the Air...7 a.m. to 12 midnight
News Service...AP
Transcription Service...Lang-Worth
Representative...The Walker Co.

**WESX**
SALEM—EST. 1939
Frequency: 1230 Kc...Power: 250 Watts
Owned-Operated By: North Shore Broadcasting Company
Business Address...126 Washington St., Salem, Mass.
Phone Number...Salem 5670
Transmitter Location...Marblehead
Time on the Air...Full Time
Transcription Service...World Broadcasting

---

**Wlaw**
LOWELL—EST. 1934
MUTUAL-YANKEE NETWORK
Frequency: 1400 Kc...Power: 250 Watts
Owned-Operated By...Merrimac Broadcasting Co., Inc.
Business Address...39 Kearney Square, Lowell
Phone Numbers...Lowell 7815; 2-2148
Transmitter Location...39 Kearney Square, Lowell

Time on the Air...6:30 a.m. to 12 midnight
News Service...AP
Transcription Service...Associated Music Publishers
Representative...Edward Petry & Co., Inc.

---

**Personnel**

President...Mr. William R. Dwight
General Manager...Charles N. DeRose
Commercial-Sales Promotion
Manager...Patrick J. Montague
Program Director-Chief
Engineer...Thomas R. Humphrey
Publicity Director-Chief Announcer...Jay Heitin
Musical Director...John H. Vondell

---

**Personnel**

President...Irving E. Rogers
Sales-Commercial Manager...David M. Kimel
Program Director-Production
Manager...James Mahoney
Publicity Director...Fred Sullivan
Chief Engineer...George A. Hinckley
Record M. C...Bob Moore

---

**Personnel**

President...Hugh R. Norman
Sales Promotion Manager...Theo. M. Healy
Program Director...Thomas J. Wertenbaker
Production Manager...Edward J. Boghosian
Musical Director...James Gleason
Chief Announcer...Bill Pendergrast
Chief Engineer...Everett Parker

---

**Personnel**

President...A. S. Moffat
Station Manager...Dana W. Fitzgerald
Sales-Sales Promotion
Manager...Haskell Bloomberg
Program Director-Production
Manager...Tom Clayton
Chief Engineer...Ralph Newton

---

**Personnel**

President...Edward L. Petry
Station Manager...Dana W. Fitzgerald
Sales-Sales Promotion
Manager...Haskell Bloomberg
Program Director-Production
Manager...Tom Clayton
Chief Engineer...Ralph Newton
System: Associated Music Publishers: NBC
Thesaurus

Personnel
President .......... Charles W. Phelan
Station Manager ..... A. M. Morgan
Program Director ..... Dorothy Rich
Production Manager... Richard I. Hammond
Publicity Director ... Ed Meaney
Chief Announcer .... Bill Hubbard
Musical Director... Lenny Powers
Record M. C. ......... Tom Lester
Chief Engineer ... Richard I. Hammond

WMAS
SPRINGFIELD—EST. 1932
COLUMBIA BROADCASTING SYSTEM
Frequency: 1450 Kc.... Power: 250 Watts
Owned-Operated By .... WMAS, Inc.
Address ............. 1757 Main St.
Phone Number .......... 7-1414
Transmitter Location Ypsichon Park
Time on the Air: 7 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service .......... UP
Transcription Service ... Associated Music Representative, Edward Petry & Co.

Personnel
President .......... A. S. Moffat
General Manager ..... Robert F. Donahue
Sales Manager ........ Robert M. Feldman
Sales Promotion ...... Robert F. Donahue
Program Director ...... Turner Cooke
Musical Director ....... Paul Peltier
Chief Engineer........ Earle G. Hewinson

WSPR
SPRINGFIELD—EST. 1936
AMERICAN BROADCASTING CO.
Frequency: 1270 Kc..... Power: 1000 Watts. Day: 500 Night
Owned-Operated By .... WSPR, Inc.
Address ............. 63 Chestnut Street
Phone Number ......... Springfield 6-2757
Transmitter Location: Union St. and Palmer Ave., West Springfield, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .......... AP
Transcription Service ... Langworth
Representatives: Geo. P. Hollingbery & Co.; Bertha Bannon

Personnel
President-Station Manager.. Quincy A. Brackett
Vice-President-Commercial Manager ... Milton W. Stoughton
Program-Production Director, Wayne Henry Latham
Sales Promotion-Publicity
Director ................ Howard S. Keele
Chief Announcer ......... Robert A. Stroshine
Chief Engineer ........ Lawrence A. Reilly

WOCE
WEST YARMOUTH—EST. 1944
AMERICAN BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM
Frequency: 1240 Kc..... Power: 250 W.
Owned-Operated By ... Bristol Broadcasting Co., Inc.
Business Address ...... South Sea Ave., West Yarmouth, Mass.
Phone Number .......... Hyannis 502
Transmitter Location ... South Sea Ave., West Yarmouth, Mass.
Time on the Air: Sunday, 8:30 a.m. to 11:30 p.m.; Weekdays, 7:30 a.m. to 11:30 p.m.
Representatives ........ Wm. G. Rambeau Co.

Personnel
Owners ............ Basil Brewer, Hugh R. Norman
General Manager ...... Donald L. Sellard
Commercial Manager ... Marion Crowell
Program Director ...... Don Sellers
Chief Engineer ........ Everett Parker

WAAB
WORCESTER—EST. 1930
MUTUAL-YANKEE NETWORK
Frequency: 1440 Kc..... Power: 5000 Watts
Owned-Operated By .... The Yankee Network, Inc.
Address ............. 34 Mechanic St.
Phone Number .......... 2-5611
Transmitter Location : Holden, Massachusetts
Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service .......... AP & INS
Transcription Service ... Associated Music Publishers and Standard
Representative .......... Edward Petry & Co., Inc.
For the BEST IN NEWS
For the
BEST IN PROGRAMS
BASED ON NEWS
Character

...is the combination of qualities that distinguishes WWJ from all other radio stations. The esteem in which WWJ is held by the community and by the nation, is based on a pioneer spirit that has motivated each milestone of WWJ's progress. As America’s first commercial radio station, WWJ offers an impressive record of "firsts" ... reflected in the influence exerted by WWJ’s leadership, in the public interest and in the interest of advertisers.

Your sales message on WWJ is enhanced by the prestige achieved through 25 years of progressive broadcasting service.

WWJ
950 KILOCYCLES
5000 WATTS

AMERICA'S PIONEER BROADCASTING STATION—First in Detroit
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
OWNED AND OPERATED BY THE DETROIT NEWS
WPAG
ANN ARBOR—EST. 1945
Frequency: 1050 kc. Power: 250 D.
Owned-Operated By
Washtenaw Broadcasting Co., Inc.
Address: Hutzel Bldg., Phone Number: 2-5517
News Service: AP Transcription Service: Standard, World
Representative: Broadcast Sales

Personnel
Chief Executive: Arthur E. Greene
General Manager: Edward F. Baughn
Commercial Manager: Howard C. Walters
Program Director: Charles Wilton
Sales Promotion: Stephen J. Filipakis
Chief Engineer: George D. Sterns

WELL
BATTLE CREEK—EST. 1925
AMERICAN BROADCASTING CO.
MISSISSIPPI VALLEY NETWORK
WOLVERINE NETWORK
Frequency: 1400 kc. Power: 250 Watts
Owned-Operated By Federated Publications, Inc.
Phone Numbers: 5653; 7166
Transmitter Location: Michigan National Bank Bldg.
Time on the Air: Unlimited license
Newspaper Affiliation: Enquirer-News
Transcription Service: World
Representative: Burn-Smith Company, Inc.

Personnel
President: A. L. Miller
General Manager: D. E. Jayne
Commercial Manager: E. P. Mills
Sales Promotion: Forrest F. Owen
Chief Engineer: Earl J. Stone

WBGM
BAY CITY—EST. 1925
AMERICAN BROADCASTING CO.
MICHIGAN RADIO NETWORK
Frequency: 1440 kc. Power: 1000 d.; 500 n.
 Owned-Operated By Bay Broadcasting Co., Inc.
Address: Wenonah Hotel
Phone Numbers: Bay City 7551-7552
Transmitter Location: Tuscola Road,
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: UP
Transcription Service: NBC Thesaurus, World
Representative: George P. Hollingbery

WATT
CADILLAC—EST. 1945
MUTUAL-WOLVERINE NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Midwesten Broadcasting Co.
Business Address: P. O. Box 218
Phone Number: Cadillac 1270
Studio Address: U. S. 131 South
Transmitter Location: Clam Lake Township
Time on Air: 7 a.m. to 11 p.m.
News Service: AP
Representative: The Walker Co.

WHDH
CALUMET—EST. 1929
MUTUAL—NORTH CENTRAL BROADCAST
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Upper Michigan Broadcasting Co.
Business Address: Community Bldg., Houghton, Mich.
Phone Numbers: Houghton 1; Calumet 889
Studio Address: 515 Scott St., Calumet
Transmitter Location: Laurium, Michigan
Time on Air: 8 a.m. to 11 p.m.
Newspaper Affiliation: Daily Mining Gazette
Transcription Service: World
Lang-Worth
News Service: AP
Representative: Sears & Ayer

WSPR
BUTTE—EST. 1925
AMERICAN BROADCASTING CO.
MISTI TRACT NETWORK
Owned-Operated By: Butte Broadcasting Co., Inc.
Address: Hotel Tradesman
Phone Numbers: Butte 2-3673
Transmitter Location: Butte
Time on the Air: 6 a.m. to 12 midnight
News Service: ABC
Transcription Service: World
Representative: E. E. Newell

Central—Missoula, Mont.
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Central Broadcasting Co.
Address: 1600 West Newport
Phone Number: Missoula 2-2820
Transmitter Location: Missoula
Time on Air: 6 a.m. to midnight
News Service: ABC
Transcription Service: World
Representative: E. E. Newell

WRDA
JEANNETTE—EST. 1925
GREAT CLAY POND NETWORK
Frequency: 1350 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Great Clay Pond Broadcasting Co., Inc.
Address: Hotel Georgia
Phone Numbers: Jeannette 1111
Transmitter Location: Jeannette
Time on Air: 6 a.m. to midnight
News Service: ABC
Transcription Service: World
Representative: E. E. Newell

WPRN
Romney—EST. 1925
WESTERN network
Owned-Operated By: Romney Broadcasting Co., Inc.
Address: Hotel Victoria
Phone Numbers: Romney 1515
Transmitter Location: Romney
Time on Air: 6 a.m. to midnight
News Service: ABC
Transcription Service: World
Representative: E. E. Newell

WSPR
BUTTE—EST. 1925
AMERICAN BROADCASTING CO.
MISTI TRACT NETWORK
Owned-Operated By: Butte Broadcasting Co., Inc.
Address: Hotel Tradesman
Phone Numbers: Butte 2-3673
Transmitter Location: Butte
Time on Air: 6 a.m. to midnight
News Service: ABC
Transcription Service: World
Representative: E. E. Newell

WILK
FREDERICKSBURG—EST. 1926
AMERICAN BROADCASTING CO.
MICHIGAN RADIO NETWORK
Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Frederick Broadcasting Co., Inc.
Address: Hotel Aristocrat
Phone Numbers: Fredericksburg 7171
Transmitter Location: Fredericksburg
Time on Air: 6 a.m. to midnight
News Service: ABC
Transcription Service: World
Representative: E. E. Newell

WYCA
HILLSBORO—EST. 1925
AMERICAN BROADCASTING CO.
MICHIGAN RADIO NETWORK
Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Hillsboro Broadcasting Co., Inc.
Address: Hotel Hillside
Phone Numbers: Hillsboro 1111
Transmitter Location: Hillsboro
Time on Air: 6 a.m. to midnight
News Service: ABC
Transcription Service: World
Representative: E. E. Newell
Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world... and they pick WXYZ because this station completely covers the Detroit area... where there is a market with a billion dollar buying power.

WXYZ maintains an aggressive Merchandising Service Department insuring that advertised products are adequately supported.
WJBK
DETROIT—EST. 1928
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: James F. Hopkins, Inc.
Address: 6559 Hamilton Avenue
Phone Number: Trinity 2-2000
Transmitter Location: 15555 Woodrow Wilson Avenue
Time on the Air: 24 hours a day
News Service: AP
Transcription Service: Thesaurus; World and Standard Representatives
Personnel
President-Station Manager: James F. Hopkins
Commercial Manager: George Millar
Program Director: Sybil Krieghoir
Promotion Manager: N. W. Hopkins
Chief Engineer: Paul Frincke

WJLB
DETROIT—EST. 1926
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Booth Radio Station, Inc.
Address: 3100 Eaton Tower
Phone Number: Cadillac 7600
Transmitter Location: 7310 Woodward Ave.
Time on the Air: 6 a.m. to 3 a.m.
News Service: AP
Transcription Service: Standard Representative: Burn-Smith Co.
Personnel
President-General Manager: John L. Booth
Station Manager: Hugh M. Gray
Sales Manager: Eric V. Hay
Sales Promotion Manager: Henry LaPrete
Program Director & Production Mgr: Doug Wright
Chief Announcer: Doug Wright
Musical Director: Herbert Mertz
Publicity Director: Mel Jerome
Chief Engineer: Edward Clark
Record M. C.: Bill Randle

CLINCH your coverage of the vital
DETROIT MARKET
with WJBK
250 Watts... 24 Hours a Day

439
PARLOR MAGIC

- Myrtle Labbitt's "Homechats," after a solid ten-year run, is a morning institution in thousands of Greater Detroit homes. Myrtle's program is probably one of the most unique and informally simple shows in the country... homey as a parlor rocker, smart as a new Spring bonnet. "Homechats" is just another sample of CKLW programming that sends listeners merrily off to pay cash for things on dealers' shelves.

PROOF? On a recent food recipe-request campaign placed on nine nation-wide homemaker programs, our own "Homechat" show clocked second on the list in low net costs per inquiry... and, mind you, five of the 9 stations were 50,000 watters! How'd you like CKLW to sell YOUR wares that way for so little? For fast facts, write our Executive Sales Office, now!

IN The Detroit Area, It's

CKLW

5,000 WATTS
AT 800 KC.
DAY AND NIGHT

J. E. Campeau, Managing Director
MUTUAL SYSTEM • Adam J. Young, Jr., Nat'l Rep.
**CKLW**

**DETOUR-WINDSOR—EST. 1932**

**MUTUAL**

Frequency: 800 Kc.  Power: 5000 Watts
Owned-Operated By:  Western Ontario Broadcasting Co.
Business Address:  Guaranty Trust Bldg.,
                 Windsor;  Union Guardian Bldg., Detroit, Mich.
Phone Numbers:  4-1155 (Windsor) Cadillac 7200 (Detroit)
Studio Address:   Guaranty Trust Bldg,
Transmitter Location:  Sandwich, South, Essex County, Ontario
Time on the Air:  6 a.m. to 4 a.m.
News Service:  UP, PN, BUP
Transcription Service:  World Broadcasting System;  United T. S.;  NBC Thesaurus
Representative...  H. N. Stovin & Co. (Canada):
                    Adam J. Young, Inc. (U.S.A.)

**Personnel**

Chief Owner:  Malcolm G. Campbell
General Manager:  J. E. Campeau
Commercial Manager:  Richard E. Jones
Program Director:  John Gordon
Production Manager:  Frank Burke
Sales Manager:  Barbara MacFarland
Traffic Manager:  Margaret Pratt
Chief Engineer:  William J. Carter

**WWJ**

**DETOUR—EST. 1920**

**NATIONAL BROADCASTING CO.**

Frequency: 950 Kc.  Power: 5000 Watts
Owned-Operated By:  Evening News Association
Business Address:  630 W. Lafayette
Phone Number:  R.Andolph 2000
Studio Address:  630 W. Lafayette
Transmitter Location:  12700 W. 8 Mile Road, Oak Park, Detroit, Michigan
News Service:  The Detroit News
Newspaper Affiliation:  UP, AP, Reuters
Transcription Services:  Standard Representative...  George P. Hollingbery Co.

**Personnel**

President:  W. E. Scripps
General Manager:  Harry Bannister
Assistant Manager:  Edwin K. Wheeler
Sales Manager:  Harry Betteridge
Sales Promotion Manager:  Jake Albert
Program Director:  Don F. DeGroot
Production Manager:  Don DeGroot
Program Supervisor:  Stanley Swales
Publicity Director:  Lansing M. Pittman
Musical Director:  Mischa Kottler
Chief Engineer:  Herbert F. Tank

(See Page 436)

**WXYZ**

**DETOUR—EST. 1925**

**ABC—MICHIGAN RADIO NETWORK**

Frequency: 1270 Kc.  Power: 5000 Watts
Owned-Operated By:  King-Trendle Broadcasting Corporation
Business Address:  1700 Strath Building
Phone Number:  Cherry 8321
Studio Address:  8415 East Jefferson Ave.
Transmitter Location:  1700 S. Troy Rd. and Greenfield
Time on the Air:  5:30 a.m. to midnight
News Service:  UP and INS
Transcription Service:  Lang-Worth Representative...  Paul H. Raymer Co.

**Personnel**

President:  George W. Trendle
General Manager:  H. Allen Campbell
Studio Manager:  H. Earl Moore
Director of Production:  Charles Livingston

Chief Engineer:  Merrill Mitchell
Chief Engineer:  Andrew Friedenthal
Chief Announcer:  Franklin "Bud" Mitchell
Twice as many Grand Rapids Listeners

As any other station anywhere!

WOOD

No. 1 Station (5000 WATTS) with the No. 1 Network (NBC)
in the No. 1 Market in Outstate Michigan

PAUL H. RAYMER CO., Sales Representatives
**MICHIGAN**

Merchandising Manager...Harold S. Christian
Publicity Director.........William J. Hendricks
Commercial Manager........James G. Riddell
Musical Director..........Philip F. Brestoff
Chief Engineer.............Charles F. Kocher

(See Page 438)

**W K A R**

EAST LANSING—EST. 1922
Frequency: 870 Kc........Power: 5000 Watts
Owned-Operated By...Michigan State College
Business Address.........East Lansing
Phone Number..............6-1511, ext. 500
Studio Address............Auditorium Building
Transmitter Location.....Campus
Time on the Air...........Full Daytime
News Service................AP
Transcription Service......Standard

**Personnel**

Station Manager...........Robert J. Coleman
Program Supervisor........Lawrence Frymire
Chief Engineer............Norris Grover
*(Non-Commercial Station)*

**W D B C**

ESCANABA—EST. 1941
MUTUAL—MISSISSIPPI—KBS—WOLVERINE
Frequency: 1490 Kc........Power: 250 Watts
Owned-Operated By...Delta Broadcasting Company
Address......................First and Ludington Streets
Phone Number...............787
Transmitter Location....First and Ludington
Time on the Air...........Full Daytime
News Service................UP

**W F D F**

FLINT—EST. 1922
ABC—MICHIGAN RADIO NETWORK
Frequency: 910 Kc........Power: 1000 Watts
Owned-Operated By....Flint Broadcasting Co.
Address....................Mott Bldg.
Business Office Studios..Mott Bldg., Flint, Mich.
Phone Number..............2-7158
Transmitter Location....Bristol Road
Time on the Air...........6 a.m. to midnight daily; Sundays, 7 a.m. to midnight
News Service..............AP
Transcription Service.....Lang-Worth, World, SECAC
Representative...........Paul H. Raymer Co.

**Personnel**

President-Station Manager...Howard M. Loeb
Commercial Manager.........F. S. Loeb
Program Director..........Adrian R. Cooper
Production Manager.........Elmer Knopf
Publicity Director..........A. R. Cooper
Sales Promotion Manager...Graham Keevil
Chief Announcer...........Marvin Levey
Musical Director...........William Geyer
Chief Engineer.............Frank D. Fallain

**W J E F**

GRAND RAPIDS—EST. 1945
CBS
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By...Fetzser Broadcasting Co.
Business Address.........P. O. Box 52
Phone Number..............6-8512
Studio Address............Pantlind Hotel
Transmitter Location.....Pantlind Hotel
Time on the Air...........6:45 a.m. to 12:05 a.m.
News Service................AP
Transcription Service......Associated Representative
*Lewis H. Avery, Inc.*

**W O O D**

GRAND RAPIDS—EST. 1930
NATIONAL BROADCASTING CO.
Frequency: 1300 Kc........Power: 5000 Watts
Owned-Operated By...King-Trendle Broadcasting Corporation
Address........14th Floor Grand Rapids National Bank Building
Phone Number...............9-4211
Transmitter Location.....633 - 60th St.
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service..............UP
Transcription Service.....Lang-Worth, World, SECAC
Representative...............Paul H. Raymer Co.

**Personnel**

President........George W. Trendle
Station and Sales Manager...Stanley W. Barnett
Sales Promotion Manager...Paul Eichhorn
Program Director..........Sandy Meek
Publicity Director.........Lenore Little
Chief Engineer...........Fred W. Russell
NO FOTO-FINISH IN GRAND RAPIDS
In the "Daytime Audience Derby"

OWNED BY — Col. Len Versluis
TRAINER — Mark Woods
BOOKIE — Joe McGillvra
STABLE — A.B.C. Network

JOCKEY — Hy Steed
SIRE — Grand Daddy Rapids
DAM — Good Shows
ADDED WEIGHT — Local Production

WIN — More Periods Weekly
PLACE — 113,000 Radio Homes
SHOW — Always a Good One
PRICE — More For Your $!

PLAY THE FAVORITE! THE ODDS ARE IN YOUR FAVOR

<table>
<thead>
<tr>
<th>THE SCORE BOARD</th>
<th>WLAV</th>
<th>STA A</th>
<th>STA B</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOMINATION OF THE HALF-HOURS SURVEYED (194 TOTAL)</td>
<td>90</td>
<td>69</td>
<td>4</td>
</tr>
<tr>
<td>MORNING 8:00 A.M. - NOON</td>
<td>33</td>
<td>21.2</td>
<td>8.9</td>
</tr>
<tr>
<td>AFTERNOON NOON - 6:00 P.M.</td>
<td>28</td>
<td>25.6</td>
<td>10.4</td>
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<tr>
<td>EVENING 6:00 P.M. - 10:30 P.M.</td>
<td>21.7</td>
<td>31.6</td>
<td>11.5</td>
</tr>
<tr>
<td>TOTAL WEEK LISTENING</td>
<td>26.5</td>
<td>27.2</td>
<td>10.5</td>
</tr>
</tbody>
</table>

Key Station for the WOLVERINE NETWORK

American Broadcasting Company's Station for Western Michigan.

WLAV

Keeler Building
Grand Rapids, Mich.

Results of a Conlan Survey, made in Grand Rapids, Oct. 1-8, 1945

WLAV
GRAND RAPIDS—EST. 1940
ABC—MICHIGAN RADIO NETWORK
WOLVERINE
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Leonard A. Versluis
Address: Keeler Building, 6 Fountain St., N.E.
Phone Number: 6-5461
Transmitter Location: 6 Fountain St., N.E.
Time on the Air: 6:45 a.m. to midnight
News Service: AP
Transcription Service: Standard Radio
Representative: Joseph Hershey McGillvra, Inc.

Personnel
Owner: Leonard A. Versluis
Station Manager: Hy M. Steed
Program Director: Elizabeth Shuter
Musical Director: Regis Patoff
Record M. C.: Bill Whitlock
Production Manager: Joe Hooker
Chief Engineer: George Funkey

WJMS
IRONWOOD—EST. 1931
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address: 124 E. McLeod Ave.
Phone Numbers: 20 & 21
Transmitter Location: U. S. Highway No. 2
Time on the Air: 6 a.m. to 11 p.m. daily;
Sundays, 7 a.m. to 11 p.m.
News Service: UP
Transcription Service: World
Representative: North Central Broadcasting

Personnel
President: William L. Johnson
Station Manager: J. W. Huss
Program-Publicity-Musical Director: Laura Johnson
Production Manager-Chief Announcer: Don Hoover
Chief Engineer: Arne Dahlbacka

WIBM
JACKSON—EST. 1925
ABC—MICHIGAN RADIO NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WIBM, Inc.
Address: Hotel Hayes
Phone Number: 6121
Transmitter Location: Hotel Hayes
News Service: AP
Time on the Air: 6:45 a.m. to 11:30 p.m.
Representative: For Joe & Company

Personnel
President: Herman Radner
V. P. & General Manager: Roy Radner
Station-Commercial Manager: William Cizek
Sales Promotion-Merchandising Manager: Warren Augustine
Program Director-Chief Announcer: Jeff Adams
Production Manager: Jack Underwood
Chief Engineer: C. W. Wirtanen

For the BEST IN NEWS
for the BEST IN PROGRAMS
BASED ON NEWS AP!
YOU MAY BE ABLE TO SURF-CAST
623 FEET*

BUT—YOU CAN’T BEAT WKZO-WJEF FOR
BROADCASTING IN WESTERN MICHIGAN!

For many, many years, most time buyers have accepted WKZO as the top station for greater Western Michigan. The only exception they ever made was for Grand Rapids and Kent County. But now the WKZO-WJEF combination has more than taken the “except” out of the exception!

Let's take net circulation figures. The CBS standard for listening areas is the toughest of all. Most stations keep strictly mum on the subject. Not us, however! For WJEF, Columbia gives 48,493 radio homes—for WKZO, 111,022. The total is 159,515.

But the CBS mail formula gives 248,090!

In Grand Rapids, WJEF carries more than 50 categories of public service programs, for almost all the top-notch local-service organizations—carries most of the top CBS network shows—has the best frequency in Grand Rapids, delivering 25 microvols throughout the entire city!

Enough said?—Or will you ask Lewis H. Avery, Inc. for more?!

* 623 feet 10 inches: record held by August F. Livenois, San Francisco.

WKZO
FIRST IN KALAMAZOO AND
GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS
AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

446
W K Z O
KALAMAZOO—EST. 1923
EST. 1923
COLUMBIA BROADCASTING SYSTEM
Frequency: 590 Kc. Power: 5000 Watts
Owned By John E. Fetzer
Operated By John E. Fetzer
Business Address Burdick Hotel
Phone Number 3-1223
Studio Address 7th Fl., Burdick Hotel
Transmitter Location Parchment, Michigan
Time on the Air 6 a.m. to 12:05 a.m.;
Sunday, 7 a.m. to 12:05 a.m.
News Service AP
Transcription Service... .World, Standard
Representative Lewis H. Avery, Inc.

Personnel
Managing Director John E. Fetzer
Sales-Commercial Manager. John W. O’Harrow
Sales Promotion-merchandising Manager John W. O’Harrow
Program Director Dr. Willis F. Dunbar
Chief Engineer Carl E. Lee

W J I M
LANSING—EST. 1934
ABC—MICHIGAN RADIO NETWORK
MICHIGAN RADIO NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By WJIM, Inc.
Address 15th Floor, Bank of Lansing, Bldg.
Phone Number 2-1333-4-5
Transmitter Location 15th Floor, Bank of Lansing Bldg.
Time on the Air 6 a.m. to midnight
News Service UP
Transcription Service Standard, Lang-Worth
Representative Broadcast Sales Co.

Personnel
President Harold F. Gross
Musical Director Earle Parchman
Record M. C. Tom Carson
Chief Engineer Melvin Wirth

W M P C
LAPEER—EST. 1926
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Liberty Street Church
Address 803 Liberty St.
Phone Numbers 455-J; 455-M
Transmitter Location 803 Liberty St.
Time on the Air Specified Hours
**MICHIGAN**

**WEXL**  
ROYAL OAK—EST. 1925  
Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By: Royal Oak Broadcasting Co.  
Address: 212 West Sixth Street  
Phone Number: 65224.  
Royal Oak 0815  
Transmitter Location: 2201 Woodward Heights Blvd., Ferndale, Michigan  
Time on the Air: 24 hours daily  
News Service: INS

**Personnel**  
President: George B. Harrick  
Treasurer: Jacob B. Sparks  
Manager: Ellis C. Thompson  
Program Director-Production-Manager: Kirk Knight  
Chief Engineer: Jerome F. Steadley

**WSAM**  
SAGINAW—EST. 1940  
NBC  
Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By: Saginaw Broadcasting Co.  
Business Address: 610 Eddy Bldg.  
Phone Number: 2-5109  
Studio Transmitter: 2745 Bay St.  
Time on the Air: 6:30 a.m. to 12:05 a.m.; Sunday, 8 a.m. to 12:05 a.m.  
News Service: INS  
Transcription Service: Standard Radio, World Representative: Headley-Reed Co.

**Personnel**  
President-General Mgr.: Milton L. Greenebaum  
Manager: Robert W. Phillips  
Sales Promotion-Merchandising: E. A. Fairchild  
Program Director-Production: T. W. Austin  
Publicity Director: E. A. Fairchild  
Chief Announcer: Ralph Kobernat  
Musical Director: T. W. Austin  
Record M. C.: Lee Cheletk  
Chief Engineer: Harold McCullen

**WTCM**  
TRAVESE CITY—EST. 1941  
MUTUAL—WOLVERINE—PAUL BUNYAN  
Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By: Midwestern Broadcasting Co.  
Address: Anderson Building  
Phone Number: Traverse City 1150  
Time on the Air: 7 a.m. to 11 p.m.  
News Service: AP  
Transmitter Location: Elmwood Township Representative: The Walker Co.

**Personnel**  
President-General Manager: Les Biederman  
Manager: R. E. Detwiler  
Program Director: William H. Kiker  
Chief Engineer: Drew McClay

**WDMJ**  
MARQUETTE—EST. 1931  
MUTUAL—MISSISSIPPI—KBS—WOLVERINE  
Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By: Lake Superior Broadcasting Co.  
Address: 146 W. Washington  
Phone Number: 616  
Transmitter Location: 146 W. Washington  
Time on the Air: Unlimited license  
Newspaper Affiliation: Daily Mining Journal  
News Service: UP  
Transcription Service: World Broadcasting

**Personnel**  
General Manager: Gordon H. Brozek
MICHIGAN

WKBZ
MUSKEGON—EST. 1926
MUTUAL—MICHIGAN RADIO NETWORK
WOLVERINE
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Ashbacker Radio Corp.
Business Address: 432 Apple Ave.
Phone Number: 26-051
Studio Address: 432 Apple Ave.
Transmitter Location: Muskegon Township
Time on the Air: 6 a.m. to 12 Midnight
News Service: UP
Transcription Service: Associated, SESAC & McGregor
Representative: Joseph Hershey McGilvra

Personnel
President: Grant F. Ashbacker
General Manager: Grant F. Ashbacker
Station Manager: Grant F. Ashbacker
Sales-Commercial Manager: Grant F. Ashbacker
Sales Promotion-Merchandising Manager: Grant F. Ashbacker
Program Director: Loran A. Haney
Publicity Director: Bill L. Bennett
Chief Announcer: Anson Van Alstyne
Chief Engineer: George Krivitsky

WCAR
PONTIAC—EST. 1939
Frequency: 1130 Kc. Power: 1000 Watts
Owned-Operated By: Pontiac Broadcasting Company
Address: 6th Floor Riker Building
Phone Number: Pontiac 7141
Transmitter Location: Between Square Lake & Telegraph Roads, Bloomfield Township, Oakland County, Michigan
Time on the Air: Local sunrise to local sunset
News Service: INS and AP
Transcription Service: Associated SESAC
Representatives: Burn-Smith, McGilvra

Personnel
President and General Manager: H. Y. Levinson
Program Director: William J. Lofbach
Chief Engineer: Wayne N. Cook

WHLS
PORT HURON—EST. 1938
MUTUAL BROADCASTING SYSTEM
WOLVERINE NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Fort Huron Broadcasting Co.
Address: 932 Military St.
Phone Number: 2-3151
Transmitter Location: 32nd St. and Lapeer
Time on the Air: 7 a.m. to Midnight
News Service: UP
Transcription Service: Lang-Worth
Representative: Gene Grant

Personnel
President-Station Manager: Harmon L. Stevens
General Manager: Harmon L. Stevens
Sales-Commercial Manager: Robert L. Mackin
Sales Promotion-Merchandising Manager: V. O. Cram
Program Director-Production Manager: Lyle Patterson
Chief Announcer-Musical Director: Lyle Patterson
Chief Engineer: Leslie C. Conant

THERE IS MONEY ON THE GOLD COAST OF MICHIGAN!
---WKBZ---
MUSKEGON MICHIGAN MUTUAL NETWORK
SERVES PROSPEROUS WESTERN MICHIGAN
National Representatives
JOSEPH HERSHEY McGILVRA, INC.
C-A-V-U . . . that's weatherman-to-pilot parlance for "ceiling and visibility unlimited." And, guided by Sellevision—our tested station Betterment policy in operation so effectively the past four years—that's the long-range forecast for KSTP. There is no height to which a station can not rise when it has KSTP's determination and know-how to do a comprehensive, continuing job of programming, promotion and merchandising. We see an ever brighter future for KSTP and the advertisers it serves. So the next time you're selecting a station to sell the Twin Cities' Market, make it KSTP—the Sellevision Station—where it's always C-A-V-U...ceiling and visibility unlimited!

50,000 WATTS—CLEAR CHANNEL NORTHWEST'S LEADING RADIO STATION EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES

Represented Nationally by Edward Petry & Co.
MINNESOTA
For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KATE
ALBERT LEA—EST. 1937
AMERICAN BROADCASTING CO.
DAIRYLAND—MISSISSIPPI—SO. MINN.
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Albert Lea Austin
Broadcasting Company
Address: 332 So. Broadway
Phone Number: 2338
Transmitter Location: 332 So. Broadway
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: SESAC
Representative: John E. Pearson Co.

Personnel
President and Station Manager: E. L. Hayek
Assistant Station Mgr.: Warner C. Tidemann
Commercial Manager: E. L. Hayek
Chief Engineer: Lawrence Lawson

KLIZ
BRAINERD
Frequency: 1400 kc Power: 250 Watts
Owned-Operated By: Brainerd Broadcasting Co.
Address: 307 S. Eighth St.

Personnel

KDAL
DULUTH—EST. 1936
COLUMBIA BROADCASTING SYSTEM
Frequency: 610 Kc. Power: 1000 Watts
Owned By: Red River Broadcasting Co., Inc.
Operated By: Dalton LeMasurier
Address: 218 Bradley Building
Phone Number: Melrose 2628
Transmitter Location: Foot of 63rd Ave., W.
Time on the Air: 6:30 a.m. to midnight: Sundays, 7:30 a.m. to midnight
News Service: AP
Transcription Service: Lang-Worth; Standard Representative: Free & Peters, Inc.

Personnel
President-Gen. Manager: Dalton LeMasurier
Commercial Manager: Odin S. Ramsland
Sales Promotion and Publicity Manager: Joseph C. Cook

WEBC
DULUTH—EST. 1924
NATIONAL BROADCASTING
CO-ARROWHEAD NETWORK
NORTHWEST NETWORK
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: Head of The Lakes Broadcasting Co.
Address: WEBC Bldg.
Phone Number: Melrose 2873
Transmitter Location: 40th and Tower, Superior, Wis.
Time on the Air: Unlimited License
News Service: UP
Transcription Service: NBC Thesaurus, World, Cole, SESAC
Representative: George P. Hollingbery

Personnel
Station Manager: Walter C. Bridges
Dir. of Operations: H. E. Westmoreland
Commercial Manager: H. H. Dunavan
Sales Promotion-Publicity: Sylvia Covet
Program Director-Production: Earl Henion
Musical Director: John Kleive
Chief Engineer: William Lounsberry

KGDE
FERGUS FALLS—EST. 1926
MUTUAL BROADCASTING SYSTEM
MISSISSIPPI VALLEY NETWORK
Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Charles L. Jaren
Address: Fergus Falls
Phone Number: 3986
Transmitter Location: Fergus Falls
Time on the Air: Unlimited license
Transcription Service: SESAC
Representative: No. Central

Personnel
General Manager: C. L. Jaren

WMFG
HIBBING—EST. 1935
NATIONAL BROADCASTING CO.
ARROWHEAD BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Head of Lakes Broadcasting Co.
Address: Androy Hotel
MINNESOTA

Phone Number ............ 1150
Transmitter Location ... Androy Hotel
Time on the Air .......... 6 a.m. to 11 p.m.
Newspaper Affiliation ... Superior (Wis.)
Telegram
News Service .............. UP
Transcription Service ... SESAC
Representative .......... George P. Hollingbery Co.

**Personnel**

President .................. Morgan Murphy
General Manager .......... W. C. Bridges
Station Manager ......... H. S. Hyett
Program Director ....... R. E. Coe
Chief Engineer ........... Arthur Schroeder

KYSM
MANKATO—EST. 1938
NBC
SOUTHERN MINNESOTA NETWORK
NORTHWEST NETWORK

Frequency: 1230 Kc.  Power: 250 Watts
Operated By .............. Southern Minnesota Supply Co.
Owned .................... F. B. Clements & Co.
Address ................. 101 North 2nd Street
Phone Number ........... 4673
Transmitter Location ... Belgrade Hill—North Mankato, Minn.
Time on the Air ........ Unlimited
News Service .............. UP
Transcription Service ... NBC, Thesaurus & Lang-Worth
Representative .......... John E. Pearson Co.

**Personnel**

President .................. F. B. Clements
General Manager .......... John F. Meagher
Station-Commercial Manager . John F. Meagher
Sales Promotion-Program
Director ................... Bob Gardner
Production Manager ....... Jerry Deane
Publicity Director ....... Delphine Brudelie
Chief Announcer .......... Larry Turner
Musical Director .......... Maurice Piche
Chief Engineer ........... Jim Houts

KUOM*
MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.  Power: 5000 Watts
Owned-Operated By........ University of Minnesota
Address .................. 15th & Pillsbury Ave., S.E.
Phone Number ............ Main 8177
Transmitter Location ...... North Cleveland Avenue & Roselawn, St. Paul
Time on the Air ........ Shares Time
News Service .............. UP

**Personnel**

Station Manager .......... Burton Paulu
Chief Announcer .......... Ruth Swanson
Production Manager ....... Robert Doyle
Chief Engineer ............. Berton Holmberg
Director, Minnesota School of the Air .......... Betty Girling
Musical Director .......... Paul Brissey
*(Non-Commercial Station)*

WTZN
MINNEAPOLIS—EST. 1934
ABC—DAIRYLAND NETWORK

Frequency: 1220 Kc.  Power: 1000 w.; 1000 n.
Operated By ............... Clarence T. Hagman
Owned By .................. Minnesota Broadcasting Corp.
Address ................. Wesley Temple Building
Phone Numbers .......... Main 1856; Nesbitt 8681
Transmitter Location .. Snelling Road B. Rose Township
Time on the Air .......... 5:30 a.m. to midnight
Newspaper Affiliation ... St. Paul Dispatch-Pioneer Press
News Service .............. AP & UP
Transcription Service ... Associated Music Publishers & Langworth
Representative .......... Free & Peters

**Personnel**

President .................. William J. McNally
General Manager .......... Clarence T. Hagman
Station Manager .......... Clarence T. Hagman
Commercial Manager ...... F. Van Konynenburg
Sales Promotion Manager ... Publicity
Director ................... Cliff Rizz
Program Director .......... Judy Bryson
Chief Announcer .......... Jack Bell

WDGY
MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1150 Kc.  Power: 5000 w.; 500 n.
Owned By .................. Mae C. Young
Operated By .............. Lee L. Whiting
Address .................... Nicollet Hotel
Phone Number ............. Bridgeport 7777 (Mpls.):
Midway 6363 (St. Paul)
Transmitter Location ....... 7401 Wayzata Blvd., Minneapolis (Route 7)
Time on the Air .......... 6 a.m. to sunset, MST
News Service .............. AP
Transcription Service ... Standard Radio, Lang-Worth
Representative .......... William G. Rambeau Co.
KVOX
MOORHEAD—EST. 1937
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned and Operated By: KVOX Broadcasting Co., Inc.
Address: Comstock Hotel
Phone Number: 3-1523
Transmitter Location: 14th St. and 12th Ave., South
Time on the Air: 6:30 a.m. to midnight; Sundays, 8 a.m. to midnight
News Service: UP
Representatives: North Central Broadcasting System
Transcription Service: SESAC

Personnel
President: William S. Paley
General-Station Manager: Manuel M. Marget
Commercial-Sales Promotion Manager: David C. Shepard
Program Director-Production Manager: Arvid Johnson
Chief Announcer: Jocelyn Birch
Chief Engineer: Earl Hayes

WLOL
MINNEAPOLIS-ST. PAUL—EST. 1940
MUTUAL BROADCASTING SYSTEM
Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated by: Independent Merchants Broadcasting Co.
Business Address: 1730 Hennepin Ave.
Phone Numbers: Atlantic 0406; Midway 4043
Studio Address: 1730 Hennepin Ave., St. Paul
Transmitter Location: 2508 Myrtle Ave., St. Paul
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12:30 midnight
News Service: INS
Transcription Service: Standard
Representative: John E. Pearson Co.

Personnel
Majority Stockholder: Ralph L. Alpass
General-Station Manager: Norman Boggs
Commercial Manager: Fred F. Laws
Sales Promotion Manager-Publicity Director: Mary Bowers
Program Director-Production Manager: Bill Udell
Chief Announcer: Bob Bouchier
Musical Director: Gene Rooney
Chief Engineers: Gene Brautigam (Studio); Harvey Headen (Trans.)
Record M. C.: Jack Thayer

KROC
ROCHESTER—EST. 1935
NBC
SOUTHERN MINNESOTA NETWORK
MINNESOTA RADIO NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Southern Minnesota Broadcasting Co.
Address ..................................100 First Ave. Building
Phone Number ........................................3924
Transmitter Location ...................... Cascade Township
Time on the Air .............................6 a.m. to 12:30 a.m.
News Service ......................................UP
Transcription Service ......................Radio Advertising Corp.

**Personnel**

President .................. Agnes P. Gentling
General and Station Manager .... L. A. Mair
Secretary-Treasurer ........... Maxine Jacobs
Program Director-Production Manager .......... Calvin Smith
Publicity Director ............... Walter Bruzek
Chief Announcer .............. Calvin Smith
Chief Engineer .................... Fred C. Clarke

**KFAM**

ST. CLOUD—EST. 1938
NBC—NORTHWEST NETWORK
MINNESOTA RADIO NETWORK

Frequency: 1450 Kc. .......... Power: 250 Watts
Owned-Operated By .......... Times Publishing Co.
Address .......................... Weber Building
Phone Number .................. 3330, 3331
Transmitter Location .......... Military Highway
Time on the Air ..............6 a.m. to midnight; Sunday, 7 a.m. to midnight
Newspaper Affiliation ........ St. Cloud Times
News Service ...................... AP
Transcription Service ........... NBC Thesaurus
Regional Sales Office .......... KSTP, Radio City, Minneapolis

**Personnel**

President-General Manager ... Fred Schilplin
Commercial Manager .......... Chester W. Erickson
Publicity Director .......... Lucile Miller
Chief Engineer ................ Robert B. Witschen
Chief Announcer-Record M. C. .......... Robert Wayne

**KSTP**

ST. PAUL-MINNEAPOLIS—EST. 1924
NBC—NORTHWEST NETWORK

Frequency: 1500 Kc. .......... Power: 50000 Watts
Owned-Operated By .......... KSTP, Inc.
Address .......................... Hotel Saint Paul (St. Paul)
Radio City (Minneapolis)
Phone Number .................. Cedar 5511 (St. Paul)
Bridgesport 3222 (Minneapolis)
Transmitter Location .......... County Road C and Highway 61
Time on the Air ..............5 a.m. to 2 a.m.
News Service ...................... AP, UP
Radio News Association
Transcription Service ........... NBC Thesaurus, World Broadcasting, Lang-Worth, Standard Radio
Representative .............. Edward Petry & Company

**Personnel**

President-General Mgr. .......... Stanley E. Hubbard
Vice-President-Assistant Mgr. .......... K. M. Hance
Sales Manager ................. Miller C. Robertson
Sales Promotion and Publicity .......... Sam Levitan
Production Manager .............. Brooks Henderson
Public Service Director .......... Dorothy Spicer
Musical Director ................. Leonard Leigh
Farm Director ..................... Gary Wiegand
Chief Engineer ..................... John N. Fricker

(See Page 450)

**WMIN**

ST. PAUL & MINNEAPOLIS
EST. 1936

Frequency: 1400 Kc. .......... Power: 250 Watts
Owned-Operated By .......... WMIN Broadcasting Company
Address .......................... 1287 St. Anthony Ave. (St. Paul)
Phone Number .................. 6501
Transmitter Location .......... 1287 St. Anthony Ave.
Time on the Air ..............6 a.m. to midnight
News Service ...................... AP
Transcription Service ........... Standard Radio

**Personnel**

President and General Mgr. .... Edward Hoffman
Assistant General Mgr. .......... Frank M. Devaney
Commercial and Sales Promotion Manager .......... Samuel N. Nemer

**WHLB**

VIRGINIA—EST. 1936
NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK
NORTHWEST NETWORK

Frequency 1400 Kc. .......... Power: 250 Watts
Owned-Operated By .......... Head of the Lakes Broadcasting Co.
Address ........17th Street and Sixth Ave. South
Phone Number .................. 2000
Transmitter Location ........ Virginia
Time on the Air ..............7 a.m. to 10:30 p.m.
Newspaper Affiliation .......... Superior Telegram
News Service ...................... UP
Transcription Service ........... SESAC

**Personnel**

Manager .................. O. H. Peterson
Chief Engineer ................. William Lounsberry
For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255
WCBI
COLUMBUS—EST. 1940
MUTUAL BROADCASTING SYSTEM
MID-SOUTH NETWORK
Frequency: 1340 Kc........ Power: 250 Watts
Owned & Operated By........ Birney Imes, Jr.
(U. S. Army Air Corps.)
Business Address..............Gilmer Hotel
Phone Number..................1313
Studio Addresses.............Gilmer Hotel, Columbus;
Transmitter Location........Tom Big Bee River Bridge
Time on the Air..............16 hours daily
Newspaper Affiliation........Columbus Commercial Dispatch
News Service..................AP
Transcription Service........Standard Radio,
Keystone Broadcasting System, M. M. Cole
Representative..............Sears and Ayer, Inc.

Personnel
Owner..........................Capt. Birney Imes, Jr.
General Manager..............Bob McRaney
Commercial Manager...........James Eatherton
Production-Program Dir........P. B. Hinman, Jr.
Sales-Promotion Director......Bob McRaney
Publicity Director............Charles Newman
Chief Announcer...............Mims Boswell, Jr.
Chief Engineer...............Holt Dyess

WCMA
CORINTH—EST. 1946
MUTUAL BROADCASTING SYSTEM
Frequency: 1230 kc........ Power: 250 Watts
Owned-Operated By............Corinth Broadcasting Co., Inc.
Address........................222 Howard Street
Phone Numbers.................1900-1
Transmitter Location.........North Greenwood
Time on the Air..............6:30 a.m. to 11:05 p.m.
Transcription Service.......Standard
Representative..............Wm. G. Rambeau

WG RM
GREENWOOD—EST. 1938
NBC MISSISSIPPI NETWORK
Frequency: 1240 Kc........ Power: 250 Watts
Owned-Operated By............P. K. Ewing
Address.......................222 Howard Street
Phone Numbers.................1900-1
Transmitter Location.........North Greenwood
Time on the Air..............6:30 a.m. to 11:05 p.m.
Transcription Service.......Standard
Representative..............Wm. G. Rambeau

NOW AVAILABLE!
The MID SOUTH NETWORK
WCBI — WELO — WROX
COLUMBUS TUPELO CLARKSDALE
Miss. Miss. Miss.
(LINE FACILITIES BETWEEN ALL STATIONS AVAILABLE)
AT ATTRACTIVE PACKAGE RATES
REACH THE GREATER MISSISSIPPI MARKETS WITH THESE PROGRESSIVE STATIONS
Birney Imes, Jr. Bob McRaney
Owner General Manager
SEARS & AYER, Reps.
NEW YORK — CHICAGO — HOLLYWOOD — SEATTLE — KANSAS CITY
SAN FRANCISCO PORTLAND
**Personnel**

President ........................................ P. K. Ewing  
General-Station-Commercial Manager ............................ F. C. Ewing  
Sales Promotion-Merchandising Manager .......................... Shelton Morgan  
Program Director .......................... Grace Harris  
Chief Announcer .......................... Van Power  
Musical Director .......................... Joe Cudd  
Chief Engineer .......................... William Lewis  

**WGCM**

**GULFPORT—EST. 1929**  
AMERICAN BROADCASTING CO.

Frequency: 1240 Kc.  
Power: 250 Watts  
Owned and Operated By ..... WGCM, Inc  
Business Address ..... Hewes-Martin Bldg.  
Phone Number .......................... Gulfport 1111  
Studio Addresses .......................... Hewes-Martin Bldg.  
(Gulfport)

Transmitter Location: Arlington Heights  
Time on the Air: 5:55 a.m. to 11:05 p.m.;  
Sundays, 7:55 a.m. to 10:15 p.m.

News Service: AP  
Transcription Service: Standard, Keystone  
Representative: Sears & Ayer  

**W J X N**

**JACKSON—EST. 1946**  
MUTUAL BROADCASTING SYSTEM

Frequency: 1490 kc  
Power: 250 Watts  
Owned-Operated By . Ewing Broadcasting Co.  
Address .......................... 1200 N. State St.  
Phone Number .......................... 4-8871  
News Service: INS  
Transcription Service: Standard  
Representative: William G. Rambeau Co.

**W J D X**

**JACKSON—EST. 1929**  
NATIONAL BROADCASTING CO.

Frequency: 1300 Kc  
Power: 5000 d., 1000 n.  
Owned-Operated By ..... Lamar Life Insurance Company
WSKB 
McComb—Est. 1939
KEYSTONE BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: McComb Broadcasting Corp.
Business Address: Box 111
Phone Number: 37
Studio Address: WSKB Bldg.
Transmitter Location: Pike County
Time on the Air: 6 a.m. to 10 p.m.
News Service: AP
Transcription Service: Associated Representative: Gene Grant

Personnel
President: Robert L. Sanders
General and Commercial Manager: George Blumenstock
Program Director: Julia D. Blumenstock
Chief Engineer: Robert Louis Sanders

W C O C 
MERIDIAN—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Mississippi Broadcasting Co., Inc.
Address: Threefoot Building
Phone Number: 1042
Transmitter Location: Highway No. 45 North
Time on the Air: 7 a.m. to 11:30 p.m.
News Service: UP
Transcription Service: NBC Thesaurus

Personnel
President-General Manager: D. W. Gavin

W M O X 
MERIDIAN
Frequency: 1240kc. Power: 250 Watts
Owned-Operated By: Birney Imes Jr.
Address: 514 Main St., Columbus, Miss.
Construction Permit

W M I S 
NATCHEZ—EST. 1941
NBC
Frequency: 1490 Kc. Power: 250 Watts
Owned By: Natchez Broadcasting
Operated By: P. E. Ewing, Jr.
Address: City Bank & Trust Co., Bldg.
Phone Number: 580-1
Transmitter Location: Highway No. 61, North
Time on the Air: 7 a.m. to 11 p.m.
News Service: AP

**Personnel**

WSKI 
JACKSON—EST. 1938
AMERICAN BROADCASTING CO.
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Standard Life Broadcasting Co.
Address: Robert E. Lee Hotel, P. O. Box 1847
Phone Number: 3-2788
Transmitter Location: Foot of High St.
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: AP
Transcription Service: World Representative: Weed & Co.

Personnel
President: Geo. W. Covington
Secretary-Treasurer: L. M. Sepaugh
Station Manager: L. M. Sepaugh
Commercial Manager: F. E. Wilkerson, Jr.
Chief Engineer: C. A. Perkins

WAML 
LAUREL—EST. 1932
NATIONAL BROADCASTING CO.
REBEL NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: New Laurel Radio Station, Inc.
Address: 535½ Central Ave.
Phone Number: 288
Transmitter Location: Ellisville Blvd.
Time on the Air: 6:30 a.m. to 11:05 p.m.;
Sunday, 7:30 a.m. to 11:05 p.m.
News Service: AP & UP
Transcription Service: World Representative: George P. Hollingberry Co.

Personnel
President: D. A. Matison
General Manager: Ward A. Coleman
Commercial Manager: W. C. DeHority
Sales Promotion Manager-Publicity Director: W. A. Coleman
Chief Engineer: Clyne Graves
Program Director-Production: Tyler Nourse

WMBC 
MACON—EST. 1946
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Mississippi Broadcasting Co.
Business Address: Macon Hotel

Personnel
President: D. W. Gavin
*Under Construction

WMOX*

W M I S 
NATCHEZ—EST. 1941
NBC
Frequency: 1490 Kc. Power: 250 Watts
Owned By: Natchez Broadcasting
Operated By: P. E. Ewing, Jr.
Address: City Bank & Trust Co., Bldg.
Phone Number: 580-1
Transmitter Location: Highway No. 61, North
Time on the Air: 7 a.m. to 11 p.m.
News Service: AP

*Under Construction
A NEW ARRIVAL
A NEW SALES-WINNER
in the Transcription field

AP RADIO PRODUCTIONS
PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.
Basic Affiliate of the National Broadcasting Company
It is 225 miles to the nearest
Other NBC Basic Outlet

Only Broadcasting Station in St. Louis With the
Full Service of the Associated Press
Combining the Special Radio Wire
of Press Association, Inc., With
the World-Famous News Wires of AP

Greatest Daytime Coverage of Any Broadcasting
Station in St. Louis
1,264,760 Radio Homes (56% Urban, 44% Rural)
5,300,943 Population in 182 Counties
$1,465,140,000.00 in Annual Retail Sales

A Distinguished Broadcasting Station Recognized
Throughout Its Listening Area for Its High Standards
of Programming and Advertising Acceptance

550 on the Dial—5000 Watts Daytime; 1000 Watts Nighttime

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.

To Deliver YOUR Sales Message to the Greater
St. Louis Market, Use

The Combination that-C-L-I-C-K-S-
MISSOURI
For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K F V S
CAPE GIRARDEAU—EST. 1925
Frequency: 1400 Kc........Power: 250 Watts
Owned By...............Oscar C. Hirsch
Operated By............Oscar C. Hirsch
Address................324 Broadway
Phone Number...........2104, 2105
Transmitter Location...3¼ miles west of Cape Girardeau on Highway No. 61
Time on the Air.........Limited News Service.........UP
Transcription Service..Standard Radio
Representative............John E. Pearson

Personnel
President-General Manager........Oscar C. Hirsch
Station-Sales Manager..........Ralph L. Hirsch
Production-Program Director...Virginia Bahn
Chief Engineer..................R. L. Hirsch
Promotion-Publicity............R. L. Hirsch

K F R U
COLUMBUS—EST. 1925
ABC
Frequency: 1400 Kc........Power: 250 Watts
Owned By..................KFRU, Inc.
Address..................Ninth and Elm Sts.
Phone Number..............214L
Transmitter Location.......Hickman Hall, Stephens College
Time on the Air...........6:30 a.m. to 11 p.m.
Newspaper Affiliation......Star Times Publishing Company, St. Louis
News Service..............AP & UP
Transcription Service.....NBC Thesaurus
Representative............John Blair & Co.

Personnel
President................Elizey Roberts
General Manager...........Mahlon Aldridge
Program Director..........Harold Douglas
Musical Director..........Dorothy Jacques
Chief Engineer.............Robert Haigh
Record M. C................Dorothy Jacques

K H M O
HANNIBAL—EST. 1941
MUTUAL
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By...........Courier Post Publishing Co.
Address..................102½ S. Main St.
Phone Number...............3450-51
Transmitter Location.......Lindell Ave.

Time on the Air.............5:30 a.m. to 12 midnight:
Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation......Hannibal Courier-Post
News Service.................AP
Transcription Service......NBC & Cole
Representative................John E. Pearson Co.

Personnel
General Manager-Sales Promotion...Wayne W. Cribb
Commercial Manager..........Chris Jensen
Program-Musical Director.....Dud Dawson
Production Manager..........Maxine Dierking
Publicity Director-Record M. C.Gene Hoenes
Chief Announcer.............Bob McCoy
Chief Engineer................Ben Parrish

K W O S
JEFFERSON CITY—EST. 1936
MUTUAL BROADCASTING SYSTEM
Frequency: 1240 Kc........Power: 250 Watts
Owned-Operated By............Tribune Printing Co.
Business Address............210 Monroe
Phone Number................4000
Transmitter Location.......St. Mary's Blvd.
Time on the Air.............6 a.m. to midnight
Newspaper Affiliation......Jefferson City Capitol
News & Post Tribune
News Service.................AP
Transcription Service......Lang-Worth
Representative...............Sears & Ayer

Personnel
President................R. C. Goshorn
General Manager............R. L. Rose
Station Manager...............R. L. Rose
Commercial Manager.........R. L. Rose
Sales Promotion Manager-Publicity
Director....................Natalie LePage
Program Director............Ray Manning
Chief Engineer..............Harold White

W M B H
JOPLIN—EST. 1933
MUTUAL BROADCASTING SYSTEM
Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By...........Joplin Broadcasting Co.
Address..................Frisco Bldg., Sixth and Main Sts.
Phone Number...............330
Transmitter Location.......1334 Roosevelt Ave.
Time on the Air.............6 a.m. to midnight
Newspaper Affiliation......Joplin Globe
Publishing Co.
News Service.................UP
KCMO is a Selling Natural in more ways than one! Lowest cost per radio family ... healthy program ratings ... more value per advertising dollar in this thriving market. For availabilities on KCMO, Greater Kansas City's outstanding selling station, contact your nearest John E. Pearson office.

Today 5000 WATTS COMING 50,000 WATTS DAY 10,000 WATTS NIGHT at 810 kc

BASIC STATION AMERICAN Broadcasting Co.
Represented by
JOHN E. PEARSON
CHICAGO - NEW YORK - KANSAS CITY
**M I S S O U R I**

**Transcription Service**...Thesaurus & Standard Representative...Sears & Ayer

**Personnel**

President-General Manager............ D. J. Poynor
Station Manager..................... D. J. Poynor
Sales-Commercial Manager......... W. M. Clark
Sales Promotion................... Abe Radunsky
Program Director................. Martha Brown
Chief Announcer................... Charles McIntire
Musical Director.................. Stella Lukens
Chief Engineer.................... Richard Meek

**K C K N**

KANSAS CITY

(See Listing, Kansas City, Kans.)

**K C M O**

KANSAS CITY—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1480 Kc.......... Power: 5000 d.; 1000 n. (C. P. 5000 n.)
Owned-Operated By.......KCMO Broadcasting Company
Address......................... 1515 Commerce Building
Phone Number................... Victor 0900
Transmitter Location........... Hardesty & Washington Sts.
Time on the Air.............. 5 a.m. to 1 a.m.;
                            Sunday, 7:30 a.m. to midnight
News Service.................... AP, UP
Transcription Service....... Lang-Worth, Standard Representative
                            ......................... John E. Pearson Co.

**Personnel**

General Manager................. E. K. Hartenbower
Asst. Manager.................. C. E. Breazeal
Sales Manager.................. C. E. Morrill
Sales Promotion Manager....... F. C. Strawn
Program Director-Production Manager.................. James Coy
Publicity Director.............. F. C. Strawn
Chief Announcer................ James Monroe
Musical Director................ Gene Moore
Chief Engineer.................. Karl Troeglen

(See Page 462)

**W D A F**

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 610 Kc......... Power: 5000 Watts
Owned-Operated By.......The Kansas City Star Company
Address......................... 1729 Grand Ave
Phone Number................... Harrison 1200
Transmitter Location........... 82nd and Mission Road, Johnson County, Kans.
Time on the Air.............. Daily & Sunday, 6 a.m. to 12 midnight
Newspaper Affiliation.......The Kansas City Star
News Service..................... AP
Transcription Service....... Lang-Worth, Standard Representative
                            ......................... Edward Petry and Company

**Personnel**

President....................... Earl McCollum
Station Manager............... Dean Fitzer
Program Manager.............. Harry J. Kaufmann
Chief Engineer................ Joseph A. Flaherty

**W H B**

KANSAS CITY—EST. 1922

MUTUAL

KANSAS STATE NETWORK

MISSISSIPPI VALLEY

Frequency: 880 Kc......... Power: 1000 Watts
Owned-Operated By.......WHB Broadcasting Co.
Address......................... Scarritt Building
Phone Number................... Harrison 1161
Transmitter Location........... North Kansas City
Time on the Air.............. Daily time license
News Service..................... AP
Transcription Service....... Associated Representative
                            ......................... Adam J. Young, Jr.

**Personnel**

President and Commercial Manager........ Donald Dwight Davis
General Manager................ John T. Schilling

**K M B C**

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc......... Power: 5000 Watts
Owned-Operated By..............Midland Broadcasting Co.
Address......................... Pickwick Hotel
Phone Number................... Harrison 2650
Transmitter Location........... 50th & Belinder Road
Time on the Air.............. 5:30 a.m. to midnight;
                            Sundays, 7 a.m. to 12 midnight
News Service..................... AP, UP, TP
Transcription Service....... Lang-Worth, World Representative
                            ......................... Free & Peters, Inc.

**Personnel**

President....................... Arthur B. Church
Managing Director............. Karl R. Koerrer
Director of Sales............ Sam H. Bennett
Promotion-Publicity Director.... E. P. J. Shurick
Program Director............. Roderick Cupp
Chief Engineer................ A. R. Moler

(See age 464)
A report by Greater Kansas City Business concerning future planned employment for this area. These facts and figures were collated and analyzed by the Research Department of the Federal Reserve Bank of Kansas City. Here is a true picture of the job opportunities ahead—and thereby an insight into tomorrow’s business conditions for Kansas City. Employment planned for September, 1946, compared with the employment of fall, 1945, and of 1940, is as follows:

**PLANNED EMPLOYMENT INCREASE**

<table>
<thead>
<tr>
<th>Business Classification</th>
<th>% Over Fall, 1945</th>
<th>% Over 1940</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Men</td>
</tr>
<tr>
<td>All Classifications</td>
<td>23.9</td>
<td>32.6</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>27.7</td>
<td>29.3</td>
</tr>
<tr>
<td>Trade</td>
<td>12.7</td>
<td>41.3</td>
</tr>
<tr>
<td>Transportation, Communications and Public Utilities</td>
<td>37.1</td>
<td>40.9</td>
</tr>
<tr>
<td>Service</td>
<td>14.8</td>
<td>22.4</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>21.4</td>
<td>85.1</td>
</tr>
</tbody>
</table>

*Decrease

---

**YOU Will Prosper on KMBC**

- *First in Programming!*
- *First in Public Service!*
- *First in Farm Service!*
- *First in Hooperatings!* *

© Kansas City, Mo. and Kansas City May through September, 1945

---

SINCE 1928—BASIC CBS STATION for MISSOURI & KANSAS
**KWOC**

POPLAR BLUFF—EST. 1938  
KEYSTONE BROADCASTING SYSTEM  
MISSISSIPPI VALLEY NETWORK

Frequency: 1340 Kc.  
Power: 250 Watts  
Owned-Operated By: A. L. McCarthy, O. A. Tedrick, J. H. Wolpers d/b Radio Station KWOC

Address: 1801 North Main St.  
Phone Number: 1910  
Time on the Air: 7 a.m. to 7 p.m.; Sundays, 8 a.m. to 7 p.m.

News Service: American Republic Daily  
Transcription Service: Associated Press

**Personnel**

General Manager: P. H. Cunningham  
Chief Engineer: Don Lidenton

---

**KFEQ**

ST. JOSEPH—EST. 1924  
ABC

Frequency: 680 Kc.  
Power: 5000 Watts  
Owned-Operated By: KFEQ, Inc.

Address: Schneider Building, 7th and Felix Streets  
Phone Number: 4-0813  
Transmitter Location: 5½ miles North Northeast of St. Joseph

Time on the Air: 5:45 a.m. to midnight daily; 7 a.m. to midnight, Sunday  
Newspaper Affiliation: St. Joseph News-Press, Gazette  
News Service: UP  
Transcription Service: NBC Thesaurus

Representative: Headley-Reed Company

**Personnel**

President: Barton Pitts  
General Manager: Barton Pitts  
Station Manager: Barton Pitts  
Sales-Commercial Manager: Glen G. Griswold  
Sales Promotion Manager: J. Ted Branson  
Program Director-Musical Director: H. H. Packard  
Production Manager: Rollin Mabie  
Publicity Director: J. Ted Branson  
Chief Announcer: Dee D. Denver, Jr.  
Record M. C.: Lawrence M. Parker  
Chief Engineer: Fred Damm

---

**KFUO**

ST. LOUIS—EST. 1921

Frequency: 850 Kc.  
Power: 5000 Watts  
Owned By: Evangelical Lutheran Synod of Missouri, Ohio and other states  
Operated By: Board of Control of Concordia Seminary

Address: 801 DeMun Ave.  
Phone Number: DElmar 3030  
Transmitter Location: 801 DeMun Ave.

Time on the Air: Daytime license  
News Service: UP  
Transcription Service: World

**Personnel**

Director: Herman H. Hohenstein  
Production Manager-Chief Announcer: Elmer Knoernschild  
Program Director: H. H. Hohenstein  
Director of Public Relations: Paul C. Barth  
Chief Engineer: Albert Wiese

*(Non-Commercial Station)*

---

**"SPECIAL ASSIGNMENT"**

Exciting dramatizations based on the unusual stories of top-flight news reporters.  
It's 15-minutes of action, thrills and chills.  
An easy sales-winner for any sponsor of transcribed programs.

Exclusive in Any Market

SEE

**AP RADIO PRODUCTIONS**

PRESS ASSOCIATION, INC.  
50 ROCKEFELLER PLAZA  
NEW YORK 20, N. Y.
**KMOX**

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc. . . . Power: 5000 Watts

Owned-Operated By...Columbia Broadcasting System, Inc.

Address: 401 South Twelfth Blvd.

Phone Number: Central 8240

Transmitter Location. . . . 16 miles south of St. Louis

Time on the air: . . . Sundays, 6 a.m. to 1 a.m.; weekdays, 5 a.m. to 1:30 a.m.

News Service: AP, UP

Transmission Service: Associated Music Publishers, Lang-Worth

Representative: Radio Sales

**Personnel**

General and Station Manager: Wendell B. Campbell

Assistant to Manager—Public Relations Director: Jerry Hoekstra

General Sales Manager: David V. Sutton

Local Sales Manager: J. Soulard Johnson

Sales Promotion Manager: C. W. Dobler

Program Director: Jack Sexton

Production Manager: Lewis Shumate

Publicity Director: David Moore

Musical Director: Seth Greiner

Chief Engineer: Harry Harvey

**KWK**

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc. . . . Power: 5000 d., 1000 n.

(CP 5000)

Owned-Operated By: . . . Thomas Patrick, Inc.

Address: Hotel Chase, Lindell & Kingshighway

Phone Number: . . . Rosedale 3210

Transmitter Location... . 500 E. Logan. Baden Station, Baden, Mo.

Time on the Air: . . . 6 a.m. to midnight; Sunday, 7 a.m. to 12:15 a.m.

News Service: AP & UP

Transmission Service: World Broadcasting System

Representative: Paul H. Raymer Company

**Personnel**

President: R. T. Convey

Station Director: Ray E. Dady

Assistant Director: John W. Timme

Commercial Manager: V. E. Carmichael

Merchandising Manager: Thomas E. Richter

Program Director: Russel C. Kaiser

Production Manager: Thad Shore

Publicity Director: Robert J. Richardson, Jr.

Chief Announcer: Fred Moegle

Musical Director: Carl Hohengarten

Chief Engineer: N. J. Zehr

**KSDK**

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.


Owned-Operated By: . . . Pulitzer Publishing Company

Address: 1111 Olive St

Phone Number: . . . Main 1111

Transmitter Location: Twelfth and Olive Sts.

Time on the Air: . . . 5:30 a.m. to 12:30 a.m.; Sundays, 7 a.m. to 12:30 a.m.

Newspaper Affiliation: St. Louis Post-Dispatch

News Service: . . . AP

Transmission Service: NBC Thesaurus, World

Representative: Free & Peters, Inc.

**Personnel**

President: Joseph Pulitzer

General Manager: George M. Burbach

Commercial Manager: Edward W. Hamlin

(See Page 400)

**KXOK**

ST. LOUIS—EST. 1938

ABC

Frequency: 830 Kc. . . . Power: 5000 Watts


Address: . . . 12th and Delmar Bylds.

Phone Number: . . . Chestnut 3700

Transmitter Location: . . . Horse Shoe Lake, Madison County, Ill.

Time on the Air: . . . 5 a.m. to 1:30 a.m. daily; 6 a.m. to 1 a.m. Sunday

Newspaper Affiliation: St. Louis Star-Times

News Service: INS, UP, Reuters

Transmission Service: Associated Music Publishers; Standard Radio

Representative: John Blair & Company

**Personnel**

President-Owner: Elsey M. Roberts

General Manager—Station Mgr.: Chet L. Thomas

Commercial Manager: V. N. Springgate

Sales Promotion Manager: Mauriel Medearis

Production Manager: Elmer G. Muschany

Publicity Director: Ralph Gentles

Musical Director: Emmett Schuster

News Editor: Mahlon Aldridge

Chief Engineer: Arthur Rekart
**W E W**

**ST. LOUIS—EST. 1921**

Frequency: 770 Kc. Power: 1000 Watts

Owned-Operated By: The St. Louis University

Address: 3642 Lindell Blvd.

Phone Numbers: Franklin 5655-6-7

Transmitter Location: 3642 Lindell Blvd.

Time on the Air: 6 a.m. to local sunset

News Service: \[IN\] S

Transcription Service: Standard Radio.

Lang-Worth; World

Representative: John E. Pearson

**Personnel**

President: Rev. Patrick J. Holloran, S. J.

General Manager: Nicholas Pagliara

Sales Manager: Leonard Frankel

Program Director: Don Lochner

Publicity Director: Clifford Lanctot

Chief Announcer: O. J. McQuigg

Chief Engineer: Brother George Rueppel, S.J.

---

**W I L**

**ST. LOUIS—EST. 1922**

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: Missouri Broadcasting Corp.

Address: Melbourne Hotel

Phone Number: Jefferson 8403

Transmitter Location: Melbourne Hotel

Time on the Air: 7 a.m. to 11 p.m.; Saturdays, 7 a.m. to 2:30 p.m.; Sundays, 8:30 a.m. to 11 p.m.

News Service: AP

Transcription Service: Standard Radio.

Lang-Worth, MacGregor

Representative: William G. Rambeau Co.

**Personnel**

President: L. A. Benson

V-P. General Manager and Station Manager: C. W. Benson

Commercial Manager: Kenneth Parke

Sales Production-Merchandising: Bill Duney

Record M. C.'s: Vern King, Ed Rutledge

Chief Engineer: Edward Goodberlet

---

**K D R O**

**SEDALIA—EST. 1939**

**MUTUAL BROADCASTING SYSTEM**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By: Milton J. Hinlein d/b as

Address: Broadway at State Fair Blvd.

Phone Numbers: 4004, 4005

Transmitter Location: Broadway at State Fair Blvd.

Time on the Air: Unlimited

News Service: UP

Representative: The Walker Company

---

**K G B X**

**SPRINGFIELD—EST. 1924**

**NATIONAL BROADCASTING CO.**

Frequency: 1260 Kc. Power: 5000 Watts

Owned-Operated By: Springfield Broadcasting Co.

Address: 508 St. Louis St.

Phone Number: 1360-1-2-3

Transmitter Location: Bolivar Road

Time on the Air: 6 a.m. to 12 midnight

Newspaper Affiliation: Springfield Newspapers, Inc.

News Service: AP, UP

Transcription Service: NBC Thesaurus

Representative: George P. Hollingbery Co.

**Personnel**

President: Jeanne Bixby

Station and Commercial Manager: J. Gordon Wardell

Program Director: Cari Fox

Promotion Manager: Dudley Morris

Chief Engineer: E. Dennis White

---

**"STAR TIME"**

Intensely interesting dramatizations of personalities of interest to women.

Through the unique, new "Cue-In" technique, the station's local women's program editor participates with the star.

"Cue-In" localizes and personalizes the program—15 minutes, transcribed.

*Exclusive in Any Market*

**WRITE**

**AP RADIO PRODUCTIONS**

**PRESS ASSOCIATION, INC.**

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.
**KTTS**
**SPRINGFIELD—EST. 1941**
**COLUMBIA**
**MUTUAL BROADCASTING SYSTEM**
Frequency: 1400 Kc. .... Power: 250 Watts
Owned-Operated By: .... Independent Broadcasting Co.
Address... Chamber of Commerce Bldg.
Phone Number... 4303
Transmitter Location... Chamber of Commerce Bldg.
Time on Air... 6:30 a.m. to 12:05 a.m.
News Service... AP
Transcription Service... World Broadcasting System, MacGregor
Representative... Sears & Ayer, Inc.

**Personnel**
President... I. H. G. Cooper
General-Station Manager... G. Pearson Ward
Commercial Manager... Bob Burke
Sales Promotion Manager... G. Pearson Ward
Chief Engineer... William F. Curry

**KWTO**
**SPRINGFIELD—EST. 1933**
**AMERICAN BROADCASTING CO.**
Frequency: 580 Kc. .... Power: 5000 d.; 1000 n.
Owned-Operated By: Ozarks Broadcasting Co.
Address... 508 St. Louis St.
Phone Number... 1360
Time on the Air... 5 a.m. to midnight
News Service... UP
Transcription Service... Standard
Representative... John E. Pearson

**Personnel**
Chairman of Board... Lester E. Cox
President & General Manager... Ralph D. Foster
V-P & Treasurer... C. Arthur Johnson
Sales Manager... Leslie L. Kennon
Sales Promotion Manager... Ralph A. Nelms
Acting Program Producer... Lou Black
Chief Announcer... Charles Selford
Musical Director... Virgil Phillips
Chief Engineer... Fritz Bauer

**KGHL**
**BILLINGS—EST. 1928**
**NBC**
Frequency: 790 Kc. .... Power: 5000 Watts
Owned-Operated By: Northwestern Auto Supply Co.
Address... Fifth and North Broadway
Phone Number... 2222
Transmitter Location... 7 miles west of Billings
Time on Air... 6 a.m. to midnight: Sundays, 7 a.m. to midnight
News Service... AP & UP
Transcription Service... Standard, NBC
Thesaurus, World
Representative... The Katz Agency

**Personnel**
President... C. O. Campbell
General Manager... Ed Yocum
Station Manager... V. Braunberger
Sales-Commercial Manager... Ed Yocum
Sales Promotion Manager-Chief Announcer... Harry Turner
Program Director... M. V. Braunberger

**KRBM**
**BOZEMAN—EST. 1939**
**ABC—NBC**
Frequency: 1450 Kc. .... Power: 250 Watts
Owned-Operated By: KRBM Broadcasters, Inc.
Address... 103 W. Main St.
Phone Number... 1420
Transmitter Location... East of Bozeman
Time on the Air... 7:15 a.m. to 10:30 p.m.
News Service... AP
Transcription Service... Lang-Worth, Keystone
Representative... The Walker Co.

**Personnel**
President-General Manager... Ernest A. Neath
Commercial Manager... J. Ray Bridges
Program Director... Larry Binder
Chief Engineer... Jack Provis
**POWER** + **FREQUENCY** + **CONDUCTIVITY**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POWER</strong></td>
<td><strong>5000 W.</strong></td>
<td>No station in Montana or Wyoming has greater power than KGHL.</td>
</tr>
<tr>
<td><strong>FREQUENCY</strong></td>
<td><strong>790 kc.</strong></td>
<td>KGHL is the only station in Montana and Wyoming with a frequency under 1200 kc.</td>
</tr>
<tr>
<td><strong>CONDUCTIVITY</strong></td>
<td><strong>FAVORABLE</strong></td>
<td>The KGHL signal encounters less soil resistance than any other regional channel station in Montana.</td>
</tr>
<tr>
<td><strong>COVERAGE</strong></td>
<td><strong>MAXIMUM</strong></td>
<td>No other station can match KGHL's coverage* of Montana and Northern Wyoming.</td>
</tr>
</tbody>
</table>

KGHL Primary Area

*Population ......... 326,777  
Retail Sales ......... $180,033,000  
Radio Homes ......... 72,630  

Source: Katz Research Bureau

**KGHL**

The Dominant Station in Montana and Northern Wyoming

Represented by THE KATZ AGENCY
**K GIR**  
BUTTE—EST. 1929  
NATIONAL BROADCASTING CO.  
Z-BAR NET

Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Operated By: K GIR, Inc.  
Address: Box 1956, Butte  
Phone Number: 2-2344  
Transmitter Location: Butte  
Time on the Air: 7 a.m. to midnight  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: The Walker Co.

**Personnel**

Manager: Ed. B. Craney  
Station Manager-Sales Manager: Arne Anzlon  
Sales Promotion-Merchandising Manager: John Schile  
Program Director-Production Manager: Mel Jass  
Chief Announcer: Mel Jass  
Chief Engineer: Jack Provis

**K FB B**  
GREAT FALLS—EST. 1922  
COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Operated By: Buttrey Broadcast, Inc.  
Address: 605 First National Bank Building  
Phone Number: 4377, 4378  
Transmitter Location: 4 1/2 miles west of Great Falls  
Time on the Air: 6 a.m. to 11:30 p.m. daily; 8 a.m. to 11:30 p.m. Sunday  
News Service: Local  
Transcription Service: NBC Thesaurus  

**Personnel**

President: F. A. Buttrey  
General Manager: J. P. Wilkins  
Program Director: LeRoy Stahl  
Chief Engineer: Wilbur L. Myhre

**K F A**  
HELENA—EST. 1937  
NATIONAL BROADCASTING CO.—Z B AR NET

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Peoples Forum of the Air  
Address: 1306 Eleventh Ave.  
Phone Number: 1240  
Transmitter Location: Helena  
Time on the Air: 8 a.m. to 12 midnight  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: The Walker Co., Pacific Northwest Broadcasters

**KG E Z**  
KALISPELL—EST. 1927

Frequency: 1340 Kc. Power: 100 Watts  
Lessee: A. W. Talbot  
Operated By: A. W. Talbot  
Address: 203-1st Ave. E.  
Phone Number: 332 (Office), Rural 3220  
Transmitter Location: 2 1/2 miles south of Kalispell, on Highway No. 93  
Time on the Air: 8 a.m. to 8 p.m.  
News Service: UP  
Transcription Service: World

**Personnel**

President: A. W. Talbot  
Station & General Manager: Donald C. Trehloar  
Commercial Manager: Glenn E. Millhouse  
Program-Production Director: Donald C. Trehloar  
Promotion-Publicity Director: Donald C. Trehloar  
Musical Director: Maurice Driscoll  
Chief Engineer, Acting: Paul Johnston  
Record M. C.: Paul Johnston

**K R J F**  
MILES CITY—EST. 1941

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Star Printing Co.  
Business Address: 13 N. Sixth St.  
Phone Number: 60, 61  
Studio Address: U. S. Highway No. 212  
Transmitter Location: U. S. Highway No. 212  
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 10 a.m. to 9 p.m.  
Newspaper Affiliation: Miles City Star  
News Service: UP  
Transcription Service: World Broadcasting; Keystone Broadcasting System

**Personnel**

General Manager: W. F. Flinn  
Station Manager: Don Tannehill  
Sales-Commercial Manager: D. E. Tannehill  
Chief Announcer: Robert T. Wilson  
Chief Engineer: Ian Elliott

**K G V O**  
MISSOULA—EST. 1931  
COLUMBIA BROADCASTING SYSTEM

Owned-Operated By: Mosby's Inc.  
Address: 132 W. Front St.  
Phone Number: 2155  
Transmitter Location: Highway No. 10
MONTANA - NEBRASKA

Time on the Air........6:45 a.m. to midnight
News Service...............UP
Transcription Service.....Lang-Worth
Representative...........Weed & Co.

Personnel
President and Station Manager........A. J. Mosby
Sales Manager................Harry Bennett
Publicity Director.............Bill Zietzke
Sales Promotion..............Don Jones
Program Director...............Lee Saunders
Production Manager...........Mary Bertholdt
Chief Announcer..............Sid McSloy
Musical Director...............Ragna Phelps
Record M. C.................George Livesey
Chief Engineer..............Merrill Chaplin

KGCX
SIDNEY—EST. 1926
MUTUAL
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1480 Kc........Power: 1000 Watts

KORN
FREMONT—EST. 1939
MUTUAL—NORTH CENTRAL
MISSISSIPPI VALLEY
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By........Nebraska Broadcasting Corporation
Address......................Pathfinder Hotel
Phone Number................1060
Transmitter Location........E. 16th St., Fremont
Time on the Air........6 a.m. to midnight;
Sunday, 8 a.m. to midnight
News Service..............AP
Transcription Service.....Lang-Worth
Representative..............Sears and Ayer, Inc.

Korn
Fremont—Est. 1939
Mutual—North Central
Mississippi Valley
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By..........Nebraska Broadcasting Corporation
Address......................Pathfinder Hotel
Phone Number................1060
Transmitter Location........E. 16th St., Fremont
Time on the Air........6 a.m. to midnight;
Sunday, 8 a.m. to midnight
News Service..............AP
Transcription Service.....Lang-Worth
Representative..............Sears and Ayer, Inc.

KMMJ
GRAND ISLAND—EST 1926
ABC
Frequency 750 Kc........Power: 1000 Watts
Owned-Operated By..........KMMJ, Inc.
Address......................At Cedar Division
Phone Number................703
Transmitter Location........Phillips, Nebr.
Time on the Air........Sunrise to Sunset
News Service..............UP
Transcription Service.....Standard Radio
SESAC, Republic, NAB Bonus
Representative..............Headley-Reed Co.

KMMJ
GRAND ISLAND—EST 1926
ABC
Frequency 750 Kc........Power: 1000 Watts
Owned-Operated By..........KMMJ, Inc.
Address......................At Cedar Division
Phone Number................703
Transmitter Location........Phillips, Nebr.
Time on the Air........Sunrise to Sunset
News Service..............UP
Transcription Service.....Standard Radio
SESAC, Republic, NAB Bonus
Representative..............Headley-Reed Co.

Personnel
President...............Don Searle
General Manager..........Wick Heath
Asst. General Manager...Bill Martin
Commercial Manager........Bill Martin
Sales Promotion-Merchandising Manager...
Publicity Director........Ed Skinner
Program Director........Ortie Kerwood
Production Manager........Dick Yarnell
Farm & Public Service Director...George Kister
Musical Director..........Jim Johnson
Record M. C.................Raymond Kosak
Chief Engineer...............Don Campbell

Personnel
President...............Don Searle
General Manager..........Wick Heath
Asst. General Manager...Bill Martin
Commercial Manager........Bill Martin
Sales Promotion-Merchandising Manager...
Publicity Director........Ed Skinner
Program Director........Ortie Kerwood
Production Manager........Dick Yarnell
Farm & Public Service Director...George Kister
Musical Director..........Jim Johnson
Record M. C.................Raymond Kosak
Chief Engineer...............Don Campbell
K HAS
HASTINGS—EST. 1940
MUTUAL BROADCASTING SYSTEM
Frequency: 1230 Kc Power: 250 Watts
Owned-Operated By: The Nebraska Broadcasting Co.
Address: Tribune Bldg.
Phone Number: 1745-5
Transmitter Location: Tribune Bldg.
Time on the Air: Weekdays, 6 a.m. to midnight; Sundays, 8 a.m. to 9:30 p.m.
Newspaper Affiliation: Hastings Daily Tribune
News Service: AP
Transcription Service: World Broadcasting System

Personnel
President: D. W. Clark
Chief Executive: Fred A. Seaton
Station-General Manager: Duane L. Watts
Commercial Manager: Ken James
Program-Production Manager: Herb Clark
Chief Engineer: Duane Allison

KGFW
KEARNEY—EST. 1928
MUTUAL NEBRASKA WIRELESS
Frequency: 1340 Kc Power: 250 Watts
Owned-Operated By: Central Nebraska Broadcasting Corporation
Address: Federal Annex Bldg.
Phone Number: 23541
Program Dept.: 31551
Transmitter Location: Lakeside
Time on the Air: 6:30 a.m. to 10:15 p.m.
News Service: UP
Transcription Service: Keystone
Representative: Sears & Ayer, Inc.

Personnel
President: Lloyd C. Thomas
General Manager-Station-Sales: E. Anson Thomas
Program Director: Peg Biber
Publicity Director: John Mitchell
Chief Announcer: Tom Cary
Musical Director: Norma Applegate
Chief Engineer: Jack Lewis

KFAB
LINCOLN—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 1110 Kc Power: 10000 Watts
Owned-Operated By: KFAB Broadcasting Company
Address: Sharp Bldg., Lincoln, Farnam Bldg., Omaha

Phone Number: 2-3214
Transmitter Location: 17th and Holdrige Sts.
Time on the Air: 5 a.m. to 1 a.m.
Newspaper Affiliation: Nebraska State Journal, Lincoln Star
News Service: AP & UP
Transcription Service: Standard Radio, M. M. Cole

KFOR
LINCOLN—EST. 1924
AMERICAN BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
Frequency: 1240 Kc Power: 250 Watts
Owned-Operated By: Cornbelt Broadcasting Corporation
Address: Stuart Bldg.
Phone Number: 2-6865
Transmitter Location: 4745 Vine St.
Time on the Air: 7 a.m. to 12 midnight; 8 a.m. to 12 midnight Sundays
News Service: INS; AP
Transcription Service: Standard Radio, Associated
Representative: Edward Petry & Co., Inc.

Personnel
President: Charles T. Stuart
General Manager: Gordon Gray
Station Manager: Melvin Drake
Promotion Manager: Bill Malone
Program Director: Ken Stuart
Commercial Manager: W. O. Edholm
Chief Engineer: Charles Winkler

WJAG
NORFOLK—EST. 1922
Frequency: 780 Kc Power: 1000 Watts
Owned-Operated By: Norfolk Daily News Business Address: Norfolk Ave. & 6th St.
Phone Number: 432
Studio Address: Norfolk Ave. & 6th St.
Transmitter Location: West Koenigstein Ave.
Time on the Air: Shares Time
Newspaper Affiliation: Norfolk Daily News
News Service: AP
Transcription Service: Lang-Worth
Representative: The Walker Co.
**KODY**

**NORTH PLATTE—EST. 1930**

**NATIONAL BROADCASTING COMPANY**

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: Radio Station WOW, Inc., Omaha

Address: 1521 West 12th St.

Phone Number: 382

Time on the Air: 6 a.m. until 12 midnight

News Service: UP and AP

Transcription Service: Standard, Lang-Worth

Representative: John E. Air & Co.

**Personnel**

President: John J. Gillin, Jr.

General Manager: John Alexander

Commercial Manager: Joe Di Natale

Merchandising Manager: Jerry Wing

Program Director: John Alexander

Production Manager: Ed Launer

Publicity Director: Joe Di Natale

Musical Director: Dorothy Roberts

Record M. C.: Dave Button

Chief Engineer: Beulford Eaves

**KOIL**

**OMAHA—EST. 1925**

**ABC**

Frequency: 1290 Kc. Power: 5000 Watts

Owned-Operated By: Central States Broadcasting Co.

Address: Omaha National Bank Bldg.

Phone Number: Jackson 7826

Transmitter Location: Council Bluffs, Iowa

Time on the Air: 6 a.m. to midnight; Sundays, 7 a.m. to midnight

News Service: INS; AP

Transcription Service: Standard Radio, Associated

Representative: Edward Petry & Co.

**Personnel**

President: Charles T. Stuart

General Manager: Gordon Gray

Assistant General Manager: Harold Hughes

Sales-Commercial Manager: W. O. Edholm

Sales Promotion-Merchandising: Angus Nicoll

Program Director: Harold Hughes

Publicity Director: Angus Nicoll

Chief Announcer: Harry Peck

Musical Director: Teresa Bredar

Record M. C.'s: Byron Head, Lee Barron

Chief Engineer: C. W. Winkler

**KBON**

**OMAHA—EST. 1942**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By: Inland Broadcasting Company

Address: 2027 Dodge Street

Phone Number: Jackson 2282

Transmitter Location: 2027 Dodge St.

Time on the Air: 6:30 a.m. to midnight; Sunday, 8 a.m. to midnight

News Service: AP

Transcription Service: World

Representative: Weed & Co.

**Personnel**

President: John K. Morrison

General Manager: Paul R. Fry

Station Manager: R. E. Welna

Sales-Commercial Manager: Paul R. Fry

Sales Promotion-Merchandising: Frank E. Shopen

**KOWH**

**OMAHA—EST. 1922**

**ASSOCIATED BROADCASTING SYSTEM**

Frequency: 660 Kc. Power: 500 Watts

Owned By: World Publishing Co.

Operated By: Omaha World-Herald

Business Address: 15th and Farnam Sts.

Transmitter Location: 60th & Girard

Time on the Air: 6 a.m. to local sunset

News Service: UP

Transcription Service: World, Associated

Representative: George P. Hollingbery Co.

**Personnel**

President: Henry Dooley

Station Manager: B. C. Corrigan

Musical Director: George Johnson

Chief Engineer: Frank E. Shopen
WOW
OMAHA—EST. 1923
NATIONAL BROADCASTING CO.
NEBRASKA NETWORK
Frequency: 590 Kc...........Power: 5000 Watts
Owned-Operated By. Radio Station WOW, Inc.
Address...Insurance Building, 17th & Farnam Streets
Phone .............Webster 3400
Transmitter Location...5500 Kansas Ave.
Time on the Air........5:30 a.m. to 1 a.m.
News Service.........UP, Chicago Daily News
Foreign Service, AP
Transcription Service.....NBC Thesaurus; Lang-Worth; Standard Representative...John Blair & Company

Personnel
President and General Mgr. John J. Gillin, Jr.
Promotion Manager..........Bill Wiseman
Program Manager...............Lyle DeMoss
Musical Director...............Morton Wells
Chief Engineer............William J. Kotera
Technical Supervisor........Joseph Herold

KGKY
SCOTTSTLUFF—EST. 1930
COLUMBIA BROADCASTING SYSTEM
Frequency: 1490 Kc...........Power: 250 Watts
Owned-Operated By....Hilliard Co.
Business Address........1517½ Broadway
Phone Number..........856
Studio Address...........El Rancho Vegas
Transmitter Location...South Broadway
Time on the Air..........6 a.m. to 11 p.m.
News Service.............UP
Transcription Service.....NBC Thesaurus, World

Personnel
President-General Manager, Station
Manager...............L. L. Hilliard
Sales-Commercial Manager...R. M. Stewart
Chief Engineer...........Harland Morrison

NEVADA
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KBNE
BOULDER CITY—EST. 1946
Frequency: 1450 kc...........Power: 250 Watts
Owned-Operated By........Boulder City Co.
Address................P. O. Box H
Phone Number............247
Transcription Service.....World

Personnel
Chief Executive...........J. Clarence Manix
Mgr.-Chief Engineer........Calvert C. Applegate

(Kall Letters to Be Assigned)
ELY*

Frequency: 1230 kc...........Power: 250 Watts
Owned-Operated By........Boulder City Broadcasting Co.
Address..................Ely, Nevada

*Construction Permit

KENO
LAS VEGAS—EST. 1940
AMERICAN BROADCASTING CO.
Frequency: 1400 Kc...........Power: 250 Watts
Owned-Operated By........Nevada Broadcasting Company

Business Address........P. O. Box 1310
Phone Number...............1400
Studio Address...........El Rancho Vegas
Transmitter Location...El Rancho Vegas
Time on the Air..........6 a.m. to 11 p.m.
Transcription Service...NBC Thesaurus, World

Personnel
President-General Manager....Maxwell Kelch
Commercial Manager..........Paul R. Gang

KOH
RENO—EST. 1928
NATIONAL BROADCASTING CO.
Frequency: 630 Kc...........Power: 1000 Watts
Owned-Operated By: McClatchy Broadcasting Co. of Nevada
Address....................143 Stevenson Street
Phone Number...............5106-7
Transmitter Location........County Road,
Time on the Air..........5 a.m. to 12 midnight
Newspaper Affiliation..The Sacramento Bee; Modesto Bee; Fresno Bee
News Service..............UP, AP
Transcription Service...NBC Thesaurus, World
Representative...............Paul H. Raymer Co.

Personnel
President................Eleanor McClatchy
Station Manager............Robert L. Stoddard
Commercial Manager........George Carr
WCNH
**CONCORD**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 kc. Power: 250 Watts
Owned-Operated By
Concord Broadcasting Corp.
Address..............Concord, N. H.
Transcription Service.............Standard

**Personnel**

Chief Executive..............William J. Barkley
Gen.-Com. Manager.............H. Scott Kilgore
Chief Engineer..............William F. Rust, Jr.

*Construction Permit*

WKXL

**CONCORD—EST. 1946**

**MUTUAL BROADCASTING SYSTEM**

YANKEE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..............Charles M. Dale
Address..............Eagle Hotel, Concord, N. H.
Transmitter Location..............Concord, N. H.
Time on the Air..............6:30 a.m. to midnight:
Sundays, 8 a.m. to midnight
News Service..............AP
Representatives..............New York: Walker Company

**Personnel**

President..............Charles M. Dale
Vice-President-General Manager..............Bert Georges
Sales Manager..............Keith Field
Chief Engineer..............Paul G. Lindsay

W kne

**KEENE—EST. 1927**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By..............WKNE Corporation
Address..............17 Dunbar St., Keene, N. H.
Phone Number..............Keene 2080
Transmitter Location..............Stanhope Ave.
Time on the Air..............6 a.m. to midnight:
Sundays, 8:30 a.m. to midnight
News Service..............UP
Transcription Service..............World
Representative..............Headley-Reed Co.

**Personnel**

President..............Harry C. Wilder
Vice Pres. Gen. Mgr..............David Carpenter
Commercial Manager..............Richard G. Bath
Program Director..............Howard W. Wheelock
Chief Engineer..............Ernest F. Batchelder, Jr.

WLNH

**LACONIA—EST. 1922**

**MUTUAL—YANKEE**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..............Northern Broadcasting
Address..............653 Main Street, Laconia, N. H.
Phone Number..............Laconia 501
Transmitter Location..............Lower Bay Road, Sanbornton, N. H.
Time on the Air..............7:00 a.m. to 11:15 p.m.
News Service..............AP
Transcription Service..............NBC Thesaurus
Representative..............Bertha Bannan

**Personnel**

President..............Vernon Mason
General Manager..............Malcolm Jenney
Station Manager-Sales..............Martin B. Avery
Sales Promotion..............Martin B. Avery
Program-Director..............Sherwin Greenlaw
Publicity Director..............Martin B. Avery
Chief Announcer-Directo..............Sherwin Greenlaw
Chief Engineer..............Louis C. Steady

WFIA

**MANCHESTER—EST. 1932**

**COLUMBIA BROADCASTING SYSTEM**

YANKEE NETWORK

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By..............H. M. Bittner
Address..............286 Franklin St., Merrimack, N. H.
Transmitter Location..............Merrimack, N. H.
Time on the Air..............6 a.m. to 12:05 midnight:
Sunday, 7:45 a.m. to 12:05 a.m.
News Service..............UP
Transcription Service..............NBC Thesaurus
Representative..............Bertha Bannan, Katz Agency

**Personnel**

President..............Harry M. Bittner
General Manager..............Melvin C. Green
Sales-Commercial Manager..............William C. Engle
Sales Promotion..............William C. Engle
Chief Announcer..............Gerald Kearney
Chief Engineer..............Reginald Schow

WMUR

**MANCHESTER—EST. 1941**

**AMERICAN BROADCASTING CO.**

Frequency: 810 Kc. Power: 5000 w.; 1000 n.
Owned-Operated By..............Radio Voice of New Hampshire, Inc.
Address..............1819 Elm Street
Phone Number..............2090-2091
Transmitter Location..............Front Street
Time on the Air..............6 a.m. to 11:30 p.m.
NEW JERSEY - NEW HAMPSHIRE

News Service.......................... AP
Transcription Service.......World Broadcasting
Representatives..................... Weed.
R. C. Foster & Company

Personnel
President ................. Francis P. Murphy
Station Manager .......... Harvey Carter
Commercial Manager....... Harvey Carter
Chief Engineer ........... Vincent H. Chandler

WHEB
PORTSMOUTH—EST. 1932
MUTUAL—YANKEE
Frequency: 750 Kc. Power: 1000 Watts

Owned-Operated By .......... WHEB, Inc.
Address ................... Lafayette Road, U. S.
Highway No. 1
Phone Number .............. 4080
Transmitter Location ....... Lafayette Road, U. S.
Highway No. 1
Time on the Air .......... Daytime
News Service ............. AP, AP
Transcription Service . NBC Thesaurus, World
Representative ........... Walker

Personnel
Owner .................. Hon. Charles M. Dale
General Manager ....... Bert Georges
Sales Manager ........ Keith Field
Chief Engineer .......... Paul Lindsay

NEW JERSEY
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WCAP
ASBURY PARK—EST. 1926
Frequency: 1310 Kc. Power: 500 Watts
Owned-Operated By ........ Radio Industries
Broadcast Company, Inc.
Business Address ........... 4 Convention Hall
Phone Number ........ Asbury Park 1111
Transmitter Location ....... Whiteville Section
Neptune, N. J.
Time on the Air .......... Shares with WCAM
News Service .............. AP
Transcription Service ...... BMI, World
Representative .......... Spot Sales, Inc.

Personnel
President ................ Walter W. Reid, Jr.
General Manager .......... Morris Scheck
Director .................. V. N. Scholes
Chief Engineer .......... Alphonse Bressan

W BAB
ATLANTIC CITY—EST. 1941
COLUMBIA BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Business Address .......... 1900 Atlantic Ave.
Phone Number ............... 5-1111
Studio Address .... Asbecon Blvd. and Beach
Thorofare
Transmitter Location: Asbecon Blvd. & Beach
Thorofare
Time on the Air ......... 7 a.m. to 12:05 midnight
Newspaper Affiliation: Atlantic City Press: Atlantic City Evening Union
News Service ............... AP

Transcription Service ...... World Broadcasting System
Representative .......... Headley- Reed Co.

Personnel
President ................ Albert J. Feyl
General Manager .......... Monroe L. Mendelsohn
Station Manager .......... Monroe L. Mendelsohn
Production Manager .. Ralph Shoemaker
Chief Engineer .......... Earle Godfrey

WFPG
ATLANTIC CITY—EST. 1940
ABC
Frequency: 1450 Kc. Power: 250 Watts
Operated By ................. Neptune Broadcasting Corporation
Business Address .......... Steel Pier
Phone Number ............... 5-2188
Transmitter Location ....... Steel Pier
Time on the Air .......... 6:55 a.m. to 1 a.m.
News Service .............. UP
Transcription Service ...... Associated Music
Representative .......... Joseph Hershey McGillvra, Inc.

Personnel
President ................ John J. Laux
General Manager-Station .. Edwin E. Kohn
Chief Engineer .......... Blair K. Thron

WSNJ
BRIDGETON—EST. 1937
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By ........ Eastern States Broadcasting Corp.
Address ................. Carll's Corner
Phone Numbers .................................. Bridgeport 1600, 2353
Transmitter Location .................................. Carl’s Corner
Time on the Air .................................. 6:45 a.m. to midnight
News Service .................................. UP
Transcription Service .................................. NBC Thesaurus
Representative .................................. Thomas F. Clark Co., Inc.

**Personnel**

President .................................. Elmer Wene
General Mgr.-Station Mgr.-Sales-
Commercial Mgr. .................................. Paul Alger
Program Director-Production
Manager .................................. Charles D. Murray
Chief Engineer .................................. Francis C. Fekel

**WCAM**

CAMDEN—EST. 1926

Frequency: 1310 Kc. .................................. Power: 500 Watts
Owned-Operated By .................................. City of Camden
Address .................................. City Hall
Phone Number .................................. Camden 0907
Transmitter Location .................................. Civic Center, Camden
Time on the Air .................................. Shares Time
News Service .................................. UP
Transcription Service .................................. Standard Radio
Representative .................................. Mack Radio Sales Co.

**WHOM**

JERSEY CITY—EST. 1930

Frequency: 1480 Kc. .................................. Power: 1000 d.; 500 n.
Owned-Operated By .................................. Atlantic Broadcasting Co., Inc.
Business Address .................................. 29 W. 57th St., New York, N. Y.
Phone Number .................................. Plaza 3-4204
Studio Addresses .................................. 30 Journal Square;
.................................. 29 W. 57th St., New York City
Transmitter Location .................................. Washington Street
Time on the Air .................................. 6:30 a.m. to midnight;
Sunday, 7:30 a.m. to midnight
Newspaper Affiliation .................................. Des Moines Register
& Tribune, Cowles Broadcasting Co.
News Service .................................. AP & UP
Transcription Service .................................. Standard
National Sales Office .................................. H. T. Ens., Jr., 29 West
.................................. 57th St., N. Y. C.
Representatives .................. The Katz Agency

**Personnel**

President .................................. Gardner Cowles, Jr.
Exec. V-P-Station Manager .................................. Craig Lawrence
Commercial Sales Manager .................................. J. M. Compter
Program Director .................................. Chas. Baltin
Production Director .................................. Maurice Barrett
Sales Promotion Manager .................................. G. Miner
Musical Director .................................. Giuseppe DeLuca
Chief Engineer .................................. Theodore Gemp
Chief Ann-Record M. C. .................................. Jack O'Reilly
(See Page 500)

**WAAT**

NEWARK—EST. 1926

Frequency: 970 Kc. .................................. Power: 1000 Watts
Owned-Operated By .................................. Bremer Broadcasting Corporation
Address .................................. 11 Hill St., Newark
Phone Number .................................. 15 Hill St., Newark
Transmitter Location .................................. Kearny
Time on the Air .................................. 24 hours daily
News Service .................................. UP & AP
Transcription Service .................................. World-Associated
Representative .................................. Radio Advertising Co., Chicago

**WHBI**

NEWARK—EST. 1922

Frequency: 1280 Kc. .................................. Power: 2500 d.; 1000 n.
Owned-Operated By .................................. May Radio Broadcasting Corp.
Address .................................. 100 Shipman Street
Phone Number .................................. Mitchell 2-7354
Transmitter Location .................................. Newark
Time on the Air .................................. Limited

**WBRB**

RED BANK—EST. 1944

Frequency: 1240 Kc. .................................. Power: 100 Watts
Owned-Operated By .................................. Monmouth Broadcasting Co., Inc.
Address .................................. 63-65 Broad St.
Transmitter Location .................................. 63 Broad St.
Time on the Air .................................. Show Time
Representative .................................. Forjoe & Company

**WPAT**

PATERSON—EST. 1941

Frequency: 930 Kc. .................................. Power: 1000 Watts
Owned-Operated By .................................. North Jersey Broadcasting Co., Inc.
Address .................................. 7 Church St., Paterson
NEW JERSEY

Phone Numbers...Armory 3-3400 (Paterson), PENN 6-2945 (New York)
Transmitter Location...Clifton, N. J.
Time on the Air...To local sunset
News Service...UP
Representative...Joseph H. McGillvra, Inc.

WTNJ
TRENTON—EST. 1923
Frequency: 1310 Kc....Power: 500 Watts
Owned-Operated By...WOAX, Inc.
Address...416 Bellevue Avenue
Phone Number...8149
Transmitter Location: Lincoln Point, Morrisville, Pa.
Time on the Air...Shares Time
News Service...UP

Personnel
Vice-President-General Manager...F. J. Wolff

WTTM
TRENTON—EST. 1942
NATIONAL BROADCASTING COMPANY
Frequency: 920 Kc....Power: 1000 Watts
Owned By...Elmer H. Wene
Operated By...Paul Alger
Address...35 West State St.
Phone Number...2-7127
Transmitter Location...Yardley, Pa.
Time on the Air...6:30 a.m. to 12 midnight
News Service...UP
Representative...Joseph Hershey McGillvra, Inc.

Personnel
President...Elmer H. Wene
General-Station Manager...Paul Alger
Commercial Manager...Frank A. Wellman

WAWZ *
ZAREPHATH—EST. 1931
Frequency: 1380 Kc....Power: 5000 d.; 1000 n.
Owned By...Pillar of Fire
Address...Zarephath
Phone Number...Bound Brook 223
Transmitter Location...Aima White College
Time on the Air...Shares time

Personnel
General Manager...Ray B. White
*(Non-Commercial Station)

ONE OF AMERICA’S BEST RADIO BUYS

COMPLETE COVERAGE...in Metropolitan
New York...New Jersey...Northern Pennsylvania.

LOW COST
WPAT gives you the largest block of productive time for the least amount of money.

Get to know WPAT...the fastest growing station in the metropolitan area.

WPAT 7 CHURCH STREET
PATERSON 1, N. J.

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NEW MEXICO
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KGGM
ALBUQUERQUE—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By: New Mexico Broadcasting Company
Address ........................................ Kimo Bldg.
Phone Number ................................ 4544
Transmitter Location. Atrisco, N. M.
Time on the Air: 18 hours, 5 min. daily
News Service ................................... UP
Transcription Service: World Broadcasting System, SESAC, Cole, Standard
Representative ............... Taylor-Howe & Snowden

Personnel
President-General Manager, A. R. Hebenstreit
Sales-Commercial Manager ... Jack Skillen
Sales Promotion-Merchandising Manager .......... J. J. Donnelly
Program Director ........... Bob Van Dreil
Chief Engineer ............... Leonard Dodds

KOB
ALBUQUERQUE—EST. 1921
NATIONAL BROADCASTING CO.
Owned-Operated By: Albuquerque Broadcasting Company
Address ..................................... 418 West Gold Avenue
Phone Number ................................ 4411
Transmitter Location . Alameda, New Mexico
Time on the Air: 6 a.m. to 12 midnight
News Service ............................ INS, AP
Transcription Service: SESAC, Thesaurus
Representative .................. Free & Peters, Inc.

Personnel
President ....................... T. M. Pepperday
Manager ......................... Frank Quinn
Chief Engineer ................. Geo. S. Johnson

KAVE
CARLSBAD—EST. 1937
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Carlsbad Broadcasting Co.
Address ................................... 800 South Canal Street
Phone Number .......................... 244
Transmitter Location ... La Huerta, N. M.
Time on the Air: 14 hours daily
News Service .......................... UP
Transcription Service: Standard, Keystone
Representative ................... Howard H. Wilson Co.

Personnel
President ....................... Val Lawrence
General and Station Mgr........ Norman R. Loose
Sales-Commercial Manager .. Norman R. Loose
Chief Engineer ............... H. A. Nilong

KICA
CLOVIS—EST. 1933
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Hugh DeWitt Landis
Address .................................. 4th & Main
Phone Number ......................... 3
Transmitter Location .......... Clovis
Time on the Air ....................... Full Time
News Service ....................... UP
Transcription Service .......... Associated, SESAC

Personnel
Chief Executive ................. Hugh DeWitt Landis

KGAK
GALLUP—EST. 1945
Frequency: 1230 kc. Power: 250 Watts
Owned-Operated By: Gallup Broadcasting Co.
Address ............................. Gallup, N. M.

Personnel
Owners ......................... Albert E. Buck, Merle H. Tucker
General Manager ............... Frank E. Cooke
Chief Engineer ............... E. L. Gemoets

KWEW
HOBBS—EST. 1938
KEYSTONE BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By: W. E. Whitmore
Address ................................ Hardin Hotel
Transmitter Location .......... Hobbs
Time on the Air ....................... 7 a.m. to 9 P.M.
News Service ....................... UP

Personnel
President-Owner ............... W. E. Whitmore

KFUN
LAS VEGAS—EST. 1941
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Southwest Broadcasters, Inc.
Business Address ............... P. O. Box 710
Phone Number ....................... 12
<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-Operated By</th>
<th>Address</th>
<th>Phone Number</th>
<th>Time on the Air</th>
<th>Transcription Service</th>
<th>Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGFL</td>
<td>1400 Kc</td>
<td>100 Watts</td>
<td>KGFL, Inc.</td>
<td>310 N. Richardson Street</td>
<td>288</td>
<td>Monday-Saturday, 5 a.m. to 9 p.m.; Sunday, 7 a.m. to 9 p.m.</td>
<td>C. P. MacGregor</td>
<td>Homer Griffith Co.</td>
</tr>
<tr>
<td>KVSF</td>
<td>1340 Kc</td>
<td>100 Watts</td>
<td>New Mexico Broadcasting Co.</td>
<td>759 Cerillos Road</td>
<td>2020</td>
<td>Monday to Friday, 7 a.m. to 7 p.m.; Saturday, 7 a.m. to 10 a.m.; Sunday, 7 a.m. to 10 a.m.</td>
<td>C. P. MacGregor</td>
<td>Taylor-Howe-Snowden</td>
</tr>
<tr>
<td>KTNM</td>
<td>1400 Kc</td>
<td>250 Watts</td>
<td>Tucumcari Broadcasting Co.</td>
<td>Highway 66</td>
<td>100</td>
<td>Monday to Friday, 5 a.m. to 7 p.m.; Saturday, 7 a.m. to 10 a.m.; Sunday, 7 a.m. to 10 a.m.</td>
<td>C. P. MacGregor</td>
<td>Thomas F. Clark</td>
</tr>
<tr>
<td>KSIL</td>
<td>1340 Kc</td>
<td>250 Watts</td>
<td>Dorrance D. Roderick</td>
<td>2201 Wyoming St., El Paso, Texas</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Personnel**

**KGFL**

- Station Manager: W. E. Whitmore
- Commercial Sales Promotion Manager: John McBoyle
- Chief Engineer: Melvin Unger

**KVSF**

- Station Manager: W. E. Whitmore
- Commercial Sales Promotion Manager: John McBoyle
- Chief Engineer: Melvin Unger

**KTNM**

- President: Hoyt Houck
- General Manager: W. J. Dickerson
- Sales-Commercial Manager: W. J. Dickerson

**KSIL**

- Station Manager: A. R. Hebenstreit
- General and Station Manager: Ivan R. Head
- Sales-Commercial Manager: Ivan R. Head
- Sales Promotion-Merchandising Manager: Ann Clark
- Program Director-Production Manager: Tom Walton
- Chief Engineer: B. L. Kennington

**APRADIO PRODUCTIONS**

Press Association, Inc.
50 Rockefeller Plaza
New York 20, N.Y.
THIS IS WOR in 1946

In which one of America’s great stations sums up a partial declaration of intent

In this, our twenty-fourth year, we start again—as always—with a declaration of serious purpose, but with a concomitant declaration that WOR’s program personalities shall play the major part in executing it.

Whatever the big things WOR might say, or the big things we might TRY to think, we’d be mute fumblers without the names and voices of those artists who so uncannily mirror the thoughts and desires of millions of people in one of the greatest listening territories on the Eastern Seaboard.

In this new year there’ll be nothing particularly original about the programs that these WOR personalities will conduct. But their astute formulas which have charmed and moved millions of listeners for almost a quarter-century will—as always—accurately reflect changing times in a changing world.

However, there’ll be new talent, too. WOR will carefully watch, listen to and talk with those artists, writers and whatever released from the Army, Navy and Marines; from the Spars, Waves, and all the services which have contributed to a world a United Nations bled to build.

As usual, there will be advice for the farmer and the bees he hikes; the dairyman, truck-gardener and the produce they must sell. There will be the winds judged accurately, and the warning finger raised to signal the hurricane that tentatively nudges the sunsplashed rooftops of a drowsy Jersey town.

WOR’s artists will discuss the theory and probable future of the energy called atomic, and describe a dusty courtroom in which a fascist culprit sulk. There will be talk of recipes and why marmalade won’t run in frost. There will be Beethoven, too; and Stravinsky, and Harry James, and The Duke and . . . Oh, you know, whatever good music’s got to give. Comedy? Oh, yes. Corn maybe; but there will be the subtle mimic, too.

People will hear the news (we’re famous for it) as accurately and often as they’ve always heard it. Telephone lines, like gloved fingers, will reach into American cities far away and bring back what vivid events they offer. Moscow, London, Budapest, Athens, Warsaw, Paris . . . Again the once-dimmed but brightening voices of these and other great cities shall enter the homes of millions.

These—VERY briefly—are some of the almost intangible things that have long been part of WOR’s amazingly successful growth. Collectively, it is a sensitive awareness of what people want sympathetically reflected in the voices and the actions of the WOR artists who have always more than fulfilled those wants. It is a more than ordinary alertness to the see-saw of world and home events, and an immeasurable degree of honest friendliness, as well as an intelligent and imaginative way of presenting the times in which we live.

This, then, is WOR in 1946 . . . partially.

WOR . . . that power-full station at 1440 Broadway, in New York
NEW YORK
For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W A B Y
ALBANY—EST. 1933
MUTUAL
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Adirondack Broadcasting Co., Inc.
Address: Radio Centre
Phone Number: 4-4194
Transmitter Location: Central Avenue
Time on the Air: 6:45 a.m. to 1:05 a.m.
Newspaper Affiliation: Knickerbocker News
Transcription Service: Standard Radio Representative: J. P. Mckinney & Son

Personnel
General Manager: Harold E. Smith

W O K O
ALBANY—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: WOKO, Inc.
Address: 4-4194
Phone Number: 715; 716; 2100
Transmitter Location: Central Avenue
Time on the Air: 6:45 a.m. to 1:05 a.m.
Newspaper Affiliation: Knickerbocker News
News Service: UP
Transcription Service: Standard Radio Representative: J. P. Mckinney & Son

Personnel
General Manager: Harold E. Smith

W M B O
AUBURN—EST. 1926
KEYSTONE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WMO, Inc.
Address: 141 Genesee St.
Phone Number: 433
Transmitter Location: Corner York and Division Streets
Time on the Air: 8 a.m. to 11:15 p.m.
Newspaper Affiliation: Auburn Citizen-Advertiser
News Service: AP
Transcription Service: Standard Radio Representative: Thomas F. Clark Co., Inc.

Personnel
President: William O. Dapping
General Manager: Frederick L. Kesssee
Sales-Commercial Mgr.: Frederick L. Kesssee
Program Director: Elizabeth Trowbridge
Chief Announcer: Robert Morgan
Musical Director: Elizabeth Trowbridge
Chief Engineer: Herbert House

W B T A
BATAVIA—EST. 1941
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Batavia Broadcasting Corporation
Address: 90 Main Street
Phone Numbers: 715; 716; 2100
Transmitter Location: Creek Road
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9 a.m. to 10 p.m.
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Sears & Ayer, Inc.

Personnel
President: E. R. Gamble
Sales Manager: Frederick R. MacLaughlin
Program Director: Doris Susat
Chief Engineer: Howard Cochran

W N B F
BINGHAMTON—EST. 1927
COLUMBIA BROADCASTING SYSTEM
Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: Wylie B. Jones Advertising Agency
Address: Arlington Hotel
Phone Number: Binghamton 2-3461
Transmitter Location: Ingraham Hill
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service: UP
Transcription Service: World Broadcasting Representative: John Blair & Co.

Personnel
President: John C. Clark
General Manager-Station: Cecil D. Mastin
Sales-Commercial Manager: Stanley N. Heslop
Sales Promotion-Merchandising Manager: Fred Bosin
WBYN reaches PEOPLE in the world's largest MARKET. If you are interested in selling to PEOPLE you'll be interested in WBYN.

1 Nevins Street, Brooklyn, 17, N.Y.
OTIS P. WILLIAMS, Gen. Mgr.
Program Director-Production Manager............E. Ray McCloskey
Publicity Director..........................Fred Bosin
Chief Announcer...............................Edwin Whittaker
Musical Director..............................W. J. Gillen
Record M. C..................................Ralph Carroll
Chief Engineer.................................Lester H. Gilbert

WLIB
BROOKLYN—EST. 1942
Frequency: 1190 Kc. Power: 1000 Watts
Owned-Operated By..............WLIB, Inc.
Address......................846 Flatbush Avenue
Phone Number...............BUckminster 7-5900
Transmitter Location.........180 Morgan Ave.
Time on the Air...............Limited
News Service...................AP, UP, Reuters
Newspaper Affiliation........New York Post
Transcription Service.......Associated Music and World

National Representative.................The Forjoe Co., Chicago

Personnel
Owner...............................Dorothy S. Thackrey
President............................T. O. Thackrey
General Manager....................Edgar Twamley
Station Manager....................Paul Gould
Sales-Commercial Manager........Robert Scholle
Program Director....................Murray Jordan
News & Publicity Director........Clifford Evans
Chief Announcer....................Murray Jordan
Musical Director....................Eddy Brown
Technical Director..................Frank Knaack

WBYN
BROOKLYN—EST. 1941
Owned-Operated By..............WBYN—Brooklyn, Inc.
Address..................1 Nevins St., Brooklyn

Specialized Programs FOR A LARGE GROUP OF New Yorkers

NEW YORK’S WLIB
CLEAR CHANNEL • 1190 ON YOUR DIAL
NEW YORK

Phone Number .................. Triangle 5-3300
Transmitter Location .......... Greenpoint, L. L.
Time on the Air .............. 6:45 a.m. to midnight;
Saturday, to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
Newspaper Affiliation ...... Newark Evening
News-Owner
News Service ................... AP; INS
Transcription Service ......... NBC Thesaurus, Associated

Personnel
President ....................... Edward W. Scudder
Station-General Manager ...... Otis P. Williams
Commercial Manager .......... Otis P. Williams
Production-Program Director .... William Fariss
Publicity Director .......... Mildred O'Neil
Chief Announcer .. ............ William Fariss
Chief Engineer ............... Peter Tesian

WBBR*
BROOKLYN—EST. 1934
Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By .......... Watchtower Society
Address ...................... 124 Columbia Heights
Phone Number ............... MAin 4-9735
Transmitter Location ...... Rossville, Staten Island
Time on the Air ............. Shares time

Personnel
Manager ....................... M. A. Howlet
*(Non-Commercial Station)

WBEN
BUFFALO—EST. 1930
NATIONAL BROADCASTING CO.
Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By .......... WBEN, Inc.
Address ...................... Hotel Statler
Phone Number ............... Cleveland 6400
Transmitter Location ...... Grand Island, N. Y.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8:30 a.m. to midnight
Newspaper Affiliation ...... Buffalo Evening News
News Service .................. AP, UP
Transcription Service ...... NBC Thesaurus; Lang-Worth; Standard
Representative .............. Edward Petry & Co., Inc.

Personnel
President ....................... Edward H. Butler
Vice-President .............. A. H. Kirchofer
Station Director .......... C. Robert Thompson
Program Director .......... Woodrow Magnuson
Sales-Commercial Manager ... Frank W. Kelly
Production Manager ......... Edward Wegman
Publicity Director .......... Haeffner
Musical Director .......... Harry Slick
Record M. C.’s .............. Cling Buehman, Bob Smith
Chief Engineer .......... Ralph J. Kingsley

WBNY
BUFFALO—EST. 1935
ASSOCIATED BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By .......... Roy L. Albertson
Address ....................... 485 Main Street
Phone Number ............... Madison 4000
Transmitter Location ...... 154 E. Eagle St.
Time on the Air: 7 a.m. to 12 midnight
News Service ................ Transradio; AP; UP
Transcription Service ...... Associated Personnel

Owner-General Manager ...... Roy L. Albertson
Commercial Manager .......... Virginia C. Fyda
Program Director-Chief ... H. C. Schellenberg
Announcer .................... Arthur Crosson
Musical Director .......... Thomas L. Vines
Chief Engineer .............. Edward Wegman

News Comes First
AT
WBNY

Buffalo’s only independent station consistently has a large audience (see Hooperatings) because at all hours it broadcasts up-to-the-minute local and regional news as well as the latest dispatches of the big four . . . TP, UP, AP and INS. We have the ear of Western New York.

WBNY

Owned and Operated by ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.
WEBR
BUFFALO—EST. 1924
MUTUAL BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WEBR, Inc.
Address: 23 North Street
Phone Number: 7133
Transmitter Location: Larkin Terminal Bldg.
Time on the Air: 7 a.m. to 1 a.m.; Sundays, 8:30 a.m. to 1 a.m.
Newspaper Affiliation: Buffalo Courier-Express
News Service: AP, INS, Reuters
Transcription Service: Lang-Worth
Standard Radio, BMI, ASCAP
Representative: Weed & Company

Personnel
President: Paul E. Fitzpatrick
Station Director: Cy King
Sales Manager: William Doerr, Jr.
Sales Promotion-Merchandising Manager: William Schweitzer
Program Director: Robert Dambach
Production Manager: John D. Boothby
Publicity Director: William Schweitzer
Chief Announcer: Clare Allen
Musical Director: Wallace McManus
Technical Supervisor: Raymond H. Lamy
Record M. C.: Billy Keaton

WKBW
BUFFALO—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1520 Kc. Power: 50000 Watts
Owned-Operated By: Buffalo Broadcasting Corp.
Address: 1800 Rand Bldg.
Phone Number: Washington 3100
Transmitter Location: Hamburg, N. Y.
Time on the Air: 6 a.m. to 2 a.m.
News Service: UP
Transcription Service: World Broadcasting System, Cole
Representative: Free & Peters

Personnel
President: H. W. Deyo
Executive Vice-President: I. R. Lounsberry
Program Dept. Manager: Karl Hoffman
Sales Manager: John A. Bacon
Production Manager: Robert Strigl
Publicity Director: Ross McPherson
Sales Promotion Manager: R. McPherson
Chief Engineer: Karl B. Hoffman

BUFFALO Courier Express STATION
**WENY**

**ELMIRA—EST. 1939**

**NBC**

**Frequency:** 1230 Kc. **Power:** 250 Watts

**Owned-Operated By:** Elmira Star-Gazette

**Business Address:** Mark Twain Hotel

**Phone Number:** 5181

**Address:** Mark Twain Hotel

**Transmission Location:** Schuyler Ave.

**Time on the Air:** 7 a.m. to 1 a.m.

**Newspaper Affiliation:** Gannett Co., Inc.

**News Service:** UP

**Transcription Service:** World Broadcasting 

**Representative:** J. P. McKinney & Son

**Personnel**

**President:** Frank E. Gannett

**General Manager:** Dale Taylor

**Sales-Commercial Manager:** Ernest F. Oliver

**Sales Promotion-Merchandising Manager:** Ernest F. Oliver

**Program Director:** Woodrow W. Ott

**Publicity Director:** Betty Stevens

**Chief Announcer:** Ted Hodge

**Musical Director:** Harry Springer

**Chief Engineer:** Thurlow A. Greene

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**WGGB**

**FREEPORT—EST. 1924**

**Frequency:** 1240 Kc. **Power:** 100 Watts

**Owned-Operated By:** H. H. Carman

**Address:** 44 So. Grove Street

**Phone Number:** Freeport 2418

**Transmitter Location:** 215 Bedell Street

**Time on the Air:** 8 a.m. to 10 p.m.

**Transcription Service:** NBC Thesaurus

**Personnel**

**President-General & Station Manager:** Harry H. Carman

**Sales-Commercial Manager:** Harry H. Carman

**Sales Promotion-Merchandising Manager:** A. Lavesque

**Program Director:** A. Cheesman

**Chief Announcer:** Neal Seaman

**Musical Director:** A. Cheesman

**Chief Engineer:** G. Graham

**Record M. C.:** Alan Jasper

---

**WENT**

**GLOVERSVILLE—EST. 1944**

**COLUMBUS BROADCASTING SYSTEM**

**MUTUAL BROADCASTING SYSTEM**

**Frequency:** 1340 Kc. **Power:** 250 Watts

**Owned-Operated By:** Sacandaga Broadcasting Corp.

**Address:** 8 West Fulton St.

**Phone:** 4900

**Transmitter Location:** Harrison Ave.

**Time on the Air:** 7 a.m. to 12:05 a.m.

**News Service:** UP

**Transcription Service:** Lang-Worth

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**WHCU**

**ITHACA—EST. 1921**

**COLUMBUS BROADCASTING SYSTEM**

**Frequency:** 870 Kc. **Power:** 1000 Watts

**Owned-Operated By:** Cornell University

**Business Address:** Ithaca Savings Bank

**Phone Number:** 3438

**Studio Addresses:** Ithaca Savings Bank Bldg.;

**Campus Studio:** Cornell Countryman Bldg.;
**Cornell Campus**

**Transmission Location:** Forest Home, Ithaca

**Time on the Air:** 6:30 a.m. to sundown

**News Service:** UP

**Transcription Service:** World Broadcasting System

**Representative:** Howard H. Wilson Co.

**Personnel**

**General Manager-Station Manager:** Michael R. Hanna

**Sales-Commercial Manager:** H. Stilwell Brown

**Sales Promotion-Merchandising Manager:** Theodore T. Howes

**Program Director-Production Manager:** Joseph A. Short

**Publicity Director:** Theodore T. Howes

**Chief Engineer:** True McLean

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**WJTN**

**JAMESTOWN—EST. 1936**

**ABC**

**Frequency:** 1240 Kc. **Power:** 250 Watts

**Owned-Operated By:** James Broadcasting Company, Inc.

**Address:** 208 Hotel Jamestown Bldg.

**Phone Number:** 7-151

**Transmitter Location:** Jones & Gifford Avenue and Hallock Street Extension

**Time on the Air:** 6 a.m. to 1 a.m.

**Sunday:** 7 a.m. to 1 a.m.

**News Service:** UP

**Transcription Service:** Associated Music World

**Representative:** Wm. G. Rambeau Co.

**Personnel**

**President:** Jay E. Mason

**General Manager-Station Manager:** Simon Goldman

**Sales-Commercial Manager:** Simon Goldman

**Sales Promotion-Merchandising Manager:** Alfred E. Spokes

**Program Director-Production Manager:** J. Ralph Carlson

**Chief Engineer:** Harold J. Kratzert
NEW YORK

WKNY
KINGSTON—EST. 1939
MBS
Frequency: 1490 Kc...Power: 250 Watts
Owned-Operated By...Kingston Broad. Corp.
Address ...............601 Broadway
Phone Number ...........Kingston 4500
Transmitter Location ...Ulster Township
Time on the Air........7 a.m. to 12 midnight
News Service ...........UP
Representative..........Joseph Hershey McGillvra, Inc.

Personnel
President..........................John J. Laux
General Manager....................John J. Laux
Station Manager.....................Lou Stektee
Sales-Commercial Manager......George M. Hard
Sales Promotion-Merchandising..C. S. Middagh
Program Director................Lou Stektee
Chief Engineer....................F. H. Bolsvert

WMSSA
MASSENA—EST. 1945
AMERICAN BROADCASTING CO.
Frequency: 1340 kc........Power: 250 Watts
Owned-Operated By........Brockway Co.

For RESULTS

In Southwestern New York and Northwestern Pennsylvania

Ask William G. Rambeau

Company

About

WJTN

Jamestown, N. Y.

ABC Network

Address...................Central Building
Phone Number..............990
Transcription Service.....SESAC, Standard
Representative.............Weed & Co.

Wall
MIDDLETOWN—EST. 1942
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By........Community Broadcasting Corp.
Business Address..........14 South St
Phone Number...............3119
Transmitter Location.....229 Monhagen Ave.
Time on the Air..........8 a.m. to 11 p.m.
News Service..............AP

Personnel
President.....................John Morgan Davis
Station Manager............Theodore F. Allen
Chief Engineer...............M. Karig, Jr.

WGNY
NEWBURGH—EST. 1934
COLUMBIA BROADCASTING SYSTEM
Frequency: 1220 Kc........Power: 1000 Watts
Owned-Operated By........WGNY Broadcasting Co., Inc.
Business Address.........161 Broadway
Phone Number..............4-600
Studio Addresses: 161 Broadway, Newburgh;
28 James St., Middletown
Transmitter Location.....Cocheecton Turnpike
Time on the Air..........7:30 a.m. to local sunset
Newspaper Affiliations...Poughkeepsie
Newspapers, Inc.
News Service..............UP
Transcription Service....Standard, Cole

Personnel
President.....................Merritt C. Speidel
General Manager.............Harold W. Cassill
Chief Engineer...............Marvin Seines

WABC
NEW YORK CITY—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 880 Kc........Power: 50000 Watts
Owned-Operated By........Columbia Broadcasting System, Inc.
Business Address.........485 Madison Avenue
Phone Number..............Wickersham 2-2000
Studio Addresses: 485 Madison Ave.; 49 E. 52nd St.; 1697 Broadway; 799 Seventh Ave., 251 W. 45th St.; 254 W. 54th St.; 109 W. 39th St., 111 E. 58th St.

Transmitter Location: Columbia Island, New Rochelle, N. Y.

Time on the Air: 21 hours daily

News Service: AP, INS, UP, Reuters

Transcription Service: Associated Music Publishers; Langworth Feature Programs

Representative: Radio Sales

**Personnel**

President: William S. Paley

General Manager: Arthur Hull Hayes

Commercial Manager: John H. Field, Jr.

Sales Promotion Manager: Jules Dundes

Program Director: G. Richard Swift

Publicity Director: Michael Boscia

Manager of Studio Operation: D. Gordon Graham

Musical Librarian: Edna Barnes

Director of Special Events: J. E. Doyle

Script Editor: Jack Hoins

Chief Engineer: Henry Grossman

(For additional personnel see listing of Columbia Broadcasting System, Inc., under Networks)

NEW YORK—EST. 1927

Frequency: 1380 Kc. Power: 5000 Watts

Owned-Operated By: WBNX Broadcasting Co., Inc.

Address: 260 E. 161st Street

Phone Number: MEIrose 5-0333

Transmitter Location: Carlstadt, N. J.

Time on the Air: ¾ time shared with WAWZ

News Service: AP

Transcription Service: Standard Radio, SESAC

National Representative: Forjoe & Co.

**Personnel**

President: A. L. Haskell

Vice-President-General Manager: W. I. Moore

Production Manager: Edw. Ervin

Program Director: Frank Johnson

Musical Director: Fred Mendelsohn

Chief Engineer: A. Solbrig

---

**The Population is Tremendous**

* TIME RATES—LOW *

260 E. 161st STREET
NEW YORK 5, N. Y.
MEIrose 5-0333

---

**NEW YORK**

- Aim their spot shots into New York's FOREIGN LANGUAGE high-income family group.
- Use the power of WBNX to sail deep into the heart of this rich FOREIGN market!!
**NEW YORK**

**WEAF**

NEW YORK—EST. 1922
KEY STATION NBC
Frequency: 660 Kc. Power: 50000 Watts
Owned-Operated By National Broadcasting Co.
Address ................. 30 Rockefeller Plaza
Phone Number ............ Circle 7-8300
Transmitter Location .... Port Washington, N. Y.
Time on the Air .......... 5:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service ............. AP, UP, INS
Transcription Service .... NBC Thesaurus
Publicity Representative .. NBC National Spot & Local Sales

**Personnel**
President .................. Niles Trammell
Manager .................... William Gairs
Program Director .......... DeLancy Provost
Sales Promotion-Merchandising Manager ............... Charles Phillips
Production Manager ........ Wynn Wright
Publicity Director .......... Marion Chapman
Chief Announcer .......... Patrick J. Kelly
Musical Director .......... Samuel Chotzinoff
Chief Engineer .......... F. A. Wankel
(For additional personnel see listing of National Broadcasting Co., under Networks.)

**WEVD**

NEW YORK—EST. 1927
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By Debs Memorial Radio Fund, Inc.
Address ................. 117 West 46th Street
Phone Number ............. BRyant 9-2360
Transmitter Location ...... Maspeth, L. L, N. Y.
News Service ............. AP
Time on the Air .......... 7 a.m. to 10 a.m.; 12 noon to 6 p.m. and 8 p.m. to 1 a.m.; Sundays, 11 a.m. to 3 p.m., 8 p.m. to 1 a.m.; Saturdays, 7 a.m. to 1 a.m.
News Service ............. AP

**WHN**

NEW YORK—EST. 1922
Frequency: 1050 Kc. Power: 5000 Watts
Owned-Operated By Marcus Loew Booking Agency
Address ................. 1540 Broadway
Phone Number ............. BRyant 9-7800

**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.

**WINS**

NEW YORK—EST. 1924
Frequency: 1010 Kc. Power 10000 Watts
Owned-Operated By Hearst Radio, Inc.

Address .................... 28 West 44th Street
Phone Number ............. BRyant 9-8000
Transmitter Location ...... Lyndhurst, N. J.
Time on the Air .......... 6 a.m. to midnight; Sundays, 8 a.m. to midnight
Newspaper Affiliation .... N. Y. Daily Mirror, N. Y. Evening Journal
News Service ............. AP, INS
Transcription Service .... World Broadcasting System; Standard Radio
Representative ........... Paul H. Raymer Co.

**Personnel**
General Manager Hearst
Radio, Inc. ............... Leonard Kapner
Manager ................... Willard Schroeder
Publicity Director .......... Hazel Estes
Musical Director .......... Bert Shelter
1945 was WHN's biggest year with...

Greatest lineup of top programs and personalities

Greatest listening audience in station's history

Greatest array of clients... largest percentage of renewals

Greatest dollar billing

Serving America's number one market

WHN

50,000 Watts • New York
Affiliated with Frequency Modulation Station WHNF
Metro-Goldwyn-Mayer Pictures and Loew's Theatres
NEW YORK

Transmitter Location ............East Rutherford, N. J.
Time on the Air .............6 a.m. to 2 a.m.; Sunday, 7 a.m. to 2 a.m.
News Service ..............UP, AP, Reuters
Representatives ............Wm. G. Rambeau Co., Bertha Bannan, Boston

Personnel
Executive Director .............Herbert L. Pettey
General Manager .............Frank Roehrenbeck
Sales-Commercial Mgr ...........Bertram Lebhar, Jr.
Sales Promotion-Merchandise
Manager ..................Robert F. Anthony
Program Director .............Frank Roehrenbeck
Asst. Program Director .........Louis Carino
Production Manager ...........Wayne Hutchinson
Publicity Director .............Jo Ranson
Chief Announcer .............William Edmonds
Musical Director .............Don Albert
Chief Engineer .............Paul Fuelling

WHOM
NEW YORK—EST. 1945
Frequency: 1480 Kc ............Power: 1000 D, 500 N.
Owned-Operated By ............Atlantic Broadcasting Co., Inc.
Address ..................29 W. 57th St.
Phone Number .................Plaza 3-4204
News Service ..............AP, UP
Transcription Service ...........Standard Representative
......................The Katz Agency, Inc.

Personnel
Chief Executive .............Gardner Cowles, Jr.
General Manager .............Craig Lawrence
Commercial Manager ............Jack Compter
Program Manager .............Charles Ballin
Chief Engineer .............Theodore Gempp
(See Pages 478 and 500)

WJZ
NEW YORK—EST. 1921
ABC—KEY STATION
Frequency: 770 Kc ............Power: 50000 Watts
Owned-Operated By ............American Broadcasting Corp.
Address ..................30 Rockefeller Plaza
Phone Number .................Circle 7-5700
Transmitter Location ...........Lodi, Bergen County, N.J.
Time on the Air ..............24 hours daily
News Service ..............AP, UP & INS
Representative .............ABC Spot Sales

Personnel
Chairman of Board .............Edward J. Noble
President .............Mark Woods
Manager .............John H. McNell
Sales Manager .............Robert Garver
Sales promotion-Merchandising
Manager-Program Director .......John Hade

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of action, thrills and chills.

An easy sales-winner for any sponsor of transcribed programs.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

Press Association, Inc.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.
570...first on the dial...
24 hours a day!

REPRESENTED BY WEED AND COMPANY
New York

Program Director.................Charles Barry
Publicity Director................Don Rich
Chief Announcer....................Ray Dias
Musical Director..................Paul Whiteman
Record MC..........................Stan Shaw
Chief Engineer......................George Milne

(For additional personnel see listings under American Broadcasting Company in network section of this volume.)

WMCa

New York—Est. 1925
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By.................WMCA, Inc.
Address............................1657 Broadway
Phone Number........................Circle 6-2200
Transmitter Location..............Kearney, N. J.
Time on the Air....................6:45 a.m. to 1:05 a.m.
News Service........................AP
Representative......................Weed & Co.

Personnel

President.........................Nathan Straus
Vice-President and General Manager........Charles Stark
Commercial Manager..............Charles Stark
V-P-Director of News and Publicity........Leon Goldstein
Secretary-Treasurer...............Herman M. Stein
Sales Promotion Manager..........Howard Elarian
Studio Manager....................Charles Wilshin
Chief Announcer...................Ted Campbell
Musical Director..................Jerry Sears
Music Supervisor..................Martha Coe
Education Director..............Helen Sachs Straus
Chief Engineer.....................Pierre C. Verseput

WNyc

New York—Est. 1924
Frequency: 830 Kc. Power: 1000 Watts
Owned and Operated By: City of New York; Municipal Broadcasting System
Address............................Municipal Building
Phone Number.......................Worth 2-5600
Transmitter Location..............10 Kent St., Brooklyn, New York
Time on the Air....................7 a.m. to 10 p.m.
News Service.......................AP

Personnel

Administrative Assistant........J. DeProspo
Program Director..................S. N. Siegel
Production Manager...............N. Rudich
Publicity Director................L. Supove
Chief Announcer....................T. H. Cowan
Musical Director..................H. Newman

*(Non-Commercial Station)

"Star Time"

Intensely interesting dramatizations of personalities of interest to women.

Through the unique, new "Cue-In" technique, the station's local women's program editor participates with the star.

"Cue-In" localizes and personalizes the program—15 minutes, transcribed.

Exclusive in Any Market

Write

A P Radio Productions

Press Association, Inc.
50 Rockefeller Plaza
New York 20, N. Y.
A Radio Station is known for the Companies it keeps

And WNEW keeps the Finest...Year after Year

For a real selling job in New York

City—the nation's leading advertisers use...

WNEW

New York 22, N. Y.

Ten Thousand Watts—On the Air Twenty-Four Hours a Day

Represented Nationally by John Blair and Company

496
NEW YORK—EST. 1934
Frequency: 1130 Kc. Power 10000 Watts
Owned-Operated By: Greater New York Broadcasting Corporation
Address: 501 Madison Avenue Phone Number: Plaza 3-3300
Transmitter Location: Kearney, N. J.
Time on the Air: 24 hours a day—seven days a week
News Service: AP; N. Y. Daily News
Transcription Service: Standard Radio Lang-Worth, World
Representative: John Blair & Co.; R. C. Foster

Personnel
Station Manager: Bernice Judis
Sales Manager: Herman Bess
Program Director: Ted Cott
Sales Promotion Manager: Wm. B. McGrath
Assistant Publicity Director: Rhea Diamond
Production Manager: Jack Grogan
Special Events: Bill Berns
Record M. C.'s: Martin Block, Art Ford; Maurice Hart, Johnnie Dale
Chief Announcer: John Jaeger
Musical Director: Merle Pitt
Chief Engineer: M. J. Weiner

NEW YORK—EST. 1922
MUTUAL BROADCASTING SYSTEM
Frequency: 710 Kc. Power: 50000 Watts
Owned-Operated By: Bamberger Broadcasting Service, Inc.
Business Address: 1440 Broadway Phone Number: Pennsylvania 6-8600
Studio Addresses: 1440 Broadway; 245 W. 52nd St.; 200 W. 48th St.
Transmitter Location: Carteret, N. J.
Time on the Air: 24 hours a day
News Service: AP, UP, INS, Reuters
Transcriptions Service: World Broadcasting System
Representatives: M. L. Tyler (Boston); John Shelton, Alan Schroeder, Robert A. White (Chicago); Edward S. Townsend (San Francisco)

Personnel
President: Theodore C. Streibert
Vice-President: Rufus C. Maddux
Sales Manager: Eugene S. Thomas
Program Director: Norman Livingstone, Sr.
Production Manager: Daniel Ehrenreich
Director of Publicity: Charles Oppenheim
Director of Special Features and News: Dave Driscoll

For the BEST IN NEWS
For the BEST IN PROGRAMS
BASED ON NEWS
CONSULT your ratings and you'll agree that here are two sure bets for sales in the New York market. The consistent daytime audience and the consistent evening audience that listen to WOV. Our daily program schedule results in balanced broadcasting that has won and holds two distinct metropolitan New York markets—two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock coverage. In the daytime WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And, in the evening between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest average metropolitan audiences of any New York independent station—of less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nati Rep.
The Red Cross Needs
Your Unstinting Assistance
GIVE!
HOW ONE WHOM PACKAGE DELIVERS 4 PRIMARY MARKETS!

In one buy on this one station, you can assure yourself of primary audiences in four important markets.

It’s the WHOM 4-Market Package—and here’s what you get:

**PRIMARY NO. 1** — The Italian Market (549,649 foreign born).

**PRIMARY NO. 2** — The Polish Market (262,606 foreign born).

**PRIMARY NO. 3** — The Jewish Market (The Yiddish speaking portion of New York’s 2,000,000 Jewish people).

**PRIMARY NO. 4** — Northern New Jersey (Over 2,500,000 people).

PLUS a Secondary which includes American born Italians, Poles and Jews, and other Metropolitan Area Listeners.

Whatever you may be using in Metropolitan Radio, this is one buy you should consider for really thorough penetration of these four important markets.

GET THE FACTS ABOUT THE FOREIGN LANGUAGE AUDIENCE AND THE WHOM 4-MARKET PACKAGE FROM ANY OFFICE OF THE KATZ AGENCY, INC. OR BY CALLING WHOM, PLAZA 3-4204
W Q X R
NEW YORK—EST. 1934
Frequency: 1560 Kc. Power: 10000 Watts
Owned-Operated By...Interstate Broadcasting Company, Inc.
Address..........................730 Fifth Avenue
Phone Number......................Circle 5-5566
Transmitter Location...Maspeth, Long Island, N. Y.
Time on the Air 7 a.m. to 12:05 midnight; Sundays, 8:00 a.m. to 12:05 midnight
Newspaper Affiliation...New York Times
News Service.....................AP
Transcription Service...World Broadcasting System; Associated Music
Representative............Adam J. Young, Jr.

Personnel
Chairman of the Board...Arthur Hays Sulzberger
President.........................John V. L. Hogan
Executive Vice-President...Elliott M. Sanger
Vice-Chairman...............Julius Ochs Adler
Vice-President.............Nicholas Roosevelt
Secretary......................Godfrey N. Nelson
Treasurer.......................Orvil E. Dryfoos
V.-P. in Charge of Sales...Hugh K. Boice
Asst. V.-P. Charge of Sales..Norman S. McGee
Program Director.........Eleanor N. Sanger
Publicity Director.........Eleanor Hurley
Chief Announcer.............Albert Grobe
Musical Consultant.........Abram Chasins
Conductor.....................Leon Barzin
Chief Engineer..............Russell Valentine
(See Page 292)

W H L D
NIAGARA FALLS—EST. 1940
Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By...The Niagara Falls Gazette Publishing Company
Address...........................Hotel Niagara
Phone Number.....................8421
Transmitter Location...Lockport & Military Roads
Time on the Air...Daytime license
Newspaper Affiliation...Niagara Falls Gazette
News Service..........................UP
Transcription Service...Lang-Worth; Standard Radio; Associated; World; SESAC
Representative............Headley-Reed Company

Personnel
President.........................Alanson C. Deuel
General Manager...............Earl C. Hull
Commercial Manager...........Richard G. Robbins
Program Director.............Robert Manning
Production Manager............John M. Whitney
Chief Engineer..................E. D. Hiatt, Jr.

W S L B
OGDENSBURG—EST. 1940
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By...St. Lawrence Broadcasting Corp.
Address..........................2315 Knox St.
Phone Number.....................Ogdensburg 500
Transmitter Location...2315 Knox St.
Time on the Air...........7 a.m. to 11:15 p.m.
News Service..........................UP
Transcription Service...Keystone
Representative............Walker Co.

Personnel
President-Commercial Manager...Joseph R. Brandy
General Station Manager........Harold J. Frank
Sales Promotion-Merchandising...Harry Keavin
Program Director-Production Manager........Alex Blake
Publicity Director-Musical Director...............Flo Beach Rowe
Record Manager.............Johnny Kay
Chief Engineer............Clifford W. Moore

W H D L
OLEAN—EST. Tupper Lake, 1928
ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...WHDL, Inc.
Business Address......19 Exchange National Bank Building
Phone Number.....................Olean 4149
Studios Address........619 Exchange National Bank Building
Transmitter Location...Allegany, N. Y.
Time on the Air......7 a.m. to 12:05 a.m.
Newspaper Affiliation...Olean Times Herald
News Service..........................UP
Transcription Service...World
Representative...........J. P. McKinney & Son

Personnel
President.........................E. B. Fitzpatrick
General Manager............Thomas L. Brown
Sales Manager..............Fred G. Meyer, Jr.
Chief Engineer...............T. J. Gill

W M F F
PLATTSBURG—EST. 1934
ABC—CHAMPLAIN
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By...Plattsburgh Broadcasting Corporation
Address.........................153 Margaret St.
Phone Number.....................1600
Your Western New York Salesman

Covers not Rochester alone, but all the counties with all of their prosperous farms.

busy trading centers where they do their shopping...

the well-to-do homes surrounding busy factories where seasonal lay-offs are things they only read of.

A big time market responsive to WHAM-appeal as proved by audience surveys and by measured mail response.

Your best buy for plus coverage in a plus market.

50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

Affiliated with NBC • National Representative: George P. Hollingbery Co.

ROCHESTER, NEW YORK
NEW YORK

Transmitter Location .......... Boynton Ave.
Time on the Air .......... 6:30 a.m. to 11 p.m.;
Sundays, 8 a.m. to 11 p.m.
News Service .................. UP
Transcription Service ........... Standard
Representative ............. Joseph Hershey McGilvra, Inc.

Personnel
President ................ George F. Bissell
Station Manager ............. Jan King
Commercial Manager-Merchandising
Manager ..................... Joel Scheier
Program Director-Production
Manager ..................... William Chambers
Publicity Director ........... Catherine Walsh
Chief Announcer ............. William Watts
Chief Engineer .............. Jack Nazak

W K I P
POUGHKEEPSIE—EST. 1940
ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .......... Poughkeepsie Newspapers, Inc.
Address .............. The Nelson House
Phone Number .............. 6-800
Transmitter Location ...... The Nelson House
Time on the Air .......... 6:30 a.m. to midnight
News Service .............. AP
Transcription Service ...... NBC Thesaurus
Representative ........... Headley-Reed Company

Personnel
President .............. Merritt C. Speidel
General Manager .......... Harold W. Cassill
Production Manager-Chief
Announcer ............... . Harold Hennig
Chief Engineer .......... . Marvin S. Seimes

W H A M
ROCHESTER—EST. 1923
NATIONAL BROADCASTING CO.
Frequency: 1190 Kc. Power: 50000 Watts
Owned-Operated By .......... Stromberg-Carlson
Company
Business Address .......... 111 East Avenue
Phone Number ............... Stone 1862
Studio Address .............. 111 East Ave.
Transmitter Location ...... Victor, New York
Time on the Air .......... 6:30 a.m. to 1 a.m.
News Service .............. UP
Transcription Service ...... NBC Thesaurus:
World Broadcasting System, RCA
Representative ........... Geo. F. Hollingbery Co.

Personnel
Vice-President .......... William A. Fay
General Manager .......... John H. Lee
Sales Manager .......... J. W. Kennedy, Jr.
Sales Promotion Manager . Truman Brizee
Program Director .......... Chas. Siverson
Production Manager .......... Syl Novelli
Musical Director .......... Eugene Zacher
Publicity Director .......... Truman Brizee
Chief Announcer .......... Dean Harris
Record M. C .......... George Hainer
Chief Engineer .......... Kenneth Gardner

W H E C
ROCHESTER—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By .......... WHEC, Inc.
Address .......... 40 Franklin St.
Phone Number .......... Stone 1320
Transmitter Location ...... 979 Mt. Read Blvd.
Time on the Air .......... 6:30 a.m. to 1 a.m.
Newspaper Affiliation ...... Gannett Newspapers, Inc.
News Service .............. AP
Transcription Service ...... Associated Music & Standard
Representative ........... J. P. McKinney & Son

Personnel
President .......... Frank E. Gannett
Vice-President .......... Clarence Wheeler
General Manager .......... Gunnar O. Wilg
Commercial Manager .......... L. C. Wheeler
Program Director .......... William J. Adams
Production Manager .......... Lowell H. MacMillan
Publicity Director .......... William J. Adams
Chief Engineer .......... Bernard C. O’Brien

W S A Y
ROCHESTER—EST. 1936
MUTUAL BROADCASTING SYSTEM
AMERICAN BROADCASTING CO.
Frequency: 1370 Kc. Power: 1000 Watts
Address .............. 328 Main St.
Phone Number ............. Stone 702
Transmitter Location ...... Brighton, N. Y.
Time on the Air .......... 6:30 a.m. to 12:30 a.m.;
Sat., to 1 a.m.; Sun., to 2 a.m. to 12:30 a.m.
News Service .......... INS

Personnel
President-Chief Engineer &
Station Manager .......... Gordon P. Brown
Sales Manager .......... E. J. Walz
Sales Promotion Manager .......... Ralph Palmer
Publicity Director .......... Harland Evans
Record M. C .......... Louis Fabien
Chief Engineer .......... Gordon Brown
NEW YORK

WNBJ
SARANAC LAKE—EST. 1937
AMERICAN BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 100 Watts
Owned-Operated By ... Upstate Broadcasting Corporation
Business Address ................. 14 Broadway
Phone Number .................... 1320
Studio Address .................... 14 Broadway
Transmitter Location .............. 3 Olive St.
Time on the Air ................... Daytime license
Representative .................... Thomas F. Clark Co., Inc.

Personnel
President-General Manager .... John F. Grimes
Program Director ............... Lewis Pettit
Chief Engineer .................... H. Berwind Williams

WGY
SCHENECTADY—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 50000 Watts

Owned-Operated By General Electric Company
Address .......................... 1 River Road
Phone Number .................... 3-2121
Transmitter Location .............. South Schenectady
Time on the Air ................... 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service ..................... AP, UP
Transcription Service ............ NBC Thesaurus; Lang-Worth
Representative .................. National Broadcasting Co.; NBC Spot Sales

Personnel
V-P & Manager of Broadcasting ... R. S. Peare
Asst. Manager Broadcasting ... B. J. Rowan
Station Manager ................ Kolin Hager
Sales-Commercial Manager ... Kolin Hager
Asst. Sales-Commercial Manager ... Alexander MacDonald
Manager ......................... Jeanne Weller
Program Director ............... A. O. Coggeshall
Asst. Program Planning & Creation ................ Earle Pudney
Press Relations ................. W. T. Meenam
Musical Leaders ........................ Frank Glenn, Edward Rice
Station Engineer .................. W. J. Purcell

NO OTHER STATION
In the Great Northeast OFFERS YOU LOCALLY ORIGINATED PROGRAMS FOR SO LARGE A LISTENING AUDIENCE

Music, drama, variety . . . programs which meet the needs and listening habits of every age group in 63 counties in central and eastern New York and western New England . . . a rich metropolitan area . . . a vast market created by WGY, the ONLY station which can combine all this into ONE coverage area.

WGY

For Power, Programming, and Prestige
50,000 Watts—NBC—24 Years of Service
Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC
Schenectady, New York

WGY-274
“THE CLIFF EDWARDS SHOW”

An extensive library of all-time, all-American musical favorites that are strictly “in the groove” . . . for oldsters and youngsters alike.

A musical package complete with theme and suitable scripts for exclusive presentation in any market.

WRITE

AP RADIO PRODUCTIONS
Press Association, Inc.
50 ROCKEFELLER PLAZA
NEW YORK 20, N.Y.
More Listeners for you in Central New York

✓ Check any authoritative data source for facts on Syracuse and Central New York as a market.
✓ Check the following facts on WFBL as the best medium to sell this market.

WFBL is the only radio station with mobile unit facilities to cover special events throughout Central New York.

WFBL is the only radio station with a separate agricultural studio.

WFBL is the only radio station that provides an early morning live talent show.

WFBL is the only radio station in Syracuse to have won a George Foster Peabody award during 1945.

✓ Check again this 24-year-old station, first in Central New York to have a network affiliation (Charter member of CBS), first to operate on 5,000 watts day and night; first to be granted FM broadcasting privilege; first to have its own building with complete broadcasting facilities all under one roof; first in audience, day and night, first with advertisers both national and local . . . WFBL should be your first consideration if you want to sell Central New York and get the most for your radio dollar.

WFBL
Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, INC. . . . . Exclusive National Representatives
WFBL
SYRACUSE—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1390 Kc., Power: 5000 Watts
Owned-Operated By ... Onondaga Radio Broadcasting Corporation
Business Address ... 433 S. Warren St.
Phone Number ... 2-1147
Studio Address ... Onondaga Hotel
Transmitter Location ... Collamer, N. Y.
Time on the Air ... 5 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service ... INS. UP
Transcription Service ... World Broadcasting System
Representative ... Free & Peters

Personnel
President ... Oscar F. Soule
Vice-President-General Manager ... Samuel Woodworth
V-P. Treasurer ... Robert G. Soule
V-P. Commercial Manager ... Charles Phillips
Program Director ... James Deline
Publicity Director ... James E. Moore
Production Manager ... Raymond Gantter
Chief Announcer ... Ronald Curtis
Musical Director ... Donald Anderson
Chief Engineer ... Alfred C. Marcy

WOLF
SYRACUSE—EST. 1940
MUTUAL BROADCASTING SYSTEM
Frequency: 1490 Kc. ... Power: 250 Watts
Owned-Operated By ... Civic Broadcasting Corporation
Address ... Chimes Building
Phone Number ... 2-7211
Transmitter Location ... Van Rensselaer and Kirkpatrick Streets
Time on the Air ... 6 a.m. to 2 a.m.; Sunday, 8 a.m. to midnight
Transcription Service ... Standard
Representative ... The Walker Co.

WSYR
SYRACUSE—EST. 1923
NATIONAL BROADCASTING CO.
Frequency: 570 Kc., Power: 5000 Watts
Owned-Operated By ... Central New York Broadcasting Corporation
Address ... Kemper-Syracuse Bldg.
Phone Number ... 3-7111
Transmitter Location ... 2341 Valley Drive
Time on the Air ... 6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service ... UP
Transcription Service ... Associated Recorded Program Service; Lang-Worth & Standard Representative
Personnel
President ... Harry C. Wilder
Vice-President ... E. R. Vadeboncoeur
Sales Manager ... W. R. Alford, Jr.
Promotion-Merchandising Manager ... Irene Underwood
Program Director ... Bill Rothrum
Continuity Chief ... Ray Servatius
Publicity Director ... Irene Underwood
Chief Announcer ... Herb Carneaull
Musical Director ... Murray Bernthal
Chief Engineer ... G. Armand Belle Isle

WHAZ
TROY—EST. 1922
Frequency: 1330 Kc. ... Power: 1000 Watts
Owned-Operated By ... Rensselaer Polytechnic Institute
Address ... 110 Eighth St.
Phone Number ... Troy 6810
Transmitter Location ... 110 Eighth St.
Time on the Air ... 6:30 p.m. to midnight, Monday only

Personnel
President ... L. W. Houston
General Manager ... W. J. Williams
Sales Manager ... W. C. Stoker
Program Director ... A. O. Niles
Chief Announcer ... R. Schmeizer
Chief Engineer ... H. Harris

WTRY
TROY—EST. 1940
AMERICAN BROADCASTING CO.
Frequency: 980 Kc., Power: 1000 Watts
Owned-Operated By ... Troy Broadcasting Co., Inc.
YOU CAN Buy
WSYR
Square Deal Station
Syracuse, N. Y.
NBC 570 KC.

and

WTRY
Square Deal Station
Albany, Troy
Schenectady, N. Y.
ABC 980 KC.

Combined

for primary coverage of Urban retail sales
greater than the 10th United States city

plus

more than 1,000,000 potential listeners
in rural areas and small towns . . . . . .

NO ONE STATION COVERS THIS AREA!
NO OTHER COMBINATION COVERS
SO MUCH FOR SO LITTLE!
AVAILABLE AS A SPOT UNIT OR A
TWO STATION NETWORK

Ask your Raymer man

---

Combined Market Data for WSYR-WTRY

<table>
<thead>
<tr>
<th></th>
<th>Primary</th>
<th>Secondary</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>1,900,997</td>
<td>1,257,191</td>
<td>3,158,188</td>
</tr>
<tr>
<td>Families</td>
<td>526,781</td>
<td>337,983</td>
<td>864,764</td>
</tr>
<tr>
<td>Radio Homes</td>
<td>480,000</td>
<td>307,560</td>
<td>787,560</td>
</tr>
<tr>
<td>Total Retail Stores</td>
<td>30,412</td>
<td>19,152</td>
<td>49,564</td>
</tr>
<tr>
<td>Sales, $</td>
<td>735,851</td>
<td>485,768</td>
<td>1,221,619</td>
</tr>
<tr>
<td>Food Stores</td>
<td>5,226</td>
<td>5,744</td>
<td>10,970</td>
</tr>
<tr>
<td>Sales, $</td>
<td>186,781</td>
<td>126,042</td>
<td>312,823</td>
</tr>
<tr>
<td>General Merch. Stores</td>
<td>87,329</td>
<td>50,531</td>
<td>137,860</td>
</tr>
<tr>
<td>Sales, $</td>
<td>489,743</td>
<td>32,075</td>
<td>521,818</td>
</tr>
<tr>
<td>Drug Stores</td>
<td>796</td>
<td>490</td>
<td>1,286</td>
</tr>
<tr>
<td>Sales, $</td>
<td>20,406</td>
<td>13,931</td>
<td>34,337</td>
</tr>
<tr>
<td>Other Stores</td>
<td>16,498</td>
<td>9,416</td>
<td>24,916</td>
</tr>
<tr>
<td>Sales, $</td>
<td>391,978</td>
<td>262,157</td>
<td>654,135</td>
</tr>
</tbody>
</table>

All money values in thousands of dollars. Radio homes by Joint Committee Radio Research 1938 percentages of 1940 families (occupied dwelling units). All other data from sixteenth decennial Census of United States, 1940. Wartime increases not included.

<table>
<thead>
<tr>
<th></th>
<th>Number of</th>
<th>Value of</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Form Families</td>
<td>Farms, $</td>
</tr>
<tr>
<td>Primary</td>
<td>61,109</td>
<td>313,402,384</td>
</tr>
<tr>
<td>Secondary</td>
<td>47,349</td>
<td>292,773,543</td>
</tr>
<tr>
<td>Total</td>
<td>108,458</td>
<td>606,175,927</td>
</tr>
<tr>
<td>Total N. Y. State</td>
<td>153,238</td>
<td>947,073,893</td>
</tr>
</tbody>
</table>

HARRY C. WILDER
President
NEW YORK

Address ........................................ 92 Fourth St.
Phone Numbers .................. Troy 2100; Albany 4-2500
Transmitter Location .......... Colonie, N. Y.
Time on the Air .................. 6:30 a.m. to midnight;
Sunday, 8 a.m. to midnight.
News Service .......................... UP
Transcription Service .......... World Broadcasting
System; Lang-Worth; Standard
Representative ................. Paul H. Roymer Co.;
Bertha Bannan, Boston

Personnel
President ................ Col. H. C. Wilder
General Manager .............. William A. Riple
Station Manager ............... Woodbury Carter, Jr.
Program Director .............. E. W. Rossell
Promotion-Publicity Director  Edward Walker
Musical Director and
Production Manager .......... E. Rossell
Commercial Manager .......... John Sulphen
Chief Engineer ................. Albert Chismark
Record MC ....................... Don Jarvis

WIBX
UTICA—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By ............ WIBX, Inc.
Address .......................... 187 Genesee St.
Phone Number .................. 2-2101
Transmitter Location .......... Schuyler St., Narcy, N. Y.
Time on the Air ................. 6 a.m. to 1 a.m.;
Sundays, 7:30 a.m. to 12:05 a.m.
News Service ........................ INS & UP
Transcription Service .......... World Broadcasting
System
New York Sales Office ........... 39 E. 63rd St.
Helen Wood, Commercial Manager
Representatives ................. Walter Biddick Co.
(West Coast); Bertha Bannan (Boston)

Personnel
President-General Manager .. Margaret Bowen
National Sales-Merchandising
Manager ......................... N. W. Cook
Program Director ............... Elliott Stewart
Production Manager .......... Michael Carlo
Publicity Director .............. N. W. Cook
Musical Director ............... Walter Griswold
Chief Engineer ................ J. T. Dowdell

WWNY
WATERTOWN—EST. 1941
COLUMBIA BROADCASTING SYSTEM
Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By .......... The Brockway Company
Address .......................... Hotel Woodruff, Public Square
Phone Number .................. 4-120
Transmitter Location .......... Ives St. Extension
Time on the Air ................. 6:30 a.m. to 12:05 a.m.;
Sunday, 8 a.m. to 12:05 a.m.
Newspaper Affiliation .......... Watertown Daily Times
News Service ........................ UP
Transcription Service .......... World Broadcasting
Representative ................ Weed & Co.

Personnel
President .................. Harold E. Johnson
General Manager-Commercial
Manager ...................... Louis Saiff, Jr.
Station Manager ............... Thomas E. Martin
Sales Promotion-Merchandising
Manager ..................... Glenn Doull
Program Director-Production
Manager ..................... Earl R. Kelly
Publicity Director .............. Glenn Doull
Chief Announcer ............... Charles Pierce
Musical Director ............... Ward Hamilton
Chief Engineer ............... Maynard B. Davis
Record M. C. .................. Anderson Ward
WHEN the late Scott Howe Bowen took over the active management of Radio Station WIBX, Utica, N.Y., in 1938, he inaugurated a series of programs of an educational character to better inform the parents, and the public, of the good work that the schools in Central New York were doing in educating the citizens of tomorrow.

SINCE 1938, the Educational Department of WIBX, with Betty Cushing Griffin as Director (with the full co-operation of the Principals and Teachers of all schools—and the guiding genius of our President and General Manager, Mrs. Scott Howe Bowen) has written, produced and broadcast every week the following series of educational programs:

"Youth Presents" Variety Show………………………Saturdays 8:30 P.M.
"Wizard and Witch of Quiz"………………………Saturdays 9:30 A.M.
"Young America Speaks"………………………Mondays 4:30 P.M.
"Cavalcade of Choirs"………………………Fridays 4:45 P.M.

DURING 1945, an additional program was conceived — called "Let's Go to School" and is exactly what the name implies—a broadcast direct from the classrooms of Utica and vicinity schools. Each week, WIBX takes its recording equipment into a classroom and records an actual classroom lesson—grades from kindergarten thru 6th. This recording is then placed at the disposal of the Board of Education and Parent-Teachers Organizations for use as deemed advisable.

HERE is a typical classroom scene taken Monday, October 10, 1945, at the Hughes School, Utica — 2nd grade studying social studies and broadcast Tuesday, October 16, 1945, at 3 P.M. All subsequent programs were recorded on Monday and broadcast Tuesday.

THEN AGAIN, to perpetuate the memory of her late husband, Mrs. Bowen in March, 1945, offered a Radio Scholarship Award of $500 in cash to the student—senior or post-graduate—who best answered the question "Why I want to make radio my life work?" The contest was eminently successful and the winner is now attending Syracuse University.

ANOTHER FEATURE of this educational series is the Scholastic All-Star Football Team Contest and the Most Valuable Football Player Contest conducted by the WIBX Sports Department with Michael Sandy, Director. Coaches and players on the teams were asked to vote for players who played during the 1945 football season. Thirteen schools in the area were eligible. Score sheets were sent to all coaches and cards to be filled out and returned. At the conclusion of the Contest, 4278 postcards were returned out of a possible 5000. The program is broadcast Tuesdays and Thursdays at 4:30 P.M. (this is in addition to the 11:15 P.M. nightly Sports Program by Michael Sandy Sundays thru Fridays).

JUST ANOTHER PROGRAM IN THE PUBLIC INTEREST
OTHER PROGRAMS IN THE PUBLIC INTEREST HAVING WON FOR WIBX 5 NATIONAL AWARDS:
W. B. LEWIS, BILLBOARD, PEABODY AND VARIETY

(FOR STATION LISTING SEE PAGE 509)
WFAS
WHITE PLAINS—EST. 1932
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Westchester Broadcasting Corp.
Address: Roger Smith Hotel
Phone Number: White Plains 6400
Transmitter Location: Roger Smith Hotel
Time on the Air: Unlimited license
News Service: AP
Transcription Service: World Broadcasting System; AMP
Representative: Headley-Reed Co.

Personnel
President: J. Noel Macy
V-P-Managing Director: Frank A. Seitz
Commercial Manager: T. Eugene Duffy
Program-Musical Director: Ran Kaler
Chief Engineer: F. A. Seitz

WFAS...
"Six Weeks in Westchester..."

Do you know that in 1945, WFAS programmed a total of 1021 hours of live Westchester features? These included News, Civic, Religious, War Effort, Educational and other categories. That’s the equivalent of more than six weeks, 7 days a week, 24 hours a day! This blends the ‘local interest’ appeal with WFAS’ 10 year policy of fine music. (More than 2300 hours in '45). All of it adds up to results for WFAS advertisers. So much so that better than 70% of them renewed in the last 12 months!

WFAS in Westchester
Roger Smith Hotel
White Plains, N. Y.

Represented by
HEADLEY-REED COMPANY
Chrysler Bldg.
New York

WWRL
WOODSIDE—EST. 1926

Frequency: 1600 Kc. Power: 250 Watts
Owned-Operated By: Long Island Broadcasting Corporation
Address: 41-30 58th Street
Phone Number: NEwtown 9-3300
Transmitter Location: 41-30 58th St., Woodside, L. I.
Time on the Air: 8 a.m. to midnight
News Service: AP
Transcription Service: Associated

Personnel
President and General Manager: William H. Reuman
Station and Sales Manager: Edith Dick
Program Director: Fred Barr
Musical Director: Lou Cole
Chief Announcer: Lou Cole
Chief Engineer: Joseph Franz, Jr.
Production Manager: Gene Flanagan
Record M. C.’s: Edwin Bronner, Lou LaFrance, Sid Torin
ROLLING 50,000 WATTS ACROSS THE SOUTHEAST'S RICHEST MARKET—THE CAROLINAS

RADIO STATION

COMBINATION OF RADIO STATIONS

NEWSPAPER

COMBINATION OF NEWSPAPERS

CAN DUPLICATE THIS COVERAGE

The South's Pioneer Station

CHARLOTTE • 50,000 WATTS
SOUTHEASTERN BROADCASTING COMPANY

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
New York • Chicago • Los Angeles • St. Louis • San Francisco • Atlanta
WISE
ASHEVILLE—EST. 1939
NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.

Frequency: 1230 Kc. . . . . . . . Power: 250 Watts
Owned By: . . . . . . . . . . . . . Radio Station WISE, Inc.
Address.......................... 100 College St.
Phone Number.......................... 1213
Transmitter Location ............. 100 College St.
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service.......................... INS, AP
Transcription Service.............. NBC Thesaurus
National Representative.............. Burn-Smith Co.;
Harry E. Cummings

Personnel
Commercial Manager.............. C. Fred Rabell
Promotion Manager ............... Nina F. Williams
Chief Engineer ..................... Madeline F. Williams
Record m.c. ............................ Harry Varner

W W N C
ASHEVILLE—EST. 1927
COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. . . . . . . . Power: 1000 Watts
(C.P. 5000)
Owned-Operated By . . . . . . . . . . . . . Asheville Citizen-Times Co., Inc.
Address.......................... 14 O'Henry Avenue
Phone Number.................................. 5500
Transmitter Location ............. Flatron Building
Time on the Air: 6:30 a.m. to 12:05 a.m. daily;
7:45 a.m. to 12:05 a.m. Sundays
Newspaper Affiliation ............. Asheville Citizen-Times
News Service.......................... AP & UP
Transcription Service.............. Associated-Lang-Worth
Representative...................... Katz Agency

(Personnel
Executive Director..................... Don S. Elias
Commercial Manager...... James A. Hagan
Sales Promotion-Merchandising
Manager-Program Director... Lee Chadwick
Production Manager........ William F. Melia
Chief Engineer ..................... Cecil Hoskins

(Call Letters to be Assigned)

ASHEVILLE
Frequency: 1340 Kc. . . . . . . . Power: 250 Watts
Owned-Operated By . . . . . . . . . . . . . Community Broadcasting Co.

WBBB
BURLINGTON—EST. 1941
MUTUAL BROADCASTING SYSTEM
CAROLINA NETWORK

Frequency: 820 Kc. . . . . . . . Power: 1000 Watts
Owned-Operated By . . . . . . . . . . . . . Alamance Broadcasting Company, Inc.
Address.......................... 310½ South Main St.
Phone Numbers.......................... 2730; 2731
Transmitter Location ............. Elon Road (West Front Street Extension)
Time on the Air: 5:30 AM to local sunset
News Service.......................... AP; AP
Transcription Service.............. Standard Radio;

(Personnel
Gen-Mgr.-Station Mgr. .................. E. Z. Jones
Sales-Commercial Manager .......... Roy Springer
Sales Promotion-Merchandising
Manager . . . . . . . . . . . . . . . John Francis O'Farrell
Program Director ...................... Jack Hankins
Production Manager ................. William Sandefur
Publicity Director ................... Jack O'Farrell
Chief Announcer ....................... Jack Hankins
Chief Engineer ....................... Berry Tyser
Record m.c's. ........................... Al Nelson, Charles Slate

WAYS
CHARLOTTE—EST. 1942
ABC
MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. . . . . . . . Power: 1000 Watts
Owned-Operated By . . . . . . . . . . . . . Inter-City Advertising Co.
Address.......................... 120 E. Third St.
Phone Numbers.......................... 37173 (office)
Transmitter Location ............. Oakdale Road, Highway 16
Time on the Air: 6 a.m. to 1 a.m.; Sunday, 7 a.m. to 1 a.m.
News Service.......................... AP
Transcription Service.............. Lang-Worth; Standard
Representative...................... Weed & Co.

(Personnel
President ............................ George W. Dowdy
General Manager ............... Walter H. Goan
Program Director ..................... J. Norman Young
Chief Engineer ...................... Paul T. Absher
**WBT**
CHARLOTTE—EST. 1921
COLUMBIA BROADCASTING SYSTEM
Frequency: 1110 Kc. Power: 50000 Watts
 Owned-Operated By: Southeastern Broadcasting Co., Greensboro, N. C.
 Business Address: Wilder Building
 Phone Number: 3-8833
 Transmitter Location: 9 miles southeast of Charlotte
 Time on the Air: 5 a.m. to 1:05 a.m., Sundays, 7 a.m. to 1:05 a.m.
 News Service: UP; AP
 Transcription Service: Lang-Worth Representative: Radio Sales, Inc.

**Personnel**
President: J. M. Bryan
Gen-Station Mgr.: Charles H. Crutchfield
Sales Manager: Royal Penny
Business Manager: E. J. DeGray
Program Director: Larry Walker
News Editor, Director of Special Events: Jack Knell
Farm Director: Grady Cole
Publicity Director: Frances Colmer
Musical Director: Clarence Etters
Chief Engineer: M. J. Minor
(See Page 512)

**WSOC**
CHARLOTTE—EST. 1928
NATIONAL BROADCASTING CO.
Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Radio Station WSOC, Inc.
 Address: 1925 N. Tryon Street
 Phone Number: 7138
 Transmitter Location: 1925 N. Tryon Street
 Time on the Air: 6 a.m. to midnight; Sundays, 8 a.m. to 12 midnight
 News Service: UP; AP
 Transcription Service: NBC Thesaurus; Standard Radio, M. M. Cole
 Representative: Headley-Reed Company

**Personnel**
Pres.-Gen-Station Mgr.: Earle J. Gluck
Com-Sales Promotion-Merchandising Manager: W. C. Irwin
Program Dir.-Prod. Mgr.: Ron Jenkins
Pub. Dir.-Chief Announcer: Don McSwain
Musical Director: Don Sheldon
Record M. C.: Dewey L. Drum
Chief Engineer: L. L. Caudle, Jr.

**WEGO**
CONCORD—EST. 1941
KEYSTONE BROADCASTING SYSTEM
Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By: Wayne Nelson
 Business Address: Concord
 Phone Number: 2271
 Transmitter Location: Highway 28A, 1 1/2 miles west of Concord
 Time on the Air: Daytime license
 News Service: UP & AP
 Transcription Service: Standard Music, Keystone
 Representative: Thomas F. Clark Co.

**Personnel**
Owner: Wayne Nelson

**WDNC**
DURHAM—EST. 1928
COLUMBIA BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: The Durham Radio Corporation
 Address: 138 1/2 Chapel Hill Street
 Phone Number: R-155
 Transmitter Location: Forest Hills, Near Durham
 Time on the Air: 6:35 a.m. to 1:05 a.m., Sundays, 8 a.m. to 1:05 a.m.
 Newspaper Affiliation: Herald-Sun Papers
 News Service: AP & UP
 Transcription Service: Standard Representative: Howard H. Wilson Company

**Personnel**
President: C. C. Council
General and Commercial Manager: L. F. Jarman
Sales Pro-Mer-Manager: J. Frank Jarman
Program Director: L. C. Johnson
Office Manager: Sue Taylor
Publicity Director: Mrs. Dennis Johnson
Record m.c.: George Dinnick
Chief Engineer: Walter S. Hill

**WCNC**
ELIZABETH CITY—EST. 1939
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Albemarle Broadcasting Co.
 Address: Colonial Ave.
Phone Number ................. 1400-1472
Transmitter Location .... City Limits
Time on Air ................... 7 a.m. to 11 p.m.;
Sundays, 8 a.m. to 11 p.m.
Transcription Service ...... World Broadcasting System
Representative ............... Burn-Smith Co.

Personnel
President ..................... Edd Harris
Station Manager .......... Edd Harris
Commercial Manager ...... Bob Moore
Publicity-Program Director Don Pierce
Chief Engineer .............. C. Ross Askey
Chief Announcer ............ Jim Turner

**WFNC**
FAYETTEVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK
Frequency: 1450 Kc. ....... Power: 250 Watts
Owned-Operated By ...... Cape Fear Broadcasting Co.
Address ..................... 114 Anderson St.
Phone Number .............. 4848
Transmitter Location ....... N. Water St.
Time on the Air ........... 16½ hours daily
News Service ................. UP
Transcription Service ..... Lang-Worth

Personnel
Station Manager .............. W. C. Ewing
Commercial Manager ........ Paul Moyle
Program Director-Chief Announcer ... Ray Woodard
Chief Engineer .............. L. E. Small

**WGNC**
GASTONIA—EST. 1939
ABC
Frequency: 1450 Kc. ....... Power: 250 Watts
Owned-Operated By ...... F. C. Todd
Address ..................... 168-170 Main St.
Phone Number .............. 732
Transmitter Location ....... Gastonia
Time on the Air ............ 7 a.m. to 11 p.m.
News Service ................. UP
Transcription Service ...... McGregor, Cole
Representative .............. Cox & Tanz

Personnel
Owner ......................... F. C. Todd
Manager ...................... Pat McSwain
Commercial Manager ....... F. C. Abernathy
Program Director .......... Earl Holder
Chief Engineer .............. W. C. Groves, Jr.
NORTH CAROLINA

WBIG
GREENSBORO—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By...North Carolina Broadcasting Co., Inc.
Business Address .................Box 1807
Phone Numbers ..................6125, 6126, 6127
Studio Address ..................O. Henry Hotel
Transmitter Location...Battleground Boulevard
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....................AP
Transcription Services: World Broadcasting System; NBC Thesaurus
Representative ...George P. Hollinger Co.

Personnel
General and Station Manager...Edney Ridge
Com.-Sales Manager...Gilbert M. Hutchinson
Sales Pro.-Mer. Mgr.......Adelaide J. Bernard
Program Director-Prod. Mgr...Wally Williams
Publicity Director ..........Margaret Leonard
Chief Announcer ........W. E. Jackson, Jr.
Musical Director ..........Margaret Banks
Record m.c........................Bob Jones
Chief Engineer ..............Earl Allison

WGBG
GREENSBORO—EST. 1942
ABC
Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By...Greensboro Broadcasting Co.
Business Address ............Ashe St. Extension
Phone Number ..................3-3631
Transmitter Location...Ashe St. Extension
Time on the Air: 6 a.m. to local sunset
News Service .....................UP
Transcription Service ........Lang-Worth
National Representative....Burn-Smith Co.

Personnel
President..................Ralph M. Lambeth
General and Station Mgr...Ralph M. Lambeth
Commercial-Sales Promotion and Merchandising Manager...L. O. Hutchins
Program Director-Production Manager...
Chief Announcer ..........Stan Conrad
Publicity Director ......J. R. Marlowe
Chief Engineer ........James Stewart

"The PRESTIGE STATION of the CAROLINAS"
famed for Showmanship

COLUMBIA AFFILIATE

WBIG
GREENSBORO N.C.

GEO. P. HOLLINGBERY, INC. NATL. REPS.
WGTC
GREENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned By ......... Greenville Broadcasting Co.
Operated By ........ J. J. White
Address ............. Falkland Highway
Transmitter Location . Falkland Highway
Time on the Air ....... Unlimited Time
News Service ........ UP
Transcription Service .. Long-Worth, World.
M. M. Cole
Representative ........ The Walker Co.

Personnel
President ............... Julian J. White
General and Station Mgr. . Billy S. Hodges
Sales-Commercial Manager . Carl J. McKinney
Sales Pro.-Mer.-Manager . Carl J. McKinney
Chief Engineer ........ James H. Mayo
Record m. c. ........ Max Ross

WHNC
HENDERSON, N. C.—EST. 1945
MUTUAL BROADCASTING SYSTEM
Frequency: 890 Kc. Power: 250 Watts
Owned-Operated By . Henderson Radio Corp.
Address ............. 219 S. William St.
Phone Number ........ 736-925
Transmitter Location . U. S. I. 2 miles north
Time on the Air ....... Sun-up to Sun-down
News Service ........ AP
Transcription Service .. World, Long-Worth, Cole, Keystone

Personnel
President ............... S. S. Stevenson
Vice Pres.-General Manager . Nathan Frank
Station-Commercial Manager . Nathan Frank
Chief Engineer ........ Lewis Hiland

WHKY
HICKORY—EST. 1939
ABC
Frequency: 1290 Kc. Power: 5000 d. 1000 n.
Owned-Operated By . The Catawba Valley Broadcasting Co., Inc.
Address ............. Radio Bldg.
Phone Number ........ 1195-8
Transmitter Location . 2½ miles SE of Hickory
Time on the Air ....... 6:15 a.m. to midnight
News Service ........ UP
Transcription Service .. World
Representative ........ Howard H. Wilson

Personnel
President ............... Carl V. Cline
Gen. and Station Manager . Edmund S. Long
Sales-Commercial Manager . Frank Haithcox
Sales Pro.-Mer. Mgr. . Edmund S. Long
Chief Engineer ........ Edmund S. Long

WMFR
HIGH POINT—EST. 1935
ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By . Radio Sta. WMFR, Inc.
Address ............. 164 S. Main St.
Phone Number ........ 4593
Transmitter Location . 164 S. Main St.
Time on the Air ....... 6 a.m. to 12:05 a.m.
News Service ........ UP
National Representative . Burn-Smith Co.

Personnel
President ............... H. M. Lambeth
General-Station Manager . H. M. Lambeth
Sales-Commercial Manager . Pat Taylor
Chief Engineer ........ R. P. Boyd

WFTC
KINSTON—EST. 1936
ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By . Robeson Broadcasting Co.
Address ............. 210 East King St.
Phone Number ........ 4111
Transmitter Location . Kinston, N. C.
Time on the Air ....... 6:15 a.m. to 11:30 p.m.
News Service ........ AP
Representative ........ Burn-Smith Company

Personnel
General Manager ........ Bob Bingham
Sales Manager ........ Baldwin Harper
Continuity Director ........ Mary D. Dudley
Production Director ........ Chic Wingate
Chief Announcer ........ Ben Taylor
Publicity Director ........ Eleanor Snow
Chief Engineer ........ Herman Ards

LEXINGTON*
Frequency: 1190 Kc. Power: 250 Watts
Owned-Operated By . Davidson County Broadcasting Co.
Address ............. Lexington, N. C.

Owners ........ Omar G. Hilton, Greeley N. Hilton
* Construction Permit:

LUMBERTON*
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By . Robeson Broadcasting Co.
Address ............. Lumberton, N. C.

* Construction Permit.
NORTH CAROLINA

WHIT
NEW BERN—EST. 1942
MBS—TOBACCO NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Coastal Broadcasting Co.
Address: U. S. Highway No. 17, South
Phone Number: 1450
Transmitter Location: U. S. Highway No. 17
Time on the Air: Full Time License
News Service: UP
Transcription Service: Lang-Worth
Representative: The Walker Co.

Personnel
Pres.-Station & Gen. Mgr.: Louis N. Howard
Sales Prom.-Mer. Mgr.: Thomas E. McCaffrey
Chief Engineer: David E. Hardison

WPTF
RALEIGH—EST. 1924
NATIONAL BROADCASTING COMPANY
Frequency: 680 Kc. Power: 50,000 Watts
Owned-Operated By: WPTF Radio Co.
Address: Insurance Bldg.
Phone Number: 8311
Transmitter Location: Cary, N. C.
Time on the Air: 8 a.m. to midnight, Sun. 8 a.m. to midnight
News Service: AP; UP
Transcription Services: NBC Thesaurus, World, Cole, Standard
Representative: Free & Peters

Personnel
President: J. R. Weatherspoon
General Manager: Richard H. Mason
Sales Manager: Ollie L. Carpenter
Director of Adver. & Prom.: R. W. Youngsteadt
Program Dir.-Prod. Manager: Graham Poyner
Chief Engineer: Henry Hulick, Jr.

WJNC
JACKSONVILLE—EST. 1945
MBS—TOBACCO NETWORK
Frequency: 1240 kc. Power: 250 Watts
Owned By: Jacksonville Broadcasting Co.
Operated By: Louis N. Howard and Ellis Howard
Business Address: Box 387, Highway 24
Studio Address: Highway 24
Transmitter Location: Highway 24
Time on the Air: Full Time
News Service: UP
Transcription Service: Lang-Worth
Representative: The Walker Co.

Personnel
President-Owner: Louis N. Howard
Station-Commercial Manager: Lester L. Gould

No other Southern state equals North Carolina in combined rural and urban prosperity. The value of North Carolina's manufactured products is nearly triple the average for the nine other Southern states. North Carolina's cash income to farmers is nearly twice the Southern average. Result: the kind of Southern market most advertisers want!

With 50,000 Watts at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS • NBC
RALEIGH, N. C.
NORTH CAROLINA

WRAL
RALEIGH—EST. 1939
MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Capitol Broadcasting Company
Address: 130 S. Salisbury Street
Phone Number: 6411
Transmitter Location: S. Davie St.
Time on the Air: 6:30 a.m. to 11 p.m., EWT
News Service: Lang-Worth
Transcription Service: Weed & Co.

Personnel
President: A. J. Fletcher
General Manager: Fred Fletcher
Commercial Manager: B. G. Robertson
Program Director: Ray Reeve
Chief Engineer: Stanley Brown

WCBT
ROANOKE RAPIDS—EST. 1939
MUTUAL BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Radio Station WCBT, Inc.
Address: 251 Roanoke Avenue
Phone Number: R-855-1
Transmitter Location: 10th Street Extension
Time on the Air: 7 a.m. to midnight; Sunday, 9 a.m. to midnight
News Service: UP
Transcription Services: Keystone, World National Representative: Burn-Smith

Personnel
President-General Manager: S. E. Crew
Station-Commercial Manager: A. L. Drew
Promotion-Publicity Director: Jesse Helms
Production-Musical Director: Doyle Satterthwaite
Chief Engineer: C. W. Mears

WEED
ROCKY MOUNT—EST. 1933
ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: W. Avera Wynne
Business Address: Box 752
Phone Number: Rocky Mount 1420
Transmitter Location: Rocky Mount
Time on the Air: 6 a.m. to midnight
News Service: AP
Transcription Service: World, Standard

Personnel
Owner-Manager: W. Avera Wynne
Sales-Commercial Manager: Jack L. Cummings
Prog. Director-Chief Announcer: Bill Holm
Chief Engineer: Issac G. Murphrey

WSHP
SALISBURY—EST. 1939
MUTUAL BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Piedmont Broadcasting Corp.
Business Address: P. O. Drawer 920
Phone Number: 2121-2
Transmitter Location: Statesville Highway
Time on the Air: 7 a.m. to 12 midnight
News Service: AP
Transcription Service: World Representative: Burn-Smith Co.

Personnel
President-General Manager: Bryce P. Beard
Station Manager-Sales-Com.-Manager: Mrs. Katherine F. Fisher
Program Director: Betty Gill
Chief Engineer: Carl B. Watson

(Call Letters to Be Assigned)
SHELBY

Frequency: 730 Kc. Power: 250 D.
Owned-Operated By: Western Carolina Radio Corp.
Address: P. O. Box 200
* Construction Permit.

For the BEST IN NEWS
for the BEST IN PROGRAMS
BASED ON NEWS
AP!
This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn’t know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over $175,000,000.

We want you to know... that WRRF serves this market completely... a market of over 600,000 population... with 6,188 retail stores that do over $100,000,000 annual sales volume.

You should know... that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs. Then you will know that WRRF is the only “buy” to cover Eastern North Carolina... WRRF will sell your product in one of America’s richest agricultural belts... So remember WRRF... This Washington in North Carolina — and this "as good as gold"... market.

WRRF TARI HEEL BROADCASTING SYSTEM, INC. "WE RADIATE REAL FRIENDSHIP" AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY FOR JOE & COMPANY • National Representative NEW YORK CHICAGO PHILADELPHIA WASHINGTON NORTH CAROLINA "HOME OF WRRF"
WRRF
WASHINGTON—EST. 1942
AMERICAN BROADCASTING CO.
Frequency: 930 Kc Power: 1000 Watts
Owned-Operated By Tar Heel Broadcasting System, Inc.
Address Bank of Washington Bldg.
Phone Number 403
Transmitter Location 1 mile south on U. S. 17
Time on the Air 6 a.m. to local sunset
News Service AP
Transcription Service NBC Theatres
National Representative Forjee & Co.

Personnel
President W. R. Roberson, Sr.
Gen. Station Manager W. R. Roberson, Jr.
Sales Manager T. H. Patterson
Program Director Mary Miller
Promotion Manager T. H. Patterson
Record M. C. Bill O'Connell
Publicity Director Ben Roebuck
Chief Engineer George Martin

(Wilmington)

WGTM
WILSON—EST. 1937
MBS—TOBACCO NETWORK
Frequency: 1340 Kc Power: 250 Watts
Owned-Operated By Penn Thomas Watson
Address P. O. Box 976, Wilson
Phone Numbers 2188, 2189
Transmitter Location Wilson
Time on the Air 8 a.m. to 11:15 p.m.
News Service AP
Transcription Service Lang-Worth World,
Representative The Walker Co.

Personnel
Owner P. T. Watson
General Manager Allen Wannamaker
Commercial Manager Robert B. Brunson
Chief Engineer William H. Malone

WAIR
WINSTON-SALEM—EST. 1937
ABC
Frequency: 1340 Kc Power: 250 Watts
Owned-Operated By WAIR Broadcasting Co.
Address Pepper Bldg.
Phone Number 2-1133
Transmitter Location Reynolds, N. C.
Time on the Air 8 a.m. to midnight
News Service AP
Transcription Service World Broadcasting
Representative The Walker Company

Personnel
Gen. and Station Manager George D. Walker
Commercial Manager C. G. Hill
Sales Promotion Manager Ruth Pitts
Chief Engineer Leo King

WSJS
WINSTON-SALEM—EST. 1930
NATIONAL BROADCASTING CO.
Frequency: 830 Kc Power 5000 Watts
Owned-Operated By Piedmont Publishing Co.
Address 419-421 N. Spruce St.
Phone Number 4141
Transmitter Location RFD No. 1
Time on the Air Full Time License
Newspaper Affiliation Winston-Salem Journal;
Twin City Sentinel
News Service AP
Transcription Service Standard, Lang-Worth
Representative Headley-Reed Co.

Personnel
President Gordon Gray
General Manager Harold Essex
Sales-Commercial Manager Harry B. Shaw
NEW POWER!

ADDED "SALES" PUNCH!

KSJB
JAMESTOWN, N.D.

NOW-5000 WATTS
AT 600 KC

BLANKETING NORTH DAKOTA,
SOUTH DAKOTA, AND
NORTH WESTERN MINNESOTA

Your sales messages will be delivered to greater audiences through specialized programming to the consumers in the rich agricultural area.

JAMESTOWN BROADCASTING COMPANY, INC.

AFFILIATED WITH
Columbia Broadcasting System • Mutual Broadcasting System
North Central Broadcasting System

National Sales Representative: NCBS SPOT SALES

NEW YORK 1, N.Y.
Empire State Building
Longacre 3-4874

CHICAGO 1, ILL.
360 North Michigan Avenue
Central 4894

ST. PAUL 1, MINN.
E-622 First National Bank Building
Cedar 8579
For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K F Y R
BISMARCK—EST. 1925
NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK
Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: Meyer Broadcasting Company
Address: 320 Broadway Phone Number: 468
Transmitter Location: Menoken, N. Dak.
Time on the Air: 6 a.m. to midnight
Sunday, 7 a.m. to midnight
News Service: UP
Transcription Service: Standard
Representative: John Blair & Company

Personnel
President-General Manager: P. J. Meyer
Station and Commercial Manager: F. E. Fitzsimonds
Promotion Director-Chief Announcer: Cal Culver
Chief Engineer: Ivar Nelson

K D L R
DEVILS LAKE—EST. 1925
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: KDLR, Inc.
Address: 1025 Third St. Phone Number: 1090
Transmitter Location: East end 4th Street
Time on the Air: 6 a.m. to 11 p.m.
News Service: UP
Transcription Service: World Broadcasting, SESAC
Representative: North Central Broadcasting System

Personnel
President and Station Manager: Bert Wick
Program Director: Robert Raynor
Chief Engineer: Richard Moritz

W D A Y
FARGO—EST. 1922
NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK
Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WDAY, Inc.
Address: Black Building Phone Number: 5357
Transmitter Location: West of Fargo
Time on the Air: 6 a.m. to 12 midnight Sunday, 7 a.m. to midnight
News Service: Fargo Forum
Transcription Service: NBC Thesaurus
Representative: Free & Peters

K F J M
GRAND FORKS—EST. 1923
COLUMBIA BROADCASTING SYSTEM
Frequency: 1440 Kc. Power: 1000
Owned-Operated By: University of North Dakota
Address: Woodworth Hall, University Campus Phone Number: 2800
Transmitter Location: University Campus Time on the Air: 3 p.m. to 5 p.m. daily

Personnel
President: John C. West
Station Manager: Donald J. Robertson
Chief Announcer: Dean Winkler
Program Director: Fay Lufkin
Chief Engineer: Arnold Petrich
(Non-Commercial Station)

K I L O
GRAND FORKS—EST. 1941
COLUMBIA BROADCASTING SYSTEM
Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Dalton Le Masurier
Address: First National Bank Building Phone Number: 1200
Transmitter Location: University of North Dakota Campus
Time on the Air: 6 a.m. to midnight
News Service: UP
Transcription Service: Lang-Worth
Representative: Headley-Reed Co.
**KLPM**  
**MINOT—EST. 1929**

**MUTUAL BROADCASTING SYSTEM**  
**NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1390 Kc. . . . . . . Power: 1000 Watts  
Owned By . . . . . . . . . . . Minot Broadcasting Co.  
Operated By . . . . . . . . . . John B. Cooley  
Business Address . . . . . . 118 S. Main St.  
Phone Number . . . . . . . . . . . . 1267  
Studio Address . . . . . . . . . . . 118 S. Main St.  
Transmitter Location . . . . Three miles southeast of Minot  
Time on the Air . . . . . . 6:30 a.m. to midnight,  
Sunday 7:30 a.m. to midnight  
News Service . . . . . . . . . . . UP  
Transcription Service . . World Broadcasting System  
Representative . . . . . . The Walker Company

**Personnel**

President . . . . . . . . . . . . . John B. Cooley  
General Manager . . . . . . . John B. Cooley  
Station Manager . . . . . . . C. W. Baker  
Sales-Commercial Manager . . . E. H. Cooley  
Sales Promotion-Merchandising Manager . . . . . . . E. H. Cooley  
Program-Director-Production Manager . . Jack Helling  
Publicity Director . . . . . . Lillian Aardahl  
Chief Engineer . . . . . . . . . C. W. Baker

**KGCU**  
**MANDAN—EST. 1925**

**MUTUAL BROADCASTING SYSTEM**  
**NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1270 Kc. . . . . . . Power: 250 Watts  
Owned . . . . . . . . . . . Mandan Broadcasting Co.  
Operated By . . . . . . . . Mandan Broadcasting Co.  
Business Address . . . . . . . 200 3rd Ave., N.W.  
Phone Number . . . . . . . . . . . 631  
Transmitter Location . . . South East of Mandan  
Time on the Air . . . . . . 5 a.m. to 11 p.m.  
Transcription Service . . Lang-Worth  
Representative . . . . . . North Central Broadcasting System

**Personnel**

President . . . . . . . . . . W. S. Russell  
Gen. Mgr-Station Mgr . . . . . M. J. Reichert  
Sales-Commercial Manager . . . M. J. Reichert  
Sales Promotion-Mer. Mgr . . . M. J. Reichert  
Program Director . . . . . . Mert Bushee  
Chief Engineer . . . . . . . . . LeRoy Gunderson

**KOVC**  
**VALLEY CITY—EST. 1936**

**MUTUAL BROADCASTING SYSTEM**  
**NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1490 Kc. . . . . . . Power: 250 Watts  
Owned . . . . . . . . . . . KOVC, Inc.  
Operated By . . . . . . . KOVC, Inc.  
Address . . . . . . . . . . . . 312 Fifth Ave.  
Phone Number . . . . . . . . . . . . . 408  
Transmitter Location . . . . . . . 312 Fifth Ave.  
Time on the Air . . . . . . 6 a.m. to 10:30 p.m.  
News Service . . . . . . . . . . . UP  
Representative . . . . . . . North Central  

**Personnel**

President-General and Station Manager . . . . . . . Robert E. Ingstad  
Commercial Manager . . . . . . . Robert E. Ingstad  
Sales-Promotion-Merchandising Manager . . . William Weaver  
Program Director . . . . . . William Weaver  
Production Manager . . . . Florence Fisher  
Chief Announcer-Record Manger . . . . Bill Weaver  
Musical Director . . . . . . . Art Lydell  
Chief Engineer . . . . . . . . . Kermit Holm
WAKR

TOWERS OVER AKRON

ABC Network

5000 WATTS * DAY & NIGHT

WEED & CO.

National Representatives
Ohio
For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WADC
AKRON—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: Allen T. Simmons
Business Address: Box 830
Phone Number: Meadowbrook 3211
Studio Address: Tallmadge, Ohio
Transmitter Location: State Route No. 8, North of Akron
Time on the Air: 6 a.m. to 1:05 a.m.
News Service: UP & Trans.
Transcription Service: Standard Radio & Lang-Worth
Representative: Geo. P. Hollingbery Co.

Personnel
Owner-Manager: Allen T. Simmons
Ass’t. Manager: Robert Wilson
Sales-Commercial Manager: Fred C. Bock
Sales Promotion-Merchandising: Robert Wass
Program Director: Harold Hageman
Production Mgr.-Publicity: Secrest Williams
Chief Announcer: Harold Hageman
Chief Engineer: John L. Wildermuth

WHKK
AKRON—
MUTUAL BROADCASTING SYSTEM
Frequency: 640 Power: 1000 Watts
Owned-Operated By: United Broadcasting Co.
Address: 51 West State St.
Phone: BL 7101
Transmitter Location: Akron-Peninsula Rd.
Time on the Air: 8 a.m. to Pacific Sunset
Sign Off
Newspaper Affiliation: Cleveland Plain Dealer
News Service: AP
Transcription Service: World
Representative: Radio Advertising Co.

Personnel
President: Sterling Graham
Gen. and Station Manager: R. W. Richmond
Sales Manager: J. H. Harrington

WHKK
MUTUAL
AKRON
640 K.C. 1000 WATTS
UNITED BROADCASTING COMPANY
Operators of WHK, Cleveland, WHKK, Akron; WHKC, Columbus
Represented by RADIO ADVERTISING CO.
Pride of the Rubber Empire

WADC

Population: 2,749,400
Retail Sales: $1,761,368,000
Effective Buying Income: $3,876,992,000

AKRON OHIO CBS BASIC AFFILIATE

Owner-Manager: Allen T. Simmons
National Rep.: Geo. P. Hollingbery Co.
SALES PROMOTION-MERCHANDISING
Manager ..................  J. H. Harrington
Program Director-Production
Manager  ..................  L. F. Heinrich
Publicity Director  ........  T. S. Federhar
Chief Engineer  ...........  James S. Hill

WAKR
AKRON—EST. 1940
AMERICAN BROADCASTING CO.

Frequency: 1590 Kc. . . . . Power: 5000 Watts
Owned-Operated By: Summit Radio Corpora-
tion
Address ..................  First Central Tower
Phone Number  .............  HEmlock 6151
Transmitter Location
Swarts Road, RFD, South Akron
Time on the Air ...........  6:30 a.m. to 1 a.m.
Sundays, 7 a.m. to 1 a.m.
News Service ................ AP & UP
Transcription Service ..... NBC Thesaurus,
Standard, Associated
Representative .............  Weed & Co.

Personnel
President-Station Manager .. S. Bernard Berk
Commercial Manager ......... Kenneth M. Keegan
Sales Promotion Manager .. V. G. Berk
Program Director ........... Coleman Scott
Musical Director ............. Stanley Schultz
Chief Engineer ............. George V. Paul

WICA
ASHTABULA—EST. 1937

Frequency: 970 Kc. . . . . Power: 1000 Watts
Owned-Operated By: WICA, Inc.
Address ................ 221 Center St.
Phone Numbers ...........  1211-1311
Studios  . 221 Center St., Ashtabula; State
Transmitter Location: Ashtabula-Jefferson Rd.
Time on the Air ...........  6:45 to local sunset
News Service ................ UP
Transcription Service ...... World
Representative  ............. The Walker Co.

Personnel
General Manager ........... R. B. Rowley
Station Manager ........... W. W. Walrath
Commercial Manager ....... D. W. Fassett
Sales Promotion Manager ... D. W. Fassett
Program Director-Publicity
Director .................. A. B. Newkirk
Chief Announcer ........... J. L. Sheldon
Musical Director .......... Mary Pavolino
Chief Engineer ............. H. R. Johnson

WHBC
CANTON—EST. 1926
MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc. . . . . Power: 1000 Watts
Owned By: Ohio Broadcasting Co.
Operated By: WHBC
Address ................  550 Market Avenue, South
Phone Number .............  7-166
Transmitter Location: Broad Ave. Ext. N.W.
Time on the Air ...........  6:30 a.m. to 1 a.m.
Sundays, 9 a.m. to 1 a.m.
News Service ................ AP & UP
Transcription Service ...... World, SESAC
Representative ............. Burn-Smith Co., Inc.

Personnel
Owner .................. Brush-Moore Newspapers Inc.
Director of Radio ........... Eugene Carr
Station Manager ........... William I. Hershey
Commercial Manager ....... Robert C. Fehlman
Sales Promotion Manager .. Charles Erbland
Program Director-Musical
Director ............. Martin Alexander
Chief Engineer .......... Kenneth Stiker

WCKY
CINCINNATI—EST. 1929

Frequency: 1530 Kc. . . . . Power: 50,000 Watts
Owned-Operated By: L. B. Wilson, Inc.
Address ................ Hotel Gibson, 5th & Walnut
Streets
Phone Number ............. Cherry 6565
Transmitter Location: near Crescent Springs
Ky.
Time on the Air ........... 5 a.m. to 1 a.m.; Sundays
7 a.m. to 1 a.m.
News Service ................ AP; UP
Transcription Service ...... Standard Radio; World
Representative ............. Free & Peters

Personnel
President and General Manager .. L. B. Wilson
Executive Vice-President .... Kenneth Church
Sales-Commercial Manager .. Kenneth Church
Local Sales Manager ....... George H. Moore
Production Manager .......... Bill Dawes
Publicity Director ........... John Murphy
Chief Engineer ................ C. H. Topmiller
Record m. c's. ............. Sid Ten Eyck, Lou Kent
Tom Moore, Don Lewis

WCPO
CINCINNATI—EST. 1922

Frequency: 1230 Kc. . . . . Power: 250 Watts
Owned-Operated By: Scripps-Howard
Radio Inc.
Address ................  3800 Carew Tower Bldg.

528
 WKRC  
CINCINNATI—EST. 1923  
COLUMBIA BROADCASTING SYSTEM  
Frequency: 550 Kc...Power: 5000 d.; 1000 n.  
Owned-Operated By: The Cincinnati Times-Star Co.  
Address: Hotel Alms  

Phone Number: Phone Number:...MAin 3314  
Transmitter Location:...Daylight Building, 623 East 6th St.  
Time on the Air: 24 hours daily  
Newspaper Affiliation: The Cincinnati Post; Scripps-Howard Newspapers  
News Service:...UP  
Transcription Service: Standard Radio Lang-Worth; Associated Music Publishers  

Personnel  
President: Jack Howard  
V-P. & Gen. Mgr.: M. C. Watters  
Ass't. Station Manager: John Patrick Smith  
Commercial Manager: Evelyn Eppinger  
Sales Promotion Mgr.: John Patrick Smith  
Program-Publicity Director-Production Manager: Glenn Clark Miller  
Chief Announcer: Earl Corbett  
Musical Director: Eugene T. Hector  
Chief Engineer: Glen Davis  

WKRC  
ONLY Cincinnati Radio Station with a consistent YEAR-BY-YEAR INCREASE in Share-of-Audience since 1941  

550 KILOCYCLES  
Nationally Represented by  
THE KATZ AGENCY  
BASIC  
CBS  

WLW  
CINCINNATI—EST. 1922  
NATIONAL BROADCASTING CO.  
Frequency: 700 Kc...Power: 50000 Watts  
Owned-Operated By: The Crosley Corporation  
Address: 140 W. Ninth St.
OHIO

Phone Number..........................Cherry 1822
Transmitter Location.................Mason, Ohio
Time on the Air....................24 hours daily
News Service.........................AP; INS; UP
Transcription Service......World Broadcasting System

Personnel

Victor President in Charge of Broadcasting........James D. Shouse
Vice President and Gen. Mgr......................R. E. Dunville
Sales Manager..........................Harry Mason Smith
Director of Promotional Activities........M. N. Terry
Director of Sales Promotion..............R. J. Savage
Program Director........................Eldon A. Park
Production Manager......................Chester Herman
Publicity Director.........................A. E. Scheffer
Chief Announcer........................Chesver Herman
Musical Director.........................Milton Weiner
Chief Engineer..........................R. J. Rockwell

WSAI
CINCINNATI—EST. 1923
AMERICAN BROADCASTING CO.

Frequency: 1360 Kc........Power: 5000 Watts
Owned By.............................Field Enterprises, Inc.
Operated By.........................Buckeye Broadcasting Co.
Address...............................115 E. Fourth St.
Phone Number........................Cherry 6056
Transmitter Location..............Near Mt. Healthy, Ohio
Time on the Air......................19 hours. Mon.-Sat.; Sun., 17 hours.
News Service........AP & UP, Chicago Sun Wire
Transcription Service..............NBC Thesaurus
Representative........................Louis H. Avery, Inc.

Personnel

President..............................Marshall Field
General Manager.......................Robert M. Sampson
Sales Manager.........................W. H. Christian
Program Director.....................James Leonard
Musical Director......................Burt Farber
Chief Engineer.........................Wm. E. Symons
Publicity Director....................Dorothy Wotman

WGAR
CLEVELAND—EST. 1930
COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Authorized..Power: 5000 d.; n. 5000
Owned-Operated By...............The WGAR Broadcasting Company
Address..............................Hotel Statler
Phone Number.......................Prospect 0200
Transmitter Location..............Broadview & Atkins Rd., Brecksville, Ohio
Time on the Air......................6 a.m. to 1 a.m.
News Service..........................UP
Transcription Service..............Lang-Worth, Standard
Representative......................Edward Petry & Co., Inc.

Personnel

President..............................George A. Richards
Vice President-General Manager........John F. Patt
Assistant Manager....................Carl George
Commercial Manager....................Harry Camp
Sales Promotion Manager.............Jack Roeder
Program Director.....................David Baylor
Production Manager...................Wayne Mack
Musical Director......................Walberg Brown
Chief Announcer.......................Reg Merridew
Chief Engineer.........................R. Morris Pierce
Publicity Director....................Manuel Eisen

WHK
CLEVELAND—EST. 1921
MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc........Power: 5000 Watts
Owned By.............................Cleveland Plain Dealer
Operated By..........................United Broadcasting Co.
Address...............................1311 Terminal Tower
Phone Number........................Prospect 5800
Transmitter Location..............Seven Hills Village
Time on the Air......................6:45 a.m. to 1 a.m.
News Service..........................AP, Reuters
Transcription Service..............Lang-Worth, Associated, BMI
Representative.........................Paul H. Raymer Co.

Personnel

General Manager......................K. K. Hackathorn
Sales Manager........................Robert DeTehon
Program Director.....................C. M. Hunter
Merchandising Manager..............Sue Cornelius
Chief Announcer.......................Garde Chambers
Publicity Director.....................Saul Giants
Product Manager......................Albert Shambarger
Musical Director......................Willard Pettit
Chief Engineer.........................Ralph DeLany
Record m. c............................Hugh Collins

WJW
CLEVELAND—EST. 1943
AMERICAN BROADCASTING CO.

Frequency: 850 Kc........Power: 5000 Watts
Owned-Operated By...............WJW Building, Playhouse Square
Address..............................WJW Building, Playhouse Square
Phone Number.......................SUPERior 0101
Transmitter Location..............North Royalton, Ohio
Time on the Air......................Full time
News Service..........................UP, TP
Transcription Service..............Standard
Representative.........................Headley-Reed Co.

Personnel

President and General Manager........William M. O'Neil

530
**W T A M**
CLEVELAND—EST. 1923
NATIONAL BROADCASTING CO.
Frequency: 1100 Kc. Power: 50000 Watts
Owned-Operated By: National Broadcasting Co.
Business Address ... 815 Superior Ave., N.E.
Phone Number ........... Cherry 0842
Transmitter Location ... Brecksville, Ohio
Time on the Air: 5 a.m. to 1 a.m.; Sundays, 6 a.m. to 1 a.m.
News Service .......... UP; AP
Transcription Service ....... NBC Thesaurus:
Standard Radio Representative ....... Donald Stratton

**Personnel**

President .................. Niles Trammell
General Manager ............ Varnon H. Pribble
Station Manager ............. Vernon H. Pribble
Commercial Manager .......... Harold Gallagher
Sales Promotion Manager .... Howard Barton
Program Director .......... Hal Metzger
Publicity Director .......... Victor Liston
Chief Engineer ............. S. Edwin Leonard

**W B N S**
COLUMBUS—EST. 1921
COLUMBIA BROADCASTING SYSTEM
Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By ............ Radiobio, Inc.
Address .................. 33 North High Street
Phone Number ............... Adams 9265
Transmitter Location ......... 1035 Barnett Rd.
Time on the Air: 6 a.m. to 1 a.m. daily; 8 a.m. to 1:05 a.m. Sunday
News Service ................ AP
Transcription Service ......... Standard Radio
Representative ............. John Blair & Company

**Personnel**

President .................. Robert H. Wolfe
Gen. and Station Manager .... Richard A. Borel
Sales-Commercial Manager .... W. I. Orr
Sales Promotion Manager ... Jerome R. Reeves
Program Director ........... Geer Parkinson
Production Manager .......... Chester S. Long
Publicity Director .......... Jerome R. Reeves
Chief Announcer ............ Russell Cantor
Musical Director .......... Geer Parkinson
Record m. c. ................ Irwin A. Johnson
Chief Engineer ............. Lester H. Naizger

**W C O L**
COLUMBUS—EST. 1934
ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By .......... The Pixleys
Business Address ........... 33 North High St.
Phone Number .............. Main 4581
Transmitter Location ...... 33 North High St.
Time on the Air: ......... 6 a.m. to 1 a.m.
Sundays 7:30 a.m. to 1 a.m.
News Service .......... INS & AP
Transcription Service ...... NBC Thesaurus:
Representative .......... Headley-Reed Company

**Personnel**

Owner ..................... L. A. Pixley
General and Station Manager ... Jack Kelly
Sales Commercial Manager ...... Jack Kelly
Publicity and Merchandising Manager .... Howard Donovan
Continuity Director .......... Frank Tate
Production Manager .......... Al Albinger
Chief Engineer ............ Leo DeConick

**W H K C**
COLUMBUS—EST. 1921
MUTUAL BROADCASTING SYSTEM
Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By .......... United Broadcasting Co.
Address .................. 22 East Gay St.
Phone Number .............. Adams 1101
Transmitter Location ...... 901 Obetz Road
Time on the Air: ......... 6 a.m. to 1 a.m.
News Service ................ AP
Transcription Service ......... Lang-Worth, Cole
Representative .......... Radio Advertising Corp.

**Personnel**

President .................. Sterling Graham
General Manager .......... Carl M. Everson
Commercial and Sales Promotion Manager .... Harry H. Hoessly
Program Director-Production Manager ......... John Moses
Publicity Director .......... Juanita Wilcox
Chief Announcer ............ Bernard J. Sweeney
Director .................. Abram Ruvinsky
Chief Engineer .......... William C. Minor
Record m. c. ............... Budd Sweeney

**W O S U**
COLUMBUS—EST. 1921
Frequency: 820 Kc. Power: 5000 Watts
Owned-Operated By .......... Ohio State University
Business Address ............ Columbus
Phone Numbers: University 3148; Extension 711-2, 579

531
WHIO
DAYTON—EST. 1935
COLUMBIA BROADCASTING SYSTEM
Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: Miami Valley Broadcasting Corporation
Business Address: 45 South Ludlow Street
Phone Number: ADams 2281
Transmitter Location: Hempstead Road
Time on the Air: 18½ hours daily
Newspaper Affiliations: Dayton Daily News; News Service: UP, INS.

Personnel
President: Howard L. Bevis
Station Director: R. C. Higgy
Program Director: William H. Ewing
Publicity Director: H. K. Schellenger
Chief Operator: C. H. Boehnker
*(Non-Commercial Station)*

WING
DAYTON—EST. 1939
ABC
Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By: Great Trails Broadcasting Corporation
Address: 121 North Main Street

Tell Southwestern Ohio your sales message

WHIO Dayton covers Southwestern Ohio—where the Great Miami and Little Miami rivers flow through the prosperous farm lands of a $100 million agricultural market richly studded by progressive manufacturing centers. This ready market is supported by diversified industries with sound progress in reconversion, and having projected expansion plans amounting to more than $50 million! Dayton and Montgomery County voters recently passed levies and bond issues to finance a unified capital improvement program amounting to $28 million! Tell your sales story through WHIO Dayton, the local station with the largest listening audience, plus complete, reliable local news coverage: UP, INS, PA.

5000 WATTS . . . . . . BASiC CBS

WHIO
- 11 YEARS SERViNG THE DAYTON AREA
- G. P. Hollingbery Company, Representatives
- Harry E. Cummings, Southeastern Representative

532
Phone Number .................................. ADams 3288-88-80
Transmitter Location ...................... Shaker Road
Time on the Air . . . 5:45 a.m. to 7:05 a.m., Sundays 6:45 a.m.-12:05 a.m.
News Service ........................................ AP
Transcription Service .......... Lang-Worth, Standard
Representative .............................. Weed & Company

**Personnel**

President ........................ Charles Sawyer
General Manager .................. John Pattison Williams
Station and Sales Manager .......... F. G. Dykstra
Merchandising Manager........... Mrs. Ruth Krause
Musical Director ....................... Charles G. Reeder

**WFIN**
FINDLAY—EST. 1941

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1330 Kc........... Power: 1000 Watts
Owned-Operated By . Findlay Radio Company
Business Address ............. 500½ South Main Street
Phone Number .................. Main 1330
Transmitter Location ........... Williams Road
Time on the Air: 6:30 a.m. to local sunset;
Sundays, 7:30 a.m. to local sunset
News Service .............................. INS
Transcription Service ........ Lang-Worth;

**Personnel**

Owner-General Manager ........ Fred R. Hover
Sales Manager ...................... M. C. Clark
Production Director .............. Joanne Lewis
Sales Promotion ..................... Dick Davis
Chief Engineer .......................... Edgar Smith

**WMOH**
HAMILTON—EST. 1944

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1450 Kc ............... Power: 250 Watts
Owned-Operated By . The Fort Hamilton Broadcast-
ing Co.
Address ................ Second National Bank Bldg.
Phone .............................. 4664
Transmitter Location .......... Middletown Pike
Time on the Air: 6 a.m. to 11 p.m.;
Sun., 7 a.m. to 11 p.m.
News Service ............................... UP
Transcription Service ........ NBC Thesaurus

**Personnel**

President ........................... Herbert G. Pabst
Executive Director ................. Don Ioset
Sales Manager ............................ Joe True
Chief Engineer ........................... Andrew Bruck

**WLOK**
LIMA—EST. 1938

**NATIONAL BROADCASTING CO.**

**OHIO NETWORK**

Frequency: 1240 Kc........... Power: 250 Watts
Owned-Operated By . The Fort Industry Co.
Address ....................... 620 National Bank Bldg.
Phone ............................. 93161
Transmitter Location .......... 1424 Rice Ave.
Time on the Air: 6 a.m. to midnight daily;
8 a.m. to midnight Sunday
News Service .............................. AP
Transcription Service ........ Standard
Representatives .............. Headley Reed

**Personnel**

President ........................... George B. Storer
Vice-President & Gen. Mgr. ... J. Harold Ryan
Station-Sales Manager ........ R. G. Elvin
Production-Program Director .. Edgar C. Ulrick
Chief Engineer .............. Darrell J. Hunter

**WMAN**
MANSFIELD—EST. 1939

**ABC**

Frequency: 1400 Kc........... Power: 250 Watts
Owned-Operated By . Richland, Inc.
Address ....................... 140 Park Avenue West
Phone Numbers ...................... 4235-6
Transmitter Location .......... Corner Longview Ave.
and No., Main St.
Time on the Air: 6:30 a.m. to 12:05 a.m.
News Service .............................. UP
Transcription Service ........ World
Representative ............. Broadcast Sales Co.

**Personnel**

Owner ............................... M. F. Rubin
General Manager ................. J. M. O'Hara
Program Director ............... Robert B. Christopher
News Editor ............................ Robert Horn
Chief Engineer ....................... W. E. Morrison

(Call Letters to Be Assigned)

**MARIETTA**

Frequency: 1490 Kc........... Power: 250 Watts
Owned-Operated By . Marietta Broadcasting Co.
Address ....................... St. Clair Block
* Construction Permit.

(Call Letters to Be Assigned)

**MARIETTA**

Frequency: 1340 Kc........... Power: 250 Watts
Owned-Operated By . Parkersburg Sentinel Co.
Address ....... 519 Juliana St., Parkersburg, W. Va.

**Personnel**

Chief Executive ................ Howard L. Chernoff
* Construction Permit.
Louis Bromfield addresses annual Marlon Chamber of Commerce Banquet.

Billy Southworth and baseball veterans Hank Gowdy, Jess Haines, Cy Young and Bob Ewing, at the annual "Southworth Dinner" given by The Kenton Elks.

W-M-R-N's listeners hear Miss Mary Jean Rankin, 1945 Corn Queen of the Bucyrus Annual Corn Show.

When You Buy Time On
W-M-R-N
You Buy
SALES RESULTS!

W-M-R-N covers the Little Brown Jug Futurity whose lush $40,000 purse in 1946 will draw the nation's best pacers and drivers to Delaware.

AN AFFILIATE OF THE AMERICAN BROADCASTING CO.

Sales Representatives:
Broadcast Sales Company
260 Madison Avenue
New York City

Broadcast Sales Company
360 N. Michigan Avenue
Chicago, Illinois

Gene Grant & Company
1651 Cosmo Street
Hollywood, California

The Friendly Neighbor
to 200,000 OHIOANS

W-M-R-N is happy to co-operate with its more than 200,000 listeners in promoting and publicizing their many and varied activities . . . more than 200,000 listeners who live in the heart of one of the richest agricultural and industrial areas in all Ohio.

On this page are illustrated a few of the many rural and city events that are broadcast annually over W-M-R-N.

Public service like this makes real friends of the local folks in our seven-county service area . . . whose buying power is valued at almost $200,000,000 annually.

Get your share of this rich market . . . tell your story to these in-the-money, willing-to-buy listeners.

REMEMBER . . .

When You Buy Time On
W-M-R-N
You Buy
SALES RESULTS!
WMRN
MARION—EST. 1940
ABC
OHIO NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned By: The Marion Broadcasting Company
Operated By: R. T. Mason
Address: North Main Street
Phone Number: 3226-7
Transmitter Location: North Main Street
Time on the Air: 16 hours, 15 min. daily
News Service: UP
Transcription Service: NBC Thesaurus.

Personnel
President-Station Manager: Robert T. Mason
Commercial Manager: Geo. A. Speese
Program Director: L. T. Marsh
Publicity Director: Ray Oviatt
Musical Director: Bob Dell
Record m. c.: Eric Paige
Chief Engineer: Joe Peters

WPAY
PORTSMOUTH—EST. 1935
COLUMBIA BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Brush-Moore Newspapers
Address: 1009 Gallia St.
Phone Number: 1010
Transmitter Location: 1009 Gallia St.
Time on the Air: 7 a.m. to midnight; Sundays, 7:30 a.m. to midnight.
Newspaper Affiliation: Portsmouth Times
News Service: AP & UP
Transcription Service: Lang-Worth & EMI

Personnel
President: Louis H. Brush
General and Station Manager: Paul Wagner
Sales-Commercial Manager: G. F. Boyd
Sales Promotion-Merchandising Manager: Robert K. Kuhn
Program Director: H. W. Apel
Publicity Director: Robert H. Kuhn
Chief Announcer: Edward Sagraves
Musical Director: Dorothy Page
Chief Engineer: Maurice L. Myers
Record m. c.: Carl Sunkel

WIZE
SPRINGFIELD—EST. 1940
ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Voice of Springfield, Inc.
Address: 115 West High Street
Phone Number: 4955

Personnel
President: Charles Sawyer
General and Station Manager: Adna Karns
Sales-Commercial Manager: Adna Karns
Program Director: Arthur L. Martin
Production Manager: Bob Terry
Publicity Director: Sarah Zahm
Musical Director: Jim Newman
Chief Engineer: Victor L. Bushong

WSBV
STEUBENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
VICTORY
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Valley Broadcasting Company
Business Address: Exchange Realty Building
Phone Number: 2-6265-66-67
Transmitter Location: Altamont Heights
Time on the Air: 6:45 a.m. to 1:15 a.m.
News Service: AP

AP Radio Productions
OFFERS FOUR OUTSTANDING SHOWS TRANSCRIBED
“Sports Star Special”
“Star Time”
“Special Assignment”
“The Cliff Edwards Show”
BIG NAMES, WELL-KNOWN PERSONALITIES, MAKE EACH SHOW A SALES WINNER
Ask about the unique, new “Cue-In” technique.
Transcription Service  Thesaurus Representative  Joseph Hershey McGillvra, Inc.

Personnel
General and Commercial Mgr...John J. Laux
Sales Promotion-Merchandising
Manager  ...John L. Merdian
Production Manager-Assist.
Manager  ...John L. Merdian
Production Manager and Assistant
Program Director  George H. Wilson
Publicity Director and Local News
Editor  ...Harry Cochran
Chief Announcer  George H. Wilson
Musical Director  ...Thomas Arim
Chief Engineer  ...Joseph M. Troesch

Transmitter Location: Oregon Road, East Toledo
Time on the Air  6 a.m. to 1 a.m.
News Services  AP, INS, UP
Transcription Service  NBC Thesaurus & Lang-Worth
Representative  The Katz Agency

Personnel
President  George B. Storer
Vice President  J. Harold Ryan
Managing Director  E. Y. Flanigan
Sales Promotion Manager  W. F. Shannon
Program Director  Robert B. Evans
Chief Engineer Studio  Frank M. Hilbert
Chief Engineer Transmitter  Edward L. Goon

W SP D
TOLEDO—EST. 1921
NATIONAL BROADCASTING CO.
Frequency: 1370 Kc........Power: 5000 Watts
Owned-Operated By  ...The Fort Industry Co.
Address  Broadcast Building, 136 Huron St.
Phone Number  ADams 3175

WT O L
TOLEDO—EST. 1938
AMERICAN BROADCASTING CO.
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By  ...The Community Broadcasting Company
Address  Bell Building
Phone Number  Adams 3291

SHAKE HANDS WITH
"THE FRIENDLY GROUP"

Four Stations in Four States under the experienced management of "The Friendly Group". Extending you a friendly hand for more business from these thriving markets.

For further details, write John Laux, Managing Director
"The Friendly Group", Steubenville, O.

National Representative: Joseph Hershey McGillvra, Inc.
New York  •  Chicago  •  Los Angeles  •  San Francisco
Big
BOX-OFFICE
in Toledo

WTOL shows in Toledo are big box-office ... every day and every night. Locally owned, locally operated ... the station plays to an audience with a first-hand understanding of what its particular audience most enjoys. Local interest. Plus national prestige. Local merchants prefer and use WTOL. Its local wallop offers a great opportunity for national advertisers to tie in for results.

WTOL
"Toledo's Friendly Station"
Basic ABC Network

Arch Shawd, General Manager

Representatives: Radio Advertising Co.
IF YOU COULD CHOOSE ONLY 25 U.S. MARKETS... YOU WOULD HAVE TO CHOOSE YOUNGSTOWN—WKBN

A stable, concentrated market area which ranks among the nation's top 25 means both peak buying ability and peak buying habits. Effectively served by one medium of proved selling power, this area is the "must market" of Youngstown—WKBN. The leading purchasing power of this third largest U.S. Steel Center is revealed conclusively by available statistics...total wage earners, annual wages, retail sales per family, etc. (Full information is available to advertisers in WKBN's Brochure on "The Youngstown Industrial Area"). This large and attentive buying audience falls within the primary coverage of one Radio station only...WKBN.

As repeated case histories throughout this pioneer station's 20-year history attest, such an exclusive situation has placed WKBN in the position of a powerful merchandising and sales force...the respected source of information and entertainment for a major market area of over half a million consumers...plus the bonus coverage area of over 6,000,000.

WKBN delivered its first broadcast to Youngstown earphones and speakers on September 26, 1926. The station's first bid for listeners was made with a 7½ watt transmitter. An ever-progressive policy has existed from the beginning and today's modern, powerful equipment...situated on forty-five acres of landscaped beauty in Youngstown's South Side residential section...brings Columbia Network and local entertainment to listeners in five states and Canada.
Transmitter Location..............Bell Building
Time on the Air..............Unlimited License
News Service .................UP & AP
Transcription Services; Associated Music Publishers; World.
Representative.............Radio Advertising Corp.

Personnel
President .........................Frazier Reams
Vice President-General Manager...Arch Shawd
Commercial Manager..............Gard Wallace
Sales Promotion Manager ........Henry Morgan
Program Director-Production Manager ............................................Karl Nelson
Publicity Director ...............Charlotte Van Benselager
Musical Director ................Dorothy Diller
Chief Engineer ..................John Sheehan

WRRN
WARREN—EST. 1941
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc.........Power: 250 Watts
Owned-Operated By: Nied & Stevens
Address ..................2nd National Bank Building
Phone Number .............4490
Time on the Air ..........6:45 a.m. to 12 midnight
Transmitter Location. 710 Main Avenue, S. W.
News Service .................UP
Transcription Service .....Lang-Worth
Representative .............Joseph Hershey McGillivra

Personnel
Owners ..................Frank T. Nied, Perry H. Stevens
Station Manager .........Emerson J. Pryor
Commercial Manager .......Frank B. Cannon
Sales Promotion Manager ..Emerson J. Pryor
Program Director-Production Manager ..........Lynn E. Gifford
Publicity Director ........Emerson J. Pryor
Chief Engineer .............Robert V. Kinney

WFMJ
YOUNGSTOWN—EST. 1939
AMERICAN BROADCASTING CO.
Frequency: 1450 Kc............Power: 250 Watts
Owned-Operated By: WFMJ Broadcasting Co.
Address ..................101 W. Boardman St.
Phone Number .............34121
Transmitter Location. ..101 W. Boardman St.
Time on the Air ..........6 a.m. to 12 midnight
Newspaper Affiliation .Youngstown Vindicator
News Service .................AP; UP
Transcription Services .Lang-Worth; Standard Radio
Representative .............Headley-Reed Company

Personnel
Owner-Station Manager......William F. Maag, Jr.
National Advertising Manager.....Phil Wood
Program Director ..............William Crooks
Business Manager .............Leonard Nasman
Musical Director .............Ronald Richards
Chief Engineer .............Frank Dieringer

WKBN
YOUNGSTOWN—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 570 Kc............Power: 5000 Watts
Owned-Operated By: WKBN Broadcasting Corp.
Address ..................17 N. Champion St.
Phone Number .............4-2122
Transmitter Location .3430 Sunset Blvd.
Time on the Air ........6 a.m. to 12:05 a.m.
Newspaper Affiliation. Cleveland Plain Dealer
News Service .................UP
Transcription Services .World; Lang-Worth
Representative .............Paul H. Raymer Co.

Personnel
President and Gen. Mgr., W. P. Williamson, Jr.
Station-Commercial Manager ..J. L. Bowden
Sales Promotion Manager ....Foster Harmon
Program Director .............Gene Trace
Production Manager ........Gene Trace
Publicity Director .............Foster Harmon
Chief Engineer .............B. T. Wilkins

WHIZ
ZANESVILLE—EST. 1924
NATIONAL BROADCASTING CO.
Frequency: 1240 Kc............Power: 250 Watts
Owned By: Southeastern Ohio Broadcasters, Inc.
Operated By ..................Fort Industry Company
Address ..................North Fifth St., Lind Arcade Bldg.
Phone Number .............6000
Transmitter Location .Newark Road
Time on the Air ..........6 a.m. to 12 midnight
News Service .................AP
Transcription Service ........Standard Radio
Representative .............John Blair & Company

Personnel
President ......................George Storer
General Manager .............Allen L. Haid
Sales Manager .............J. Robert Kerns
Program Director-Production Manager ................Howard George
Chief Engineer .............William Hunt
KADA
ADA—EST. 1934
AMERICAN BROADCASTING CO.
OKLAHOMA NETWORK
Frequency: 1230 Kc. ... Power: 250 Watts
Owned-Operated By: ... Dr. C. C. Morris
Address: 207 First Nat'l Bank Bldg.
Phone Number: 1212
Transmitter Location: North Broadway
Time on the Air: 6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
News Service: ... AP
Representative: Taylor Howe Snowden

Personnel
Owner: Dr. C. C. Morris
General-Manager: James M. Griffith
Commercial Manager: LeRoy W. Moses
Chief Engineer: Harold Walker

KVS0
ARDMORE—EST. 1935
AMERICAN BROADCASTING CO.
KBS—OKLAHOMA NETWORK
Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Operated By: John F. Easley
Business Address: Hotel Ardmore
Phone Number: 3030
Studio Address: Hotel Ardmore
Transmitter Location: Chickasaw & North-wesl Blvd.
Time on the Air: Unlimited License
Transcription Service: SESAC, World
Newspaper Affiliation: Daily Ardmore
News Service: AP
Representative: Taylor Howe Snowden

Personnel
General Manager: Albert Riesen
Commercial Manager: Gene Galley
Musical Director: Dolly Dutton
Chief Engineer: John Malloy

KWON
BARTLESVILLE—EST. 1942
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc. ... Power: 250 Watts
Owned-Operated By: Bartlesville Broadcasting Co.
Business Address: Union Natl. Bank Bldg.
Phone Number: 1400
Studio Address: Union National Bank Bldg.
Transmitter Location: Highway U.S. 75
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: AP

Personnel
President-General Manager: J. Fred Case
Commercial Manager: John Collins
Sales Promotion: Henry H. Heerman
Program Director: Keith Upson
Chief Engineer: E. Dallas Degraffenreid

KASA
ELK CITY—EST. 1932
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1240 Kc ... Power 100 Watts
Owned-Operated By: Southwest Broadcasting Co.
Address: Casa Grande Hotel
Phone Number: 730
Transmitter Location: Casa Grande Hotel
Time on the Air: Full time
News Service: UP
Transcription Service: Standard
Representative: Gene Grant

Personnel
President: L. J. Preston
Supervisor: F. E. Mayhew
Program Director: John Carmen
Chief Engineer: G. M. Patterson

KCRC
ENID—EST. 1929
ABC
OKLAHOMA NETWORK
Frequency: 1390 Kc. ... Power: 1000 Watts
Owned-Operated By: Enid Radiophone Co.
Business Address: Broadway Tower
Phone Number: 447
Transmitter Location: 318 E. Willow
Time on the Air: 6:30 a.m. to 11:05 p.m.
Newspaper Affiliation: Enid Morning News:
Enid Daily Eagle
News Service: AP
Transcription Service: Standard
Representative: Taylor Howe Snowden

Personnel
President: Mrs. Lucy M. Garber
General Manager: Milton B. Garber
Station Manager: Lucien D. Lindsey
Sales Promotion: Hugh J. Finnerty
Program Director: Marjorie Studer
Chief Engineer: Murray Coleman
KOALAHOA

KSWO
LAWTON—EST. 1941
MUTUAL
Frequency: 1150 Kc. Power: 250 Watts
Owned-Operated By:
Oklahoma Quality Broadcasting Co.
Business Address: PO Box 699
Phone Number: 3413
Studio Address: 17th & E. Streets
Transmitter Location: 17th & E. Streets
Time on the Air: Daytime
News Service: AP
Transcription Service: World

Personnel
General Manager: John W. Steele
Sales Promotion-Merchandising Manager: John W. Guffey
Program Director: Kathleen Burkett
Publicity Director: Jeanne Dryden
Chief Engineer: W. E. Billington

WNAD
NORMAN—EST. 1922
Frequency: 640 Kc. Power: 1000 Watts
Owned-Operated By: University of Oklahoma
Business Address: Faculty Exchange, Norman
Phone Number: 900; Station No. 124
Studio Address: Memorial Union Bldg.
Transmitter Location: 1140 Jenkins Ave.
Time on the Air: Daytime License
News Service: AP

Personnel
General Manager: John W. Dunn
Production Manager: Jim Newman
Musical Director: Jack Bowers
Chief Engineer: Jack Boyer
(Non-Commercial Station).

KBOY
OKLAHOMA CITY—EST. 1938
MUTUAL BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Plaxa Court Broadcasting Co.
Address: Plaza Court
Phone Number: 3-4333
Transmitter Location: Plaza Court
Time on the Air: 6 a.m. to 12 midnight, Sunday 7 a.m. to midnight.
News Service: AP
Transcription Service: Associated Music Publishers; Standard Radio; NBC Thesaurus
Representative: The Walker Co.

Personnel
President: John D. Thomas
Manager: M. H. Bonnebrake
Commercial Manager: George Tarter
Sales Promotion-Merchandising Manager: L. O. Peak
Program Director-Production Manager: Paul H. Buenning
Chief Engineer: George W. Brock

**KTM C**
McALESTER
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: McAlester Broadcasting Co.
Address: Aldridge Hotel

Personnel
Owners: C. E. Wilson, P. D. Jackson
*Construction Permit.

**KOMA**
OKLAHOMA CITY—EST. 1932
(as KFJF—1923)
COLUMBIA BROADCASTING SYSTEM
REGIONAL NETWORK (KOMA-KWFT-KTUL)
Frequency: 1520 Kc. Power: 5000 Watts
Owned-Operated By: KOMA, Inc.
Address: Biltmore Hotel
OKLAHOMA

Phone Number ..................... 2-3291
Studio Address .................. 24th Floor, Biltmore Hotel
Transmitter Location: 7½ miles north of Oklahoma City
Time on the Air .................. 18 hours daily
News Service ...................... UP
Representative ................. Free & Peters

Personnel
President ......................... John Griffin
General Manager .................. Kenyon Brown
Sales-Commercial Manager .... J. J. Bernard
Manager ......................... Webster L. Benham, Jr.
Program Director ............... Allan Page
Publicity Director .............. Kenneth Harris
Chief Announcer ............... Bob Duren
Musical Director ............... Mickey Reynolds
Chief Engineer ................. Morris W. Thomas

K T O K
OKLAHOMA CITY—EST. 1927
AMERICAN BROADCASTING CO.
OKLAHOMA NETWORK
Frequency: 1400 Kc. .......... Power: 250 Watts
Owned by ......................... O. L. "Ted" Taylor
Operated By ...................... Radio Station KTK
Business Address ............... 2004 Apco Tower
Studio Address .................. 1800 West Main
Phone Number ................... 5-8352
Transmitter Location ......... 1800 West Main
Time on the Air ................ 6 a.m. to midnight
News Service ..................... AP & UP
Transmission Service .......... World; Lang-Worth
Representative ................. Taylor-Howe-Snowden; Homer Griffith

W B B Z
PONCA CITY—EST. 1927
MUTUAL
Frequency: 1230 Kc. .......... Power: 250 Watts
Owned-Operated By ............. Okmulgee Broadcasting Corp.
Address ......................... McCulloch Bldg.
Phone Number ................... 3-846
Transmitter Location ......... Okmulgee
Time on the Air ............... 6:15 a.m. to 10:30 p.m.
News Service ..................... UP
Transmission Service .......... Lang-Worth; Keystone
Representative ................. Sears & Ayer

Personnel
President-Manager .............. Pat Buford
Commercial-Sales Promotion Manager ............ Lucille Buford
Program-Production Director .... Nova Clarke
Chief Announcer ................ Lowell Clark
Chief Engineer ............... J. H. Smith, Jr.
**KGFF**

**SHAWNEE—EST. 1930**

AMERICAN BROADCASTING CO.

OKLAHOMA NETWORK

Frequency: 1450 Kc. .......... Power: 250 Watts

Owned By .......... Stauffer Publications

Operated By .......... KGFF Broadcasting Co.

Address .......... Aldridge Hotel

Phone Number .......... 4390

Transmitter Location .......... Shawnee Country Club

Time on the Air ...... 6:30 a.m. to 12 midnight

Newspaper Affiliation .......... Stauffer Publications

Personnel

President .......... Oscar Stauffer

General Manager .......... Maxine Eady

Commercial Manager .......... H. S. Henderson

Promotion-Publicity Director .......... Zaida Porter

Production-Program Director .......... Roy J. Bowman

Chief Announcer .......... Roy J. Bowman

Chief Engineer .......... Salvatore Ricciotti

Chief Engineer .......... Roy Brown

Record MC .......... Etta May Avery

**KTUL**

**TULSA—EST. 1934**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc. .......... Power: 5000 Watts

Owned-Operated By .......... Tulsa Broadcasting Company, Inc.

Address .......... National Bank of Tulsa Bldg.

Phone Number .......... 2-3191

Studio Address .......... National Bank of Tulsa Bldg.

Transmitter Location .......... Tulsa, Okla.

Time on the Air .......... 5:45 a.m. to 11:30 p.m.

News Service .......... AP

Transcription Service .......... World Broadcasting; Thesaurus, Standard.

Representative .......... Free & Peters

Personnel

President .......... J. T. Griffin

General Manager .......... John Escu

Sales Mgr-Merchandise Mgr .......... L. A. Blust, Jr.

Program Dir-Production Mgr .......... Karl Janssen

Publicity Director .......... George Ketcham

Chief Announcer .......... Jack Morris

Musical Director .......... Glenn Hardman

Chief Engineer .......... Robert E. Snider

**KOME**

**TULSA—EST. 1938**

ABC

MUTUAL BROADCASTING SYSTEM

OKLAHOMA NETWORK

Frequency: 1340 Kc. .......... Power: 250 Watts

Owned-Operated By .......... Oil Capital Sales Corp.

Operated By .......... Harry Schwartz

Address .......... Radio Bldg., 910 S. Boston

Phone Number .......... 3-4121

Transmitter Location .......... 3904 S. Newport

Time on the Air .......... Unlimited

News Service .......... AP

Transcription Service .......... Standard & Lang-Worth

National Representative, Taylor-Howe-Snowden

Personnel

President .......... Harry Schwartz

General Manager .......... Harold Grimes

Nat'l Adv. Manager and Counselor .......... Fred Schwartz

Sales Promotion-Publicity Manager .......... Mary Corkill

Program Director .......... Dick Campbell

Continuity Director .......... Ann Fountain

Musical Director .......... Alfred Fox

Chief Announcer .......... Bill Farley

**KVOO**

**TULSA—EST. 1925**

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc. .......... Power: 50000 Watts

Owned-Operated By .......... Southwestern Sales Corporation

Address .......... Philtower Bldg.

Phone Number .......... 2-2254

Transmitter Location .......... 10 miles east of Tulsa on U. S. Highway No. 66

Time on the Air .......... 5:55 a.m. to 11:30 p.m.; Saturday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m. to 11:30 p.m.

News Service .......... INS

Transcription Service .......... Standard Radio; Lang-Worth

National Representative, Taylor-Howe-Snowden

Personnel

President .......... W. G. Skelly

Vice President-General Manager .......... William B. Way

Commercial Manager .......... Gustav Brandborg

Publicity-Sales Promotion Manager .......... W. T. McClarin

Program-Production Director .......... F. M. Randolph

Chief Engineer .......... L. W. Stinson
KEEP PACE WITH PACIFIC PROGRESS

KGW serves the productive, progressive Northwest. More than a million people in KGW's "listening area" look to Portland as their trade, cultural, and economic center. As transportation, industrial, shipping and commercial heart of the Pacific Northwest, Portland is the hub of a vast area embracing all of Oregon, and Southern Washington, Idaho and parts of Montana.

Expertly and adequately interpreting, analyzing, and reporting trends, emphasizing public service, taking the lead in the best in radio in every classification, KGW moves forward with the Northwest as it has for the past 24 years.

- Oregon is the largest timber-producing state in the nation
- The Northwest contains one-fourth of the total developed and potential hydro-electric power of the United States
- Portland ranks second in volume of shipping tonnage handled on the coast, is center of the meat-packing industry of the Northwest, and is the nation's second largest wool-shipping city.

KGW... RADI0'S MAINLINE TO NORTHWEST MARKETS
**K W I L**  
ALBANY—EST. 1941  
MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM  

Frequency: 1240 Kc.    Power: 250 Watts  
Owned-Operated By: Central Willamette Broadcasting Company  
Business Address: 15th and Elm Streets  
Phone Number: 870  
Transmitter Location: 15th and Elm Streets  
Time on the Air: 8:30 a.m. to midnight; Sundays, 7 a.m. to midnight  
Newspaper Affiliation: Albany Democrat Herald  
News Service: UP  
Transcription Service: Standard Radio, Cole  
Representative: John Keating

**Personnel**

President: W. L. Jackson  
Secretary-Treasurer: R. R. Cronise  
General Station Manager: Chet Wheeler  
Commercial Manager: Hal Byer  
Sales Promotion-Merchandising Manager: John Blake  
Program-Publicity Director: John Wray  
Production Manager: Bob Reinholdt  
Chief Announcer: Paul Danielson  
Record m. c.: Bob Nissen  
Chief Engineer: Bill Hansen

**K A S T**  
ASTORIA—EST. 1935  
MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM  
Frequency: 1230 Kc.    Power: 250 Watts  
Owned-Operated By: Astoria Broadcasting Co.  
Address: 404 Commercial St.  
Phone Number: 95  
Transmitter Location: 1006 Taylor Avenue  
Time on the Air: 7 a.m. to 12 midnight  
Newspaper Affiliation: Astorian-Budget  
News Service: AP  
Transcription Service: Standard Radio  
Representatives: Walter Biddick, John Keating

**Personnel**

Station Manager: L. E. Parsons  
Commercial Manager: E. H. Johnson  
Chief Engineer: James M. Titus

**K B K R**  
BAKER—EST. 1939  
Frequency: 1490 Kc.    Power: 250 Watts  
Owned-Operated By: Inland Radio, Inc.  
Address: 1st and Court Streets  
Phone Number: 140  
Transmitter Location: Baker  
Time on the Air: Unlimited  
News Service: UP  
Transcription Service: World  
Representative: W. S. Grant Co.

**Personnel**

Owners: Marshall E. Cornett, Lee W. Jacobs  
General & Station Manager: Lee W. Jacobs  
Sales-Commercial Manager: Lee W. Jacobs  
Sales Promotion Manager: Ken Lockwood  
Program Director: Grace Baer  
Production Manager-Musical Director: Bud Stuart

**K B N D**  
BEND—EST. 1938  
MUTUAL  
DON LEE  
Frequency: 1340 Kc.    Power: 250 Watts  
Owned-Operated By: The Bend Bulletin  
Address: 1147 Wall St.  
Phone Number: 848  
Transmitter Location: 1147 Wall St.  
Time on the Air: 7 a.m. to 10:30 p.m.  
Newspaper Affiliation: Bend Bulletin  
News Service: UP  
Transcription Service: Lang-Worth

**Personnel**

President: Robert W. Sawyer  
General and Station Manager: Frank H. Logan  
Sales-Commercial Manager: William Barton  
Sales Promotion-Merchandising Manager: William Barton  
Program Director: Ellen Hammond  
Chief Engineer: Wallace Guthrie

**K O A C**  
CORVALLIS—EST. 1925  
Owned by: State of Oregon  
Operated By: Oregon State College  
Address: Corvallis, Oregon  
Phone Number: 526  
Studio Address: Corvallis  
Transmitter Location: Granger  
Time on the Air: 10 a.m. to 10 p.m.  
News Service: UP
**Personnel**

Station Manager ................................... Allen Miller
Program Director .................................. Allen Miller
Production Manager-Chief Announcer ............... James M. Morris
Musical Director .................................... Richard E. Fusion
Publicity Director .................................. Mrs. Jeanne Popovich
Chief Engineer ...................................... Grant Feikert

(Non-Commercial Station)

**KODL**

THE DALLES—EST. 1940
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc...Power: 250 d.; 100 n.
Owned-Operated By:...... Western Radio Corp.
Address .............................................. Scenic Drive
Phone Number ...................... 2900
Transmitter Location .............. The Dalles
Time on the Air: .... 8 a.m. to sign-off Sundays, 8 a.m. to 9 p.m.
Transcription Service ................. C. P. MacGregor, Keystone
News Service .................................... UP
Representatives...Walter Biddick, Gene Grant

President-General Manager,........ V. Barney Kenworthy
Station Manager......................... Glenn Howell

**KORE**

EUGENE—EST. 1927
MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc........Power: 250 Watts
Owned By .................. Frank L. Hill and Violet G. Hill
Address ................ Box 408
Phone Number ................ 3
Transmitter Location ...... 27th & Willamette Sts.
Time on the Air: 6 a.m. to Midnight; Sunday, 7 a.m. to 11 p.m.
News Service ............................. AP & UP
Transcription Service ........ World
Representative ..................... John Keating

Owner ............................ Violet Motter
Manager ........................... L. W. Trommlits
Commercial-Production Manager, Bruce Nidever
Secretary-Program Director, Marjorie Jackson
Production Manager ............. Bruce Nidever
Chief Engineer .................. Harold Gander

**KUIN**

GRANTS PASS—EST. 1939
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By:...... Southern Oregon Broadcasting Co.
Business Address .......... P. O. Box 148
Phone Number ................. 1100
Studio Address ................ Redwood Highway
Transmitter Location .......... Redwood Highway
Newspaper Affiliation ........ Grants Pass Courier
Time on the Air: .......... 7 a.m. to 10:15 p.m.
Transcription Services ......... World Broadcasting System, MacGregor, SESAC
Representative ................ John Blair & Co.

President ........................................ A. E. Voorhies
Director ......................................... William B. Smallin
Station-Commercial Manager .... Ralph Hansan
Sales Promotion Manager ......... N. L. Williams
Program Director .................. M. A. Dawson
Production Manager ............... E. A. Malone
Publicity Director ................. N. L. Williams
Chief Announcer ......................... Glenn E. Nickell
Musical Director ......................... Edward A. Malone
Chief Engineer ......................... Robert Davenport, Jr.

**KFJ I**

KLAMATH FALLS—EST. 1928
MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc........Power: 100 Watts
Owned-Operated By:...... KFJ I Broadcasters, Inc.
Address ....................... 213 Main St.
Phone Number .................. 5155
Transmitter Location .......... Klamath Falls
Time on the Air: .......... 6:30 a.m. to 10 p.m.
Transcription Service ......... World Broadcasting System, NBC Thesaurus
News Service ............................. UP
Representative ..................... W. S. Grant Co.

President-General Manager,........ W. D. Miller
Station-Commercial Manager .... Jack Keating
Program Director .................. John Pennington
Chief Engineer .................. Robert Davenport, Jr.

**KFLW**

KLAMATH FALLS—EST. 1945
AMERICAN BROADCASTING CO.

Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By:...... Herald Publishing Co.
Business-Studio Address, Main & Esplanade Sts.
Phone Number .................. 8111
Transmitter Location .......... Main & Esplanade Sts.
Newspaper Affiliation ........... Herald & News, Owner
News Service ............................. AP
Transcription Service .......... NBC Thesaurus, Syndicated Programs
Representative .................... Lewis H. Avery
OREGON

Personnel
President...........................................................Frank Jenkins
General Manager..............................................Marshall H. Pengra
Station Manager...............................................H. J. Chandler
Sales & Promotion Manager..............................Max J. Frye
Chief Engineer..................................................Gilbert E. Walters

KLBM
LA GRANDE—EST. 1938
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By........................................Inland Radio, Inc.
Address..............................................................La Grande
Phone Number......................................................220
Transmitter Location........................................One mile east of La Grande
Time on the Air..............................................7 a.m. to 10 p.m.
News Service..................................................UP
Transcription Service....................................Standard Radio; Keystone
Representative..................................................W. S. Grant Co.

Personnel
President...........................................................Marshall E. Cornell
General Manager..............................................Lee W. Jacobs
Station-Commercial Manager.........................Gordon L. Capps
Program Director............................................Ken Lillard
Chief Engineer..................................................Sidney Williams

KMED
MEDFORD—EST. 1926
KEYSTONE BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.
Frequency: 1440 Kc. Power: 1000 Watts
Owned-Operated By........................................Mrs. W. J. Virgin
Address..............................................................Ross Lane
Phone Number......................................................4000
Studio Address...............................................Ross Lane
Transmitter Location........................................Ross Lane
Time on the Air..............................................7 a.m. to 10 p.m.
News Service..................................................UP
Transcription Service....................................NBC Thesaurus

Personnel
Owner-General Manager.................................Mrs. W. J. Virgin
Commercial Manager....................................Art Adler
Program Director............................................Gladys LaMarr
Chief Engineer..................................................Dave Rees

KSQV*
ONTARIO
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By........................................Inland Radio, Inc.
Address..............................................................First & Court Sts., Baker, Ore.
* Construction Permit.

KOOS
COOS BAY—EST. 1928
MBS-DON LEE BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...........................................Koos, Inc.
Address..............................................................505 Hall Building
Phone Number.....................................................432-3
Transmitter Location........................................Hall Building
Time on the Air..............................................6 a.m. to Midnite, Sundays,
7 a.m. to Midnite
News Service..................................................UP
Newspaper Affiliation......................................Coom Bay Times
Transcription Service........................................World Broadcasting
Representative..................................................John Keating

Personnel
President...........................................................Sheldon F. Sackett
General Manager..............................................Fred F. Chitty
Station & Commercial Manager.......................Hal Shade
Office Manager...............................................Lucy Johnson
Musical Director...............................................Margaret McCoy
Chief Engineer..................................................Robert L. Spaugh

KWRC
PENDLETON—EST. 1941
NORTHWEST NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned By..............................................................Western Radio Corp.
Operated By......................................................V. B. Kenworthy
Address..............................................................Box 178
Phone Number......................................................1425
Studio-Transmitter Location............................S. W. 6th St.
Time on the Air..............................................7 a.m. to 10:15 p.m.; Sundays,
9 a.m. to 9:15 p.m.
News Service..................................................UP
Transcription Service....................................Lang-Worth

Personnel
President-General Manager..............................V. Barney Kenworthy
Station-Commercial Manager.........................Paul E. Walden
Asst. Commercial Rep.....................................Ted A. Smith
Program-Production Director...........................Keith Larkin
Chief Engineer..................................................Robert M. Eaton

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**KALE**
PORTLAND—EST. 1932
MUTUAL BROADCASTING SYSTEM
DON LEE

Frequency: 1330 Kc., Power: 5000 Watts
Owned By: Journal Publishing Company
Operated By: KALE, Inc.
Business Address: 9th & Taylor Sts.
Phone Number: (Br. 3484
Studio Address: 9th & Taylor Sts.
Transmitter Location: Near Sylvan, Ore.
Time on the Air: 5:45 a.m. to 12 midnight
News Service: AP & UP
Transcription Service: Associated Music Publishers, Standard, Cole
Representative: John Blair & Co.

**Personnel**
President. P. L. Jackson
General and Station Manager. Charles E. Couche
Commercial Manager. Norman A. Davis
Sales Promotion-Merchandising Manager. Norman A. Davis
Acting Production Manager. Earl Gunn
Publicity Director. Leith F. Abbott
Chief Announcer. Willis Ross
Musical Director. Alan Uhless
Chief Engineer. A. E. Richmond

**KBPS**
PORTLAND—EST. 1923

Frequency: 1450 Kc., Power: 100 Watts
Owned-Operated By: School District No. 1
Business Address: Benson Polytechnic School
Phone Number: La 4195
Transmitter Location: Benson Polytechnic School
Time on the Air: Shares time

**Personnel**
General Manager. Mary E. Gilmore
Agent. R. T. Stephens
*(Non-Commercial Station)*

**KEX**
PORTLAND—EST. 1926
ABC

Frequency: 1190 Kc., Power: 5000 Watts
Owned-Operated By: Westinghouse Radio Stations, Inc.
Business Address: 815 S. W. Yamhill
Phone Number: Broadway 5853
Transmitter Location: North Portland, Oregon

Time on the Air: 6 a.m. to 1 a.m., Sundays, 7 a.m. to 1 a.m.
News Service: INS; UP
Transcription Service: World Representative. Paul H. Raymer Co.

**KGW**
PORTLAND—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 620 Kc., Power: 5000 Watts
Owned-Operated By: The Oregonian Publishing Company
Business Address: 1011 S. W. 6th Ave.
Phone Number: Be 6364
Studio Address: 1011 S. W. 6th Ave.
Transmitter Location: Paloma, Ore.
Time on the Air: 6 a.m. to 1 a.m.
Newspaper Affiliation: The Oregonian
News Service: AP; INS; UP
Transcription Service: Langworth; NBC Thesaurus
Representative. Edward Petry & Co., Inc.

**Personnel**
General Manager. H. Quentin Cox
Sales Manager. J. N. Wassan
Program Director. Homer Welch
Production Manager. Thomas Swafford
Publicity Director. Thelma Agosti
Chief Announcer. T. Frank Coffin
Musical Director. Abe Bercovitz
Chief Engineer. Harold S. Singleton

**KOIN**
PORTLAND—EST. 1926
COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc., Power: 5000 Watts
Owned-Operated By: KOIN, Inc.
Business Address: P. O. Box 1031
Phone Number: Atwater 3333
Studio Address: New Heathman Hotel Bldg.
Transmitter Location. Sylvan near Canyon Road
Time on the Air: 6 a.m. to Midnight
News Services: INS; UP; AP
Transcription Services. World Program Library; Associated Music Service
Representative. Free & Peters, Inc.
**Personnel**

President ......................... C. W. Myers
Station & General Manager ....... Harry H. Buckendahl
Sales Promotion Manager ......... Marc Bowman
Charles E. Couche
Program Director ................ H. M. Swartwood, Jr.
Production Manager ............. Tod W. Cooke
Chief Announcer ................. Lou Gillette
Publicity Director .............. Enoch Squires
Musical Director ............... Owen Dunning
Chief Engineer .................. Louis Sumner Bookwalter

**KWJJ**

PORTLAND—EST. 1927

Frequency: 1080 Kc. ...... Power: 1000 Watts
Owned-Operated By ............ KWJJ Broadcast Co., Inc.
Address .......................... 1011 S. W. 6th Ave.
Phone Number .................... Atwater 4393
Transmitter Location .......... Oaks Park, Portland
Time on the Air ................. 6 a.m. to 1 a.m.
News Service .................... UP, INS
Transcription Service ......... Standard Radio, Lang-Worth
National Representative ....... Burn-Smith Co.

**KXL**

PORTLAND—EST. 1926

Frequency: 750 Kc. ...... Power: 10000 Watts
Owned By ........................ KXL Broadcasters
Address .......................... Orpheum Building
Phone Number .................... Broadway 6451
Transmitter Location .......... 82nd St. & Sunnyside, Clackamas District
Time on the Air ................. 6 a.m. to local sunset
News Service ..................... UP
Transcription Service .......... Lang-Worth; C. P. MacGregor; Standard Radio
Representative .................. Pacific N. W. Walker

**KRNR**

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc. ...... Power: 250 Watts
Owned-Operated By .............. News-Review Company
Business Address ................ 136 N. Jackson St.
Phone Number .................... 1390, 1166
Transmitter Location .......... 136 N. Jackson St.
Time on the Air ................. 16 hours daily
Newspaper Affiliation .......... Roseburg News-Review
News Service ..................... AP
Transcription Service .......... Standard Radio, Cole, SESAC
Representative ................. John Keating, Howard H. Wilson Co.

**Personnel**

General-Station and Commercial Manager .... Marshall H. Pengra
Sales Promotion-Merchandising Manager .... Iris Rice Helliwell
Program—Publicity Director ........ Iris Rice Helliwell
Chief Announcer .................. Lon Hunt
Musical Director ................ Max Dick
Record m.c. ..................... Del McKay
Chief Engineer .................. E. LeRoy Hiatt

**KSLM**

SALEM—EST. 1932

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1390 Kc. ...... Power: 1000 Watts
Owned-Operated By .............. Oregon Radio, Inc.
Business Address ................ Senator Hotel Bldg.
Phone Number .................... 4831
Transmitter Location .......... 633 N. Front St.
Time on the Air ................. 6 a.m. to 1 a.m.
News Service ..................... UP and AP
Transcription Service .......... Lang-Worth
Representative .................. Homer Griffith Co.

**Personnel**

President-General Manager ...... Glenn E. McCormick
Station Manager .................. F. F. Fischer
Commercial-Sales Promotion Manager .... Robert Fischer, Jr.
Production-Program Director .... Wes McWain
Publicity Director .............. Woody Slater
Chief Engineer .................. Clyde Carlton

Program-Production Director .... Frederick Eichhorn III
Chief Engineer .................. H. H. Schoolfield, Jr.
WCAU

50,000 Watts in all directions

CBS Affiliate
PHILADELPHIA’S LEADING RADIO INSTITUTION
WSAN
ALLENTOWN—EST. 1923
NATIONAL BROADCASTING COMPANY
Frequency: 1470 Kc........Power: 500 Watts
Owned-Operated By........Lehigh Valley Broadcasting Co.
Address ..................39-41 N. Tenth St.
Phone Number...............9511
Transmitter Location........Old Catasauqua Rd.
Time on the Air...........7 a.m. to 1 a.m., Sundays 8 a.m. to 1 a.m.
Newspaper Affiliation......Allentown Call Publishing Co.
News Service................AP, UP
Transcription Services......World Broadcasting System
Representative...............Headley-Reed Co.

Personnel
President..................J. C. Shumberger, Sr.
Gen. and Station Mgr........B. Bryan Musselman
Program Director...........George Y. Snyder
Tech. Supervisor...........Reuel H. Musselman

WFHG
ALTOONA—EST. 1924
NATIONAL BROADCASTING CO.
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By........The Gable Broadcasting Company (Lessee)
Address ..................1320-32 11th Avenue
Phone Number...............6467
Transmitter Location........1320-32 11th Ave., Altoona, Pa.
Time on the Air...........7:15 a.m. to midnight
News Service................AP
Transcription Service.......World Broadcasting System: Langworth
Representative...............Headley-Reed Co.

Personnel
President..................George P. Gable
Managing Director..........Roy Thompson
Program Director..........Dorothy Jones
Chief Engineer............George Burgoon

WISE R
BUTLER—EST. 1941
VICTORY NETWORK
Frequency: 680 Kc........Power: 250 Watts
Owned By..................Butler Broadcasting Co.
Operated By.................David H. Rosenblum
Address...................357 N. Main St.
Phone Numbers...............4701-2
Transmitter Location.......Butler
Time on the Air...........7 a.m. to Sundown
News Service................UP
Transcription Service.......World Broadcasting Representative: Farjoe & Co.

Personnel
President-Station Manager-General Manager........David H. Rosenblum
Commercial-Sales Promotion Manager..............Leon Bernard
Chief Engineer...............Paul F. Rex

CLEARFIELD*
Frequency: 1490 Kc........Power: 250 Watts
Owned-Operated By........Airplane & Marine Instruments, Inc.
Address....................Clearfield, Pa.

Personnel
President-Station Manager-General Manager........H. T. Gray
Commercial-Promotion Manager..............Les Ryder
Program Director.............Virginia Wade
Production Manager-Chief Announcer..............Virginia Wade
Publicity-Musical Director.......Les Ryder
Chief Engineer...............Vernon Stahl

WCED
DU BOIS—EST. 1940
COLUMBIA BROADCASTING SYSTEM
PENNSYLVANIA
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By........Tri-County Broadcasting Co., Inc.
Address....................80 North Park Place
Phone Number...............1700
Transmitter Location........80 North Park Place Time on the Air...........7 a.m. to 12:05 a.m.
Newspaper Affiliation.......DuBois Courier Express
News Service................UP
Transcription Service.......Lang-Worth
Representative...............Joseph Hershey McGilvra

Personnel
President..................Col. H. T. Gray
General Manager............Jason S. Gray
Station Manager.............Les Ryder
Commercial-Promotion Manager..............Les Ryder
Program Director.............Virginia Wade
Production Manager-Chief Announcer..............Virginia Wade
Publicity-Musical Director.......Les Ryder
Chief Engineer...............Vernon Stahl

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WEST
EASTON—EST. 1936
NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Associated Broadcasters, Inc.
Address 516 Northampton St.
Phone Number 6131
Transmitter Location: Williams Township
Time on the Air: 6:55 a.m. to 1 a.m.
News Service: UP
Transcription Service: NBC Thesaurus
Personnel
Station Executive: Clair R. McCullough
Station Manager: Elwood C. Anderson
National Sales Manager: J. Robert Gulick
Program Manager: Eugene Bethman
Technical Director: J. E. Mathiot

WLEU
ERIE—EST. 1935
ABC-MUTUAL
PENNSYLVANIA NETWORK
QUAKER NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WLEU Broadcasting Corporation
Address: Commerce Building, 12th and State Streets
Phone Numbers: 23-327 or 22-129
Transmitter Location: Commerce Bldg.
Time on the Air: 6 p.m. to 1 a.m.
News Service: AP & Transradio
Transcription Service: NBC Thesaurus
Personnel
President: Leo J. Omellan
Vice-President and General Manager: V. Hamilton Weir
Sales Promotion: Wiles Hallock
Production Manager: Thomas Fleming
Commercial Manager: V. Hamilton Weir
Chief Announcer: Wiles Hallock

Gateway to the rich industrial and agricultural area of the LEHIGH VALLEY with a population exceeding 300,000.
The Steel and Cement Center of the East. A market worthy of your consideration.

NBC—MUTUAL
National Representative: RADIO ADVERTISING CO.
WERC
ERIE
NBC-PENNSYLVANIA NET
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated by... Presque Isle Broadcasting Co.
Address .......... 121 West 10th St.
Phone Number ........ 26-818
Transmitter Location: 121 West 10th St.
Time on the Air .......... 6 a.m. to 1 a.m. daily
News Service .......... UP
Transcription Service .. Associated Music; Lang-Worth & World
Representative .......... Weed & Co.

Personnel
President .......... Jacob A. Young
General Manager ..... C. E. Denny
Commercial Manager ... Frank R. Proudfoot
Program Director ... J. J. Young
Chief Announcer .... James Dewart
Musical Director .... Milton Munn
Record m. c. .......... John Louther
Chief Engineer ........ L. W. Cooke

WHJB
GREENBURG—EST. 1934
Frequency: 620 Kc. Power: 250 Watts, Daytime
Owned-Operated by ... Pittsburgh Radio Supply House
Address .......... 128 N. Pennsylvania Ave.
Phone Number ........ Greensbrug 3740
Transmitter Location: 128 N. Pennsylvania Ave.
Time on the Air .......... 7 a.m. to sunset
News Service .......... UP
Transcription Service .. Lang-Worth

Personnel
President .......... H. J. Brennan
Station & Commercial Manager ... G. J. Podeyn
Chief Engineer ........ Lyle L. Allen

WSAJ
GROVE CITY—EST. 1921
Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated by ... Grove City College Address
Phone Number ........ 763
Transmitter Location ..... Hall of Science
Time on the Air .......... 4 hours per week

Personnel
Station Manager .... Dr. H. W. Harmon
Program Director ..... R. G. Walters
Chief Announcer .... Thomas Martin
Musical Director ...... Stanley J. Seiple
Chief Engineer ....... Dale O. Smock

(Non-commercial station)

WHGB
HARRISBURG—EST. 1945
AMERICAN BROADCASTING CO.
Frequency: 1400 Kc. Power: 250 Watts
Owned By ... Harrisburg Broadcasting Co.
Operated By .......... Herbert Kendrick
Business Address .......... 112 Market St.
Phone Number ........... 2-3456
Studio Address .......... Blackstone Bldg.
Transmitter Location .. Blackstone Bldg.
Time on the Air .......... 6 a.m. to 1 a.m.
Sun., 7 a.m. to 1 a.m.
News Service .......... AP
Transcription Service ... NBC Thesaurus
Representative .......... Weed & Co.

Personnel
Partners .......... Herbert Kendrick, G. L. Hash
General Manager .... Herbert Kendrick
Commercial Manager ... R. A. Maxwell
Sales Promotion ........ James Denbow
Program Director ....... Stanley Schults
Publicity Director .... Cecelia McAllister
Chief Announcer .... Ernest Mark
Chief Engineer ....... H. G. Schlegal

WHP
HARRISBURG—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
Owned-Operated by ... WHP, Inc.
Address .......... 216 Locust St.
Phone Number ........ 4-3211
Transmitter Location .... Harrisburg-Hershey Highway (4 miles from Harrisburg)
Time on the Air .. 6 a.m. to 1 a.m. daily; 8 a.m. to 1 a.m. Sunday
News Service .......... UP & AP
Representative ...... John Blair & Company

Personnel
General and Commercial Manager ... A. K. Redmond
Sales Promotion-Merchandising Manager .......... Beatrice M. Pottenger
Program-Publicity Director ... Dick Redmond
Production Manager .......... John Price
Musical Director .......... David Shoop
Chief Engineer .... E. Daniel Leibensperger
Pennsylvania

WKBO
HARRISBURG—EST. 1921
NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Keystone Broadcasting Corp.
Address: 31 North Second St.
Phone Number: 40191
Transmitter Location: Penn Harris Hotel
Time on the Air: 6:30 a.m. to 1 a.m.
News Service: UP
Transcription Service: World Broadcasting System
Representative: Paul H. Raymer Co.

Personnel
Station Executive: Clair McCullough
Station Manager: C. G. Moss
National Sales Manager: J. Robert Gallick
Program Director: Lewis Munnell
Chief Engineer: J. E. Mathiot

Ward
JOHNSTOWN—EST. 1921
NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Central Broadcasting Co., Inc.
Address: Johnstown, Pa.

WJAC
JOHNSTOWN—EST. 1925
NATIONAL BROADCASTING COMPANY
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WJAC, Incorporated
Address: Tribune Annex
Phone Number: 24361
Transmitter Location: Tribune Building
Time on the Air: 7 a.m. to 12:05 a.m.
News Service: Johnstown Tribune
Representative: NBC Thesaurus

Personnel
President-Station Manager: J. C. Tully
Commercial-Promotion Manager: J. P. Foster

the Plus buy in the heart of Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than $408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative
PAUL H. RAYMER CO.
NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System
Sell Your Product in Pennsylvania's Booming Hard Coal Region

WAZL HAZLETON

The only station with blanket coverage in an area which has an annual payroll of over $55,000,000—practically all spent right in the territory.

National Representative: RADIO ADVERTISING CO.

WDAD
INDIANA—EST. 1945
MUTUAL BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Indiana Broadcast, Inc.
Address: 637 Philadelphia St.
Phone Number: 1780
News Service: AP
Transcription Service: Standard

Personnel
Chief Executive: Paul Short
General-Commercial Mgr.: Sam Collins
Chief Engineer: Vincent J. Sullivan

WGAL
LANCASTER—EST. 1922
NBC—MBS
MASON-DIXON GROUP
TRI-PENN MARKET
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WGAL, Inc.
Business Address: 8 West King St.
Phone Number: 5259
Transmitter Location ........ 8 West King St.
Time on the Air ............... 6:55 a.m. to 1 a.m.
News Service .................. UP
Transcription Service .......... NBC Thesaurus
Representative .......... Paul H. Raymer Co.

**WMRF**

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1480 Kc. ........ Power: 250 Watts
Owned-Operated By: Lewistown Broadcasting Co.
Business Address .......... Monument Square
Phone Number ................. 757
Studio Address .......... Hotel Coleman
Transmitter Location .......... Lewistown Heights
Time on the Air ............. 7:30 a.m. to 11:30 p.m.
Transcription Service ......... UP
News Service ................ News Representative .......... Burn-Smith Co.

**Personnel**

Vice-President .......... J. S. Woods
General Manager .......... Thomas W. Metzger
Sales-Commercial Manager .......... Rita McCoy

**WKST**

NEW CASTLE—EST. 1938

MUTUAL BROADCASTING SYSTEM

VICTORY NETWORK

Frequency: 1280 Kc. ........ Power: 1000 Watts
Owned-Operated By: WKST, Inc.
Business Address .......... Cathedral Bldg.
Phone Number ................. 5050
Studio Address .......... Cathedral Bldg., New Castle
Transmitter Location .......... Savannah Center Church Road
Time on the Air ............. 6:30 a.m. to 12 midnight
News Service ................ AP
Transcription Service .......... NBC Thesaurus
Standard Radio .............. Representative .......... Weed & Co.

**Personnel**

President-General Mgr .......... S. W. Townsend
Station-Commercial Manager .......... A. W. Graham
Program Director .......... A. W. Graham
Sales Promotion .......... D. Daughtry
Chief Engineer .......... Robert Emch
Record MC ............... Charles Wilson

**WKPA**

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc. ........ Power: 250 Watts
Owned-Operated By: Allegheny-Kiski Broadcasting Co.
Address ..................... 810 Fifth Avenue
Phone Number .......... New Kensington 3534
Transmitter Location .......... Glassmere, Pa.
Time on the Air ......... 7 a.m. to local sunset
News Service ................. UP
Transcription Service .......... C. F. MacGregor
Representative .......... Roy Ferree

**Personnel**

President .......... Russell Cooper
Gen. and Station Mgr .......... Edward J. Kroen
Sales-Commercial Manager .......... Edward J. Kroen
Sales Promotion-Merchandising Manager .......... Roy E. Ferree
Program Director-Production Manager .......... Jack Craddock
Publicity-Musical Director .......... Chief Announcer .......... Jack Craddock
Chief Engineer .......... W. W. Neely
Record m. c. ............... Edward J. Kroen

**WKRF**

OIL CITY

Frequency: 1340 Kc. ........ Power: 250 Watts
Owned-Operated By: Kenneth Edward Rennekamp
Address ..................... Veach Bldg.
Phone Number ................. 228
Transcription Service .......... World

**Personnel**

Owner .......... Kenneth E. Rennekamp
General Manager .......... Alan Stepping
Commercial Manager .......... J. Walton
Program Director .......... Olivia T. Rennekamp
Sales Promotion .......... George Hein
Chief Engineer .......... Russell E. Shettler
* Construction Permit.

**KYW**

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc. ........ Power: 50000 Watts
Owned-Operated By: Westinghouse Radio Stations, Inc.
Address ..................... 1619 Walnut Street
Phone Number .......... 3780
Transmitter Location .......... Whitemarsh, Pa.
Time on the Air .......... Full time
News Service ................. UP, AP
Transcription Service .......... Standard Radio
Representative .......... National Broadcasting Co.
Personnel
WESTINGHOUSE RADIO STATIONS INC.
Chairman .......................... A. W. Robertson
President ........................... George H. Bucher
Vice-President ........................ Walter Evans
Engineering Manager .................. Dwight A. Meyer
Sales Manager .................. B. A. McDonald
Advertising Manager .................. W. B. McGill
Manager Public Relations .. George A. Harder
Program Supervisor .................. Gordon Hawkins

KYW PERSONNEL
Station Manager .................. Leslie Joy
Program Manager .................. James P. Begley
Sales Manager .................. A. H. McCall, Jr.
Sales Promotion Manager ........ W. Y. E. Rambo
Chief Engineer .................. Irvin N. Eney

WCAU
PHILADELPHIA—EST. 1922
COLUMBIA BROADCASTING SYSTEM
PENNSYLVANIA NETWORK
Frequency: 1210 Kc  Power: 50000 Watts
Owned-Operated By .................. WCAU Broadcasting Company
Address .................. 1622 Chestnut Street
Phone Number ........................ Locust 7700
Transmitter Location .................. Moorestown Township, New Jersey
Time on the Air .................. 5:25 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service .... AP, Reuters, Transradio
Transcription Service ........ World Broadcasting
Representative .................. Bertha Bannan (Boston); Virgil Reiter & Co. (Chicago); Paul H. Raymond Co (Pacific Coast), Harold Davis, New York

Personnel
President, Station and General Manager .................. Dr. Leon Levy
Commercial Manager .................. Alex Rosenman
Sales Promotion Manager ........ Robert N. Pryor
Director of Programs .................. Stan Leo Broza
Production Managers ........ Horace Feyhl, Harry Ehrhart, Harry McIlvain
Publicity Director .................. Joseph Connolly
Record m. c. .................. Mac McGuire
Musical Director .................. Elliott Lawrence
Acting Chief Engineer .................. George Lewis

WDAS
PHILADELPHIA—EST. 1924
Frequency: 1400 Kc  Power: 250 Watts
Owned-Operated By .................. WDAS Broadcasting Station, Inc.
Address .................. 1211 Chestnut Street
Phone Number .................. Locust 7400
Transmitter Location .................. Woodside Park
Time on the Air .................. 7 a.m. to 12 midnight daily; 9 a.m. to midnight Sunday

Coverage ........................... in Philadelphia

WDAS covers the largest cross-section of the buying public in the Philadelphia area ........................... at lowest cost.
Broadcasting Stations, like people, develop individual characteristics. Each in its own way creates a definite impression. However, one because of marked differences, soon distinguishes itself from all others. In a person, that mark of distinction is personality; in a broadcasting station it is programming, promotion and service in the public interest.

WFIL's alert programming continues to build wider listening acceptance, its hard-hitting promotion follow-through is constantly gaining new advertisers and its public service to the community is universally recognized. Truly in Philadelphia, the nation's third largest market, WFIL is distinguished.

...WFIL 560 — 260
PHILADELPHIA'S ABC AFFILIATE

Represented Nationally By THE KATZ AGENCY
PENNSYLVANIA

News Service .................. AP
Transcription Service...Lang-Worth & World, SESAC
Representatives ............... Forjoe & Co.

Personnel

President ... Alexander W. Dannenbaum, Sr.
Gen. and Station Manager...... P. J. Stanton
Commercial-Sales, Promotion-Merchandising Manager ...... Charles Stahl
Program Director-Chief Announcer ............... Michael Deegan
Production Manager ............. Gil Morris
Publicity Director .............. P. J. Stanton
Musical Director ............ Anthony Luizzi
Chief Engineer ............. Frank Unterberger

W F I L
PHILADELPHIA—EST. 1922
ABC
QUAKER NETWORK
Frequency: 560 Kc........Power: 1000 Watts
Owned By ....................... Lit Bros.
Operated By ................. WFIL Broadcasting Company
Address .................... Widener Building
Phone Number .............. Rittenhouse 6900
Transmitter Location........ 63rd St. & Passyunk
Time on the Air .......... 5:45 a.m. to 1 a.m.
News Service ................. INS, AP & UP
Representative ............. The Katz Agency, Inc.

Personnel

President and General Manager ........ Roger W. Clipp
Ass't. Gen. Mgr. ............ Kenneth W. Stowman
Ass't. Station Manager....... William B. Caskey
Sales-Commercial Manager .... John E. Surrick
Sales Promotion-Merchandising Manager .......... Malcolm MacPherson
Program Director .............. Jack Steck
Production Manager .......... John D. Scheuer, Jr.
Publicity Director .......... William A. Farren
Musical Director ............ Felix Meyer
Chief Engineer ............. Louis E. Littlejohn

W H A T
PHILADELPHIA—EST. 1925

Frequency: 1340 Kc........Power: 100 Watts
Owned-Operated By......... American Broadcasting Company
Address ............... 539 Ledger Bldg., 6th and Chestnut Streets
Phone Number .............. Lombard 2390
Transmitter Location ......... Hotel Philadelphia, 39th and Chestnut Streets
Time on the Air ............... Shares Time
News Service .................. AP
Representative ............... Helen Wood

Personnel

Pres.-General Manager .... William A. Banks
Station Manager ............. Dolly Banks
Sales-Commercial Mgr. .... William A. Banks
Publicity Director ............. Steve Small

W I B G
PHILADELPHIA—EST. 1925
AMERICAN BROADCASTING CO.

Frequency: 990 Kc........Power: 10000 Watts
Owned-Operated By ........ Seaboard Radio Broadcasting Corporation
Business Address ........... 1423-25 Walnut Street
Phone Number ............... Rittenhouse 2300
Transmitter Location ........ Conshohocken, Pa.
Time on the Air ........... 5:30 a.m. to 1 a.m.
News Service ................. AP
Transcription Service..... NBC Thesaurus
National Representative .... Adam J. Young, Jr.

Personnel

President ................... Paul F. Harrow
General-Commercial Manager .......... Edward D. Clery
Sales Promotion-Production Manager .......... Rupe Werling
Program Director .......... Douglas Arthur
Chief Engineer ............. John H. Henninger

"SPORTS STAR SPECIAL"
The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.
The local sports commentator becomes part of the show through a unique new technique called "Cue-In."
"Cue-In" localizes and personalizes.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

Press Association, Inc.
50 Rockefeller Plaza
New York 20, N. Y.
About eight years ago . . . in the middle of the night . . . WIP's Pep Boys Dawn Patrol played a special selection, "BLUEBIRD OF HAPPINESS." The listeners liked it. Liked it so much they recently insisted that it be made available for playing at home.

RCA-VICTOR engaged the same Metropolitan Opera star Jan Peerce, who made the original under a nom de song, to make a record of the "BLUE-BIRD" and it's selling BIG!

More proof of the fact that they want what they hear on WIP!

* * *

610 K.C.

MUTUAL'S 3rd MARKET AFFILIATE

5000 WATTS

Represented Nationally by GEO. P. HOLLINGBERY CO.
MUTUAL BROADCASTING SYSTEM
Frequency: 610 Kc Power: 5000 Watts
Owned-Operated By Pennsylvania Broadcasting Company, Inc.
Address 35 South 9th Street
Phone Number WAlnut 6800
Transmitter Location Bellmawr, N. J.
Time on the Air 24 hours daily
News Service AP; UP
Transcription Service World Broadcasting System
Representative George P. Hollingberry

Personnel
President & Station Manager Benedict Gimbel, Jr.
V-P and Director of Sales Edward A. Davies
Promotion Director Ralph H. Minton
Program Director Murray Arnold
Production Manager Boyd W. Lawlor
Publicity Director Samuel Elber
Special Events & Educational Director Sam Serota
Musical Director Joseph Frasetto
Technical Supervisor Clifford C. Harris
Chief Engineer James M. Tisdale

WTNL
PHILADELPHIA—EST. 1925
Frequency: 1340 Kc Power: 250 Watts
Owned-Operated By Foulkrod Radio Eng.
Address 4312-14 N. Broad St.
Phone Numbers: Gladstone 1310; Davenport 4310
Transmitter Location Rowlandville, Pa.
Time on Air Shares with WHAT

Personnel
President-Program Director Doug. Hibbs
General Manager Henry N. Cocker

If you have Availability Chills and Spots Before the Eyes
TAKE THE CURE WITH "CUE-IN"

SEE
AP RADIO PRODUCTIONS
PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.
WPEN-FM GETS ROOF RIGHTS TO PHILADELPHIA’S HIGHEST COMMERCIAL BUILDING!

Philadelphians expect a lot of The Evening Bulletin, America’s largest evening newspaper, and its up-to-the-minute stations, WPEN and WPEN-FM.

Now these stations take another big step forward with the purchase of roof rights to Philadelphia’s tallest office building—The Philadelphia Saving Fund Society. This is right in line with the WPEN—WPEN-FM policy to give Philadelphians the finest possible service. It is what they expect of The Evening Bulletin stations.

Every day, more and more listeners in the Philadelphia area turn to WPEN for The Evening Bulletin news. They know that only WPEN brings them complete local and national news every hour on the hour.

Listening to WPEN—in the middle of the dial—is getting to be as much a Philadelphia custom as scrapple for breakfast!

THE EVENING BULLETIN STATIONS

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles
WPEN
PHILADELPHIA—EST. 1929
Frequency: 950 Kc........Power: 5000 Watts
Owned By..............The Bulletin Company
Operated By............Wm. Penn Broadcasting Co.
Address................1528 Walnut Street
Phone Number..........PENnypacker 9490
Transmitter Location
Columbia Ave. & Race Sts.
Time on the Air........6 a.m. to 1 a.m.
Newspaper Affiliation..The Evening Bulletin
News Service............AP
Transcription Service...NBC, Thesaurus, Associated
Representative.........Headley-Reed Co.

Personnel
General Manager........G. Bennett Larson
Ass't. General Manager...Ed Obrist
Promotion-Publicity Director.........John J. Kelly
Program Director.............Ed Obrist
Production Manager.........Norman Land
Musical Director...............Joseph Frazosa
Chief Engineer................Charles Burtis
Record m. c.'s..............Joe Grady, Bill Drury

HERE'S PITTSBURGH...IN THE BAG!

KQV is tailor-made for selling Pittsburgh—gives you concentrated, strong sales-producing coverage at favorable cost, backed by heads-up local cooperation and steady, aggressive promotion. If you want more proof that KQV is your best Pittsburgh radio buy, let us show you steadily growing listener ratings and new account lists.

(Basic Mutual-1410 KC-1000W)

KQV
PITTSBURGH—EST. 1919
MUTUAL
Frequency: 1410 Kc........Power: 1000 Watts
Owned-Operated By........Allegheny Broadcasting Corp.
Address..................196 Union Trust Bldg.
Phone Number..............Atlantic 6802
Studio....................Chamber of Commerce Bldg.
Transmitter Location...1459 Crane Rd.
Time on the Air..........6:45 a.m. to 12:30 a.m., Sundays, 7 a.m. to midnite.
News Service..............UP
Transcription Service....Lang-Worth; Standard Radio
Representative...............Weed & Co.

Personnel
Vice-Pres.-General Manager...G. S. Wasser
Commercial Manager........James Murray
Sales Promotion Manager-
Publicity Director........Ben Edson
Program Director..........Ben Kirk
Record m. c...............Al Noble

ALLEGHENY BROADCASTING CORP.
National Representatives: WEED & CO.
A balance that favors public service more than any other 250-watt station in the country.

Operating on a 24-hour basis, WWSW schedules more time for serving peoples' interests.

WWSW is public service conscious because only by serving the public can a station be useful to its community.

WWSW rates public service ahead of dollar volume!

WWSW, INC.—PITTSBURGH, PA.

Represented by Forjoe and Company
KDKA
PITTSBURGH—EST. 1920
NATIONAL BROADCASTING CO.
Frequency: 1020 Kc.....Power: 50000 Watts
Owned-Operated By......Westinghouse Radio
Stations, Inc.
Business Address..............Grant Bldg.
Studio Address...............Grant Building
Phone Number.............Grant 4200
Transmitter Location.....Allison Park, Hampton
Township, Pa.
Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.
News Service..............INS; AP, UP
Transcription Service......Standard Radio.
Thesaurus
Representative......National Broadcasting Co.

Personnel
President.................George H. Bucher
Gen. & Station Manager. Joseph E. Baudino
Sales-Commercial Manager,, George D. Tons
Sales Promotion-Merchandising
Manager..................David N. Lewis
Publicity Director..........Lee Curran
Musical Directors.........Bernie Armstrong,
Aneurin Bodycombe.
Chief Engineer.............T. C. Kenney

WCAE
PITTSBURGH—EST. 1922
ABC
Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By......WCAE, Inc.
Address...............Wm. Penn Hotel
Phone Number..............Atlantic 6900
Transmitter Location.....Baldwin Township,
Allegheny County, Pa.
Time on the Air: 6:45 a.m. to 1 a.m.,
Sundays, 8:30 a.m. to 1 a.m.
Newspaper Affiliation......Pittsburgh-Sun
Telegraph
News Service..............INS; AP
Representative..........The Katz Agency, Inc.

Personnel
President...............Leonard Kapner
Station Manager..........R. Clifton Daniel
Sales Promotion-Merchandising
Manager..................John Wilkoff
Program Director........Ben Muros
Production Manager......John Lebanon
Musical Director.........Baron Elliott
Chief Engineer...........James Schultz

WJAS
PITTSBURGH—EST. 1921
COLUMBIA BROADCASTING SYSTEM
Frequency: 1320 Kc......Power: 5000 Watts
Owned-Operated By......Pittsburgh Radio
Supply House
Address........1406 Chamber of Commerce Bldg.
Phone Number..............Grant 4860
Transmitter Location.....1459 Crane Road,
Greentree, Pittsburgh
Time on the Air: 7:30 a.m. to 12:30 a.m.,
Sundays, 9 a.m. to 12:30 a.m.
News Service..............Transradio & UP
Transcription Service......Lang-Worth
Representative.............Wm. G. Rambeau Co.

Personnel
President....................H. J. Brennan
General Manager...........H. Kenneth Brennan
Comptroller................H. H. Stehman
Sales Promotion-Mdse Mgr.....H. K. Brennan
Program Director...........James Hughes
Publicity and Traffic......Marian Caughey
Chief Engineer..............Walter W. McCoy

WWSW
PITTSBURGH—EST. 1932
Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By......WWSW, Inc.
Address...............Hotel Keystone
Phone Number..............Grant 5200
Transmitter Location.....341 Rising Main St.
Time on the Air: 24 hours daily
Newspaper Affiliation......Pittsburgh Post
Gazette
News Service..............AP
Transcription Service......Standard Radio; Asso-
ciated Music Publishers; Lang-Worth, Cole.
Representative...............Farjoe & Company

Personnel
President-Station Manager, Gen. Manager,
Frank R. Smith, Jr.
Commercial Manager........Thomas B. Price
Program Director...........Fred Joyner
Publicity Director.........Jane Schultz
Chief Announcer...........David Tyson
Chief Engineer.............Henry R. Kaiser

(Call Letters to Be Assigned)
POTTSVILLE*
Frequency: 1380 Kc.....Power: 500 D.
Owned-Operated By......Pottsville Broadcast-
ing Co.
Address...............304 W. Bacon St.

Personnel
President-General Manager......A. V. Tidmore
* Construction Permit.
**WEEU**
READING—EST. 1931
ABC

Frequency: 850 Kc. Power: 1000 Watts
Owned-Operated By: Berks Broadcasting Co.
Business Address: 533 Penn St.
Phone Number: 7335-6-7
Studio Address: 533 Penn St.
Transmitter Location: Sinking Springs, Pa.
Time on the Air: 7 a.m. to local sunset
Transcription Service: Lang-Worth; Standard Radio
News Service: UP Representative: George P. Hollingsbery Co.

**Personnel**

President: George J. Feinberg
General Manager: J. M. Nassau
Sales-Commercial Manager: Robert G. Magee
Sales Promotion-Merchandising Manager: Robert G. Magee
Program Director: Joseph M. Nassau
Production Manager: James Lynagh
Publicity Director: Virginia Thren
Chief Engineer: Harold E. Schearer

**WRAW**
READING—EST. 1921
NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Reading Broadcasting Co.
Business Address: 533 Penn St.
Phone Number: 7335-6-7
Studio Address: 533 Penn St.
Transmitter Location: 9 So. 6th St.
Time on the Air: 7:30 a.m. to 12 midnight daily; 8:30 a.m. to midnight Sunday

**Personnel**

President: Raymond A. Gaul
General Manager: Raymond A. Gaul
Sales Manager: Arthur W. Chafey
Promotion-Mdse. Mgr.: Arthur W. Chafey
Program Director-Production Manager: John C. Jackson
Chief Engineer: Edward A. Gurtowski

**WARM**
SCRANTON—EST. 1940
ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Union Broadcasting Co.

Address: Select Bldg.
Phone Number: 4-1148
Transmitter Location: O’Neill Hiway Dunmore, Pa.
Time on the Air: 6:45 a.m. to 1 a.m.
News Service: UP Transcription Service: NBC, Thesaurus, Cole, Standard
Representative: George P. Hollingsbery Co.

**WGBI**
SCRANTON—EST. 1925
COLUMBIA BROADCASTING SYSTEM

Owned-Operated By: Scranton Broadcasters, Inc.
Business Address: 1000 Wyoming Ave.
Phone Number: 6296
Studio Address: 1000 Wyoming Ave.
Transmitter Location: Drinker Turnpike, Dunmore, Pa.
Time on the Air: 7 a.m. to 12:30 a.m.
News Service: AP Transcription Service: Lang-Worth, Thesaurus
National Representative: Adolph Oschmann

**WQAN**
SCRANTON

Owned-Operated By: The Scranton Times
Address: Scranton
Transmitter Location: Scranton
Time on the Air: Shares time with WGBI Newspaper Affiliation: The Scranton Times *(Non-Commercial Station)*
WPIC
SHARON—EST. 1938
Frequency: 790 Kc. .... Power: 1000 Watts
Owned-Operated By .... Sharon Herald
Broadcasting Company
Business Address .... P. O. Box 541
Phone Numbers .... 4113, 4114
Studio Address .... Pine Hollow Blvd.
Transmitter Location .... Pine Hollow Blvd.
Time on the Air .... Sunrise to sunset
News Service .... UP
Transcription Service .... Associated Music Publishers
Representative .... Howard H. Wilson
Company

Personnel
President & General Manager .... John Fahnline, Jr.
Commercial Manager .... J. T. Van Sweringen
Program Director .... W. Paul Gamble
Publicity Director .... Evelyn Keller
Chief Announcer .... Harold Smith
Chief Engineer .... A. C. Heck

WMAS
STATE COLLEGE—EST. 1945
MUTUAL BROADCASTING SYSTEM
Frequency: 1450 Kc. .... Power: 250 Watts
Owned-Operated By .... Centre Broadcast, Inc.
Address .... Glenland Bldg.
Phone Number .... 4445
News Service .... AP
Transcription Service .... Thesaurus

Personnel
Chief Executive .... R. J. Kennard
General Manager .... William K. Uerich
Commercial Manager .... Robert L. Wilson
Program Director .... Robert G. Waller
Chief Engineer .... Henry Kearney

WKOK
SUNBURY—EST. 1933
Frequency: 1240 Kc. .... Power: 250 Watts
Owned-Operated By .... Sunbury Broadcasting Corp.
Address .... 1150 N. Front St.
Phone Number .... 1325
Transmitter Location .... 1150 N. Front St.
Time on the Air .... 7:30 a.m. to 11 p.m., Sundays, 8 a.m. to 5 p.m.
News Service .... UP
Transcription Service .... Lang-Worth, Thesaurus
Representative .... Cox & Tanz

Personnel
President-Owner .... H. H. Haddon
General Manager .... Basse A. Beck
Station Manager .... Homer R. Smith
Program Director .... Paul L. Miller
Chief Announcer .... Ernest F. Lukens
Chief Engineer .... John W. Keller, Jr.

WMBS
UNIONTOWN—EST. 1937
COLUMBIA BROADCASTING SYSTEM
Frequency: 580 Kc. .... Power: 1000 Watts
Owned-Operated By .... Fayette Broadcasting Corp.
Address .... Fayette Title and Trust Bldg.
Phone Number .... 800
Transmitter Location .... Burgess Field
Time on the Air .... 6:45 a.m. to 1:05 a.m.
News Service .... UP
Transcription Service .... NBC Thesaurus & Standard
National Representative .... Radio Advertising Co.

Personnel
President and Station Manager .... Joseph C. Burwell
Commercial Manager .... Harry Burwell
Sales Promotion-Merchandising Manager .... Harry C. Burwell
Program Director-Production Manager .... Sullivan Sages
Publicity Director .... Marian Johnston
Chief Announcer .... Robert L. Cumley
Musical Director .... Sullivan Sages
Chief Engineer .... William J. Henzly
Record m. c. .... Robert L. Cumley

WJPA
WASHINGTON—EST. 1942
MUTUAL BROADCASTING SYSTEM
QUAKER NETWORK
PENNSYLVANIA NETWORK
Frequency: 1450 Kc. .... Power: 250 Watts
Owned-Operated By .... Washington Broadcasting Company
Address .... George Washington Hotel
Phone Number .... 4870
Transmitter Location .... North Strabane Township
Time on the Air .... 7 p.m. to 12:30 a.m.
News Service .... UP
Transcription Service .... Lang-Worth, Thesaurus
National Representative .... Joseph Hershey McGillvra, Inc.

Personnel
President .... John Laux
Gen. and Station Manager .... Robert F. Kliment
Sales Promotion-Merchandising Manager .... W. Ray Booth
Program Director-Record m. c. .... Kieran W. Balfe
Publicity Director .... W. Ray Booth
Musical Director .... Patricia B. Phillips
Chief Engineer .... Anthony Ella
WBAX
WILKES-BARRE—EST. 1922
MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John H. Stenger, Jr.
Address: 141 South Main St.
Phone Numbers: 3-0196-7-8
Transmitter Location: Plains Two
Time on the Air: 7 a.m. to midnight
News Service: UP
Transcription Service: Associated, SESAC
Representative: Burns Smith

Personnel
President-Station Manager: John Stenger, Jr.
General Manager: A. W. Grebe
Commercial Manager: Jones Evans
Production Manager: John H. A. Stenger, III
Program Director: John H. A. Stenger, III
Musical Director: Phil Cusick
Publicity Director: John Stenger, 3rd
Chief Engineer: John Stenger, Jr.

WBRE
WILKES-BARRE—EST. 1923
NATIONAL BROADCASTING CO.
PENNSYLVANIA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Louis G. Baltimore
Address: 62 So. Franklin Street
Phone Number: 33101
Transmitter Location: Third Avenue, Kingston, Pa.
Time on the Air: 7 a.m. to 1 a.m.
News Service: AP
Transcription Service: Standard Radio

Personnel
President & Sta. Manager: Louis G. Baltimore
Commercial Manager: A. C. Baltimore
Program Director: James McCarthy
Sales Promotion Manager: Stanley H. Smiley
Musical Director: L. Savitt
Chief Engineer: Charles Sakoski

SITUATED IN
North East Pennsylvania
The Station That Has the Best in
Sports—News—Music and Public Service Programs

WBAX
Wilkes-Barre, Penn.
M.B.S.

John H. Stenger, Jr.
Owner and Licensee

North East Pennsylvania’s Oldest Station
W R A K
WILLIAMSPORT—EST. 1929
NBC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WRAK, Inc.
Address: 244 West Fourth Street
Phone Number: 2-6116
Transmitter Location: 1561 West Fourth Street
Time on the Air: 7:30 a.m. to midnight
Newspaper Affiliation: Williamsport Sun;
Williamsport Gazette & Bulletin
News Service: UP
Transcription Service: Standard Radio
Representative: E. M. Case

Personnel
President: E. M. Case
General Manager: George E. Joy
Office Manager: Helen McKenna
Commercial Manager: J. Wright Mackey
Program Director: Nancy Person
Production Manager: Irving A. Berndt, Jr.
Chief Announcer: Leon E. Kelly
Chief Engineer: Louis N. Persio

WSBA
YORK—EST. 1942
ABC
Frequency: 900 Kc. Power: 1000 Watts
Owned-Operated By: Susquehanna Broadcasting Co.
Address: R. D. No. 5, York
Phone Number: 2676
Transmitter Location: R. D. No. 5, York
Time on the Air: Daytime License
News Service: AP
Transcription Service: World Broadcasting System

Personnel
President: Louis J. Appell
Exec. V. P.-Sta. Mgr.: Walter J. Rothensies
Commercial Manager-Sales Promotion Manager:
Sydney Robbins Otis Morse
Program Director-Production Manager:
Sydney Robbins Otis Morse
Publicity Director: Sydney Robbins
Chief Announcer-Record m. c.: William Stewart
Musical Director: Harold Shutz
Chief Engineer: Willis Weaver

Take More "Time"!

When you want to do a real selling job, take more time on WRAK, a wide-awake station in a rich, productive market.

W R A K
WILLIAMSPORT PENNSYLVANIA

National Representative
J. P. McKinney and Son
New York — Chicago

569
A NEW ARRIVAL
A NEW SALES-WINNER in the Transcription field

APRADIO PRODUCTIONS

Press Association, Inc.
50 Rockefeller Plaza
New York 20, N. Y.

the Plus buy in the heart of Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than $408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office:
8 West King Street, Lancaster, Pa., or
Sales Representative
PAUL H. RAYMER CO.
NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

TRI-PENN MARKET

WKBO HARRISBURG
WORK YORK
WGAL LANCASTER

PENNSYLVANIA

WORK
YORK—EST. 1932
NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By: York Broadcasting Co.
Business Address................. 13 S. Beaver St.
Phone Number.................... 6829
Transmitter Location. West Manchester Township, Pa.
Time on the Air................. 6:55 a.m. to 1 a.m.
News Service...................... UP
Transcription Service........... Lang-Worth
Representative................... Paul H. Raymer Co.

Personnel

Station Executive ........ Clair R. McCollough
Station Manager .......... Harold E. Miller
National Sales Manager... J. Robert Gulick
Program Director .......... Arthur Weeks
Chief Engineer ................. J. E. Mathiot
WE'RE CROWING HAPPILY about the Construction Permit, now granted, that early in 1946 will shower down 5000 WATTS

SATURATING 9 BIG COMMUNITIES in a 15 MILE RADIUS—and scores of others well beyond!

Early in 1946 we'll be pouring advertisers' stories—yours, we hope—in intensified volume into this compact, densely-populated, RICH region; the kind of an area that time-buyers build reputations on and sales-managers dream about!

CONSULT YOUR SR&D FOR RHODE ISLAND'S BEST BUY!

The "AMERICAN" Voice in Southern New England
Studios and Offices: PROVIDENCE, The Biltmore, PAWTUCKET, 450 Main Street
WALLACE A. WALKER, Gen. Mgr.
Representatives: THE KATZ AGENCY
571
...and in New England, too

it's CBS

covering the no. 2 market
in this rich area, means

WPRO
PROVIDENCE

5000 WATTS BASIC CBS 630 KC.
RHODE ISLAND

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WFCI
PAWTUCKET—EST. 1941
ABC
Frequency: 1420 Kc. .... Power: 1000 Watts
Owned-Operated By...Pawtucket Broadcasting Co.
Business Address...........450 Main Street
Phone Number..................Perry 9540
Transmitter Location, John St., Lonsdale, R. I.
Time on the Air.......5:55 a.m. to 1 a.m. daily;
7:55 a.m. to 1 a.m. Sundays.
News Service..................AP
Transcription Service........Standard Radio Representative
Personnel
President..................Howard W. Thornley
General Manager............Wallace A. Walker
Commercial Manager........Wallace A. Walker
Program Director...........Harry Moreland
Musical Director............Arthur Paquette
Chief Engineer..............Gilbert Johnson
(See Page 571)

WEAN
PROVIDENCE—EST. 1922
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
Frequency: 790 Kc.......Power: 5000 Watts
Owned-Operated By......The Yankee Network, Inc.
Address......................Crown Hotel
Phone Number...............Dexter 1500
Transmitter Location....East Providence, R. I.
Time on the Air...........6 a.m. to 1 a.m.
News Service.................Reuters, AP & INS
Representative..............Edward Petry Co., Inc.

WJAR
PROVIDENCE—EST. 1922
NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK
Frequency: 920 Kc.......Power: 5000 Watts
Owned-Operated By......The Outlet Company
Business Address...........176 Weybosset Street
Phone Number................Gaspée 7000
Transmitter Location.....Wamponoag Trail,
East Providence, R. I.
Time on the Air...........Unlimited License
News Service................AP
Transcription Service.....World Broadcasting System
Representative..............Weed & Company,
Bertha Bannan

WPRO
PROVIDENCE
COLUMBIA BROADCASTING SYSTEM
Frequency: 630 Kc.......Power: 5000 Watts
Owned-Operated By.......Cherry & Webb
Broadcasting Company
Address......................15 Chestnut Street
Phone Number...............Plantations 9776
Transmitter Location.....East Providence, R. I.
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays,
8 a.m. to 12 midnight
News Service...............AP; UP
Transcription Service.....NBC Thesaurus,
Lang-Worth
Representatives............Paul H. Raymer Company,
R. C. Foster & Co.

Personnel
President..................Wm. H. O’Neill
General Manager...........John Shepard, 3rd
Station Manager............Joe Lopez
Sales Promotion-Merchandising Manager........James S. Powers
Program Director..........Rose M. Powers
Production Manager........Don W. Morton
Publicity Director.........Phyllis Doherty
Musical Director..........Carl Tats
Chief Engineer..............Harry Tilley

Personnel
General Manager...........Fred R. Ripley
Program Director..........Morton L. Blender
Chief Engineer..............John V. Ferr
For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255
**WIS**  
COLUMBIA—EST. 1930  
NATIONAL BROADCASTING COMPANY  
Frequency: 560 Kc. . . . . Power: 5000 Watts  
Owned-Operated By ....... The Surety Life Insurance Company  
Address ......... 1811 Main Street  
Phone Number ......... 2-2135  
Transmitter Location . . . Bluff Road  
Time on the Air ...... 6 a.m. to 12:05 a.m.  
News Service ....... UP  
Transcription Service ...... Thesaurus, Standard Representative . Free & Peters, Inc.  

**Personnel**  
President .............. Herman L. Hanks  
General Manager ........ George W. Dowdy  
Sales Manager ........... Kenneth Beachboard  
Program Director .......... Ray A. Furr  
Musical Director ............ Charlotte Lide  
Chief Announcer ............ Herbert Edson

**WKIX**  
COLUMBIA—EST. 1945  
CBS-MUTUAL  
Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By ...... Inter-City Adv, Co.  
Address .......... 1127 Lady St  
Phone Number ......... 2-8659  
Transmitter Location . . . Two Notch Road  
Time on the Air ...... 6:30 a.m. to 12:05 a.m.  
News Service ......... UP  
Transcription Service ...... Lang-Worth Representative . Weed & Co.

**Personnel**  
President .............. George W. Dowdy  
General Manager ........ B. T. Whitmire  
Station Manager .......... Kenneth Beachboard  
Commercial Manager ...... C. Durham Moore  
Sales Manager ........... Thomas Chandler  
Chief Engineer ......... Edwin Davis

**WOL**  
FLORENCE—EST. 1939  
ABC  
Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By ...... Florence Broadcasting Co., Inc.  
Address .......... 129 South Dargan  
Phone Number ......... 354-5  
Transmitter Location . . . Charleston Highway  
Time on the Air ...... 7 a.m. to 11:15 p.m.  
News Service ......... UP  
Transcription Service ...... Lang-Worth Representative . Cox & Tann

**Personnel**  
President .............. M. F. Schnibben  
Station Manager .......... N. L. Royster  
Sales Manager .......... N. L. Royster  
Program Director .......... Raymond Caddell  
Production Manager-Publicity Director . N. L. Royster  
Chief Announcer-Musical Director . Raymond Caddell  
Chief Engineer ......... W. T. Pritchett

**WMRC**  
GREENVILLE—EST. 1940  
ABC  
Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By ...... Textile Broadcasting Company, Inc.  
Business Address .......... Prevost Bldg.  
Phone Number .......... 5730  
Studio Address .......... Prevost Building  
Transmitter Location ...... 400 Mayberry Street  
Time on the Air: 8 a.m. to 12 midnight; Sundays: 7:00 a.m. to 12 midnight.  
News Service ......... AP  
Transcription Service ...... AP  
National Representative . Burns Smith Co., Inc.

**Personnel**  
President .............. Robert A. Jolley  
Station Manager .......... W. Ennis Bray  
Commercial Manager ...... C. B. Denison  
Chief Engineer .......... George D. Tate
South Carolina's Best Market!

1st in sales
1st in population
1st in buying income

<table>
<thead>
<tr>
<th></th>
<th>Retail Sales 1944</th>
<th>Buying Income Per Capita</th>
<th>Population Census 1940</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenville</td>
<td>$69,487,000</td>
<td>$1,718.00</td>
<td>136,580*</td>
</tr>
<tr>
<td>Charleston</td>
<td>63,924,000</td>
<td>1,207.00</td>
<td>121,105</td>
</tr>
<tr>
<td>Columbia</td>
<td>57,614,000</td>
<td>1,368.00</td>
<td>104,843</td>
</tr>
<tr>
<td>Spartanburg</td>
<td>51,661,000</td>
<td>1,486.00</td>
<td>127,105</td>
</tr>
</tbody>
</table>

*There are 397,210 persons within 30 miles of WFBC's transmitter.

(Department of Commerce figures by counties)

WFBC
SOUTH CAROLINA
"Textile Center of the South"

NBC ★ 5000 WATTS
WFBC
GREENVILLE—EST. 1933
NATIONAL BROADCASTING CO.
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By: Greenville News
Piedmont Co.
Phone Number: 362; 363
Transmitter Location: Gantt, S. C.
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: Greenville News:
Greenville Piedmont
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Lew Avery Co., B. Frank Cook (Atlanta, Ga.)

Personnel
President: Roger C. Peace
Commercial Manager: Robert Glass
Program-Production Director: Alice Wyman
Promotion Director: Dr. Nicholas P. Mitchell
Chief Engineer: W. C. Etheredge

WCRS
GREENWOOD—EST. 1941
NATIONAL BROADCASTING CO.
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Greenville, Inc.
Address: P. O. Box 868
Phone Number: 4300
Studio-Transmitter Location: Willson St.
Time on the Air: 6:30 a.m. to 12:05 a.m.
News Service: AP
Transcription Service: Standard Radio, World

Personnel
President: Douglas Featherstone
General Manager: Dan Crosland
Commercial-Promotion Manager: Ralph Norman
Publicity Director: Vivian Chiles
Chief Engineer: Harold C. Spengler

(WCFS)*
HARTSVILLE
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Hartsvile Broadcasting Co.
Address: Hartsville, S. C.
* Construction Permit

WRHI
ROCK HILL—EST. 1944
MUTUAL
Frequency: 1340 Kc. Power: 250 Watts
Owned and Operated By: York County Broadcasting Co.
Address: Rock Hill National Bank Bldg.
Phone No.: 294
Time on Air: 6:30 a.m. to 10:30 p.m.
Transmitter Location: East Black St., Ext.
Transcription Service: World

Personnel
General Manager: James S. Beatty, Jr.
Station Manager: William C. Beatty
Sales Manager: George P. Cobb
Chief Engineer: James S. Beatty, Jr.

WORD
SPARTANBURG—EST. 1940
ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Spartanburg Adv.
Address: 291 E. Main St.
Phone Number: 875-6
Transmitter Location: Drayton, S. C.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 7:30 a.m. to 1 a.m.
News Service: AP
Transcription Service: NBC Thesaurus

Personnel
Co-Owners: J. M. Bryan, Smith Davis
General and Station Manager: Frank R. Knutti
Sales-Commercial Manager: John C. Carrington
Sales Promotion: Zara Jane Smith
Record M.C.: Ace Rickenbacker
Chief Engineer: Francis L. Harr

WSPA
SPARTANBURG—EST. 1929
COLUMBIA BROADCASTING SYSTEM
Frequency: 950 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Spartanburg Ad.
Address: 224 E. Main St.
Phone Number: 2900
Transmitter Location: Route 5
Time on the Air: 6 a.m. to 12:05 a.m.
News Service: UP
Transcription Service: World
Representative: George P. Hollingsbery Co.

Personnel
President: A. B. Taylor
Vice Pres.-Gen. Mgr.: Walter J. Brown
Station Manager: Roger A. Shaffer
Production-Program Director: Edwin J. McGrath
Commercial Manager: Guy Vaughan, Jr.
Promotion-Publicity: Sterling W. Wright
Record M.C.: Cliff Gray
Chief Engineer: Harold Beckholt

577
**WFIG**
SUMTER—EST. 1940
MUTUAL BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Station WFIG, Inc.
Address: Radio Center Bldg.
Phone Number: (Studio) 1340
Transmitter Location: Highway No. 76
Time on the Air: 16 hours daily
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Cox & Tanz

**Personnel**
President-Treasurer: Julius S. Brody
V.-P.-Sec'y: T. Doug Youngblood
Station Manager: T. Doug Youngblood
Sales Promotion: Bernice Bell
Program Director: Bill Burnett
Publicity Director: Louise Burnette
Chief Engineer: Neal Shubert

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**SOUTH DAKOTA**
For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

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**KABR**
ABERDEEN—EST. 1934
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By: Aberdeen Broadcast Company
Address: 117½ South Main Street
Phone Number: 4626
Transmitter Location: Wylie Park
Time on the Air: 6:30 a.m. to 12 midnight
News Service: AP
Representative: The Walker Company
Transcription Service: Standard

**Personnel**
President: H. C. Jewett, Jr.
General, Station, Commercial, Sales Manager: A. A. Fahy
Program Director-Production Manager: John A. Griffin
Publicity Director: A. A. Fahy
Chief Engineer: Delbert T. Hunt

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**KGFX**
PIERRE—EST. 1916
Frequency: 630 Kc. Power: 200 Watts
Operated By: Ida A. McNeill
Address: 203 West Summit Ave.
Phone Number: 351
Transmitter Location: 203 West Summit Ave.
Time on the Air: 9:30 a.m. to sunset
News Service: UP
Transcription Service: Keystone Broadcasting System
Representative: Cox & Tanz

**Personnel**
Director: Ida A. McNeill
Chief Engineer: Robert H. Dye

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**KOTA**
RAPID CITY—EST. 1936
CBS
Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: Black Hills Broadcast Company of Rapid City
Address: Alex Johnson Hotel
Phone Number: 2000
Transmitter Location: 5 miles South of Rapid City
Time on the Air: 6 a.m. to 11:05 p.m. weekdays; 7 a.m. to 11:05 p.m. Sundays
News Service: UP
Transcription Service: Thesaurus, Standard Representative: The Walker Company

**Personnel**
President: Robert J. Dean
General and Station Manager: Robert J. Dean
Sales-Commercial Manager: Stan Lieberman
Sales Promotion-Merchandising Manager: Stan Lieberman
Program Director-Production Manager: Al Paulson
Publicity Director: Buck Frandolick
Chief Announcer: William Graham
Musical Director: John Simpson
Chief Engineer: A. E. Griffiths

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**WCAT**
RAPID CITY—EST. 1921
Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By: South Dakota State School of Mines and Technology
Address: East St. Joseph Street
Phone Number: 1600
Transmitter Location: St. Joe Street and Birch Avenue
Time on the Air: 11 a.m. to 1 p.m.
News Service: AP
*(Non-Commercial Station)*
K E L O
SIOUX FALLS—EST. 1937
NATIONAL BROADCASTING COMPANY
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By: Sioux Falls Broadcast
Assn., Inc.
Address.............. 317 So. Phillips Ave.
Phone Number ............ 757
Transmitter Location .... Highway No. 16
Time on the Air........ 10 a.m. to 12 midnight
News Service ................ AP
Transcription Service ...... NBC Thesaurus, Standard
Representative ........ Howard H. Wilson Co.

Personnel
President-General and Station Manager
Morton H. Henkin
V.P. and Sales Promotion Mgr. S. Fantle, Jr.
Commercial Manager........ George R. Hahn
Program Director-Production Manager
Verl K. Thomson
Publicity Director........ S. Fantle, Jr.
Chief Announcer........... Verl K. Thomson
Musical Director........... Beverly Kittelson
Chief Engineer............... Max Staley

K S O O
SIOUX FALLS—EST. 1926
NATIONAL BROADCASTING COMPANY
Frequency: 1140 Kc........Power: 5000 Watts
Owned-Operated By: Sioux Falls Broadcast
Assn., Inc.
Address.............. 317 So. Phillips Ave.
Phone Number ............ 757
Transmitter Location .... Highway No. 16
Time on the Air........ 6 a.m. to local sunset
News Service .............. AP
Transcription Service ...... NBC Thesaurus, Standard
Representative........ Howard H. Wilson Co.

Personnel
President, General and Station Manager
Morton H. Henkin
V.P. and Sales Promotion Manager
S. Fantle, Jr.
Commercial Manager........ George R. Hahn
Program Director-Production Manager
Verl K. Thomson
Publicity Director........ S. Fantle, Jr.
Chief Announcer........... Verl K. Thomson
Musical Director........... Beverly Kittelson
Chief Engineer............... Max Staley

K U S D*
VERMILLION—EST. 1922
VERMILLION—EST. 1922
KUSD
VERMILLION—EST. 1922
VERMILLION—EST. 1922
VERMILLION—EST. 1922
Frequency: 920 Kc........Power: 500 Watts
Owned-Operated By: University of South Dakota
Address..................... Union Building
Phone Number .............. 801
Transmitter Location .... Vermillion
Time on the Air........... 3 p.m. to 6 p.m.
News Service .............. AP

Personnel
General and Station Manager
Robert D. Williams
Chief Engineer............. Steve Graf
* (Non-commercial Station)

K W A T
WATERTOWN—EST. 1940
KEYSTONE BROADCASTING SYSTEM
Frequency: 1240 Kc........Power: 250 Watts
Owned By: Midland National Life Insurance Company
Operated By: Midland National Life Ins. Co.
Address..................... Watertown
Phone Number .............. 777
Transmitter Location .... Watertown
Time on the Air........... 7 a.m. to 10 p.m.
News Service .............. UP

Personnel
Station Manager........... F. L. Bramble
Commercial Manager........ M. W. Plowman
Chief Engineer............... Francis Alwin

W N A X
YANKTON—EST. 1927
AMERICAN BROADCASTING COMPANY
MID-STATES NETWORK
Frequency: 570 Kc........Power: 5000 Watts
Owned-Operated By: WNAX Broadcasting Co.
Address..................... 2nd-Capitol Sts.
Phone Number .............. 442
Transmitter Location .... Yankton
Time on the Air........... 6 a.m. to 12:05 a.m.
Newspaper Affiliation: Des Moines Register &
Tribune
News Service .............. AP; UP
Transcription Service ...... Standard Radio
Representative............. The Katz Agency

Personnel
President.................. Gardner Cowles, Jr.
General Manager........... Don E. Inman
Sales Promotion Manager.... James H. Allen
Program Director........... Gene P. Loffler
Chief Engineer............... Clifton M. Todd
MEDIUM...

5,000,000 PEOPLE

It would require an elaborate combination of media to cover the listening area of WSM’s clear-channel signal. WSM has bound itself to the hearts of five million Americans over a twenty year period of honest, sincere service to them—and is everlastingly at it, keeping old friends and making new ones every day.

HARRY STONE, Gen. Mgr.
EDWARD PETRY & CO., National Representatives
W L A R *
ATHENS
Frequency: 1450 Kc. Power: 250 Watts
Owner-Operated By: Athens Broadcasting Co.
Address ................................ 33 N. Jackson St.
Phone Number ............................ 398
Personnel
Chief Executive .................. Lowell F. Atterburn
General-Promotion Mgr. ...... C. Clayton Redfern
* Construction Permit

W R O W *
ATHENS
Frequency: 1490 Kc. Power: 250 Watts
Owner-Operated By: Athens Broadcasting Co.
Address: 105 Oak Park Drive, Knoxville, Tenn.
Personnel
Owners ........ R. O. Hardin, Verna S. Hardin
* Construction Permit

W O P I
BRISTOL—EST. 1929
NATIONAL BROADCASTING CO.
TENNESSEE VALLEY NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Radiophone Broadcasting Station WOPI, Inc.
Address .......................... 310 State St.
Phone Number ...................... WOPI (5280)
Transmitter Location ........... Old Abingdon Pike, Washington County, Va.
Time on the Air .. 6 a.m. to 12:05 a.m.
News Service .......................... AP
Transcription Service ........... World, Cole
Representative ..................... Burn-Smith Company
Personnel
President and General Manager, W. A. Wilson
Commercial Manager ................. R. L. Russell
Program-Production Director ........ Fey Rogers
Promotion-Publicity Director ...... Angela Bezek
Chief Engineer ..................... Robert Smith

W A G C *
CHATTANOOGA
MUTUAL BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Tennessee Valley Broadcasting Co.
Address .......................... 702 Cherry St.
News Service .......................... AP
Personnel
Owners ........ Gordon W. Gambill, Herbert M. Martin, Humphrey B. Heywood, R. T. Russell
* Construction Permit

W A P O
CHATTANOOGA—EST. 1936
NATIONAL BROADCASTING CO.
Owned By ................. WAPO Broadcasting Service
Address .......................... Read House
Phone Number ...................... 6-6141
Transmitter Location ........... Pineville Road
Time on the Air .. 5:30 a.m. to 12 midnight.
Sunday, 8:30 p.m. to midnight.
News Service .......................... AP
Transcription Service ........... NBC, Thesaurus
Representative ...................... Headley Reed Company
Personnel
Chief Executive .. R. G. Patterson
General and Station Manager ... R. G. Patterson
Sales Commercial Manager ... Helen Patterson
Sales Promotion-Merchandising Manager .... Helen Patterson
Program Director ............ Louise Welsh
Production-Publicity Director .... Helen Patterson
Chief Engineer ..................... B. B. Barnes

W D E F
CHATTANOOGA—EST. 1941
ABC
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By ............... WDEF
Address .......................... Volunteer Bldg.
Phone Number ...................... 6-5664
Transmitter Location ........... Volunteer Bldg.
Time on the Air .. 12:05 a.m. to 12:05 a.m.
News Service .......................... UN
Transcription Service ........... Standard Radio
Representative ..................... Weed & Co.
Personnel
President ...................... Joe W. Engel
General Manager ................. Frank S. Lane
Commercial Manager ............. Ken Flenniken
Chief Engineer ..................... B. C. Baker

W D O D
CHATTANOOGA—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1310 Kc. Power: 5000 Watts
Owned By .................... WDOD Broadcasting Corp.
Operated By ..................... Earl W. Winger, Norman A. Thomas.
Address .......................... Hamilton National Bank Building
Phone Number ...................... 6-5117
Transmitter Location ........... Baylor School
Time on the Air .. 5:30 a.m. to 12:05 Midnight
News Service .......................... UP
Transcription Service .................. World
Representative ........................ Paul H. Raymer Co.

Personnel
Co-Owners .............................. Earl W. Winger,
Norman A. Thomas
General Manager ...................... Earl W. Winger
Commercial Manager .................. Carter M. Parham
Chief Engineer ....................... Julius V. Vessels

WJZM
CLARKESVILLE—EST. 1941
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By .................. Wm. Kleeman
Address ............................... Clarksville
Phone Number ........................ 499
Transmitter Location................. Martin St.
Time on the Air ...................... 6 a.m. to 11 p.m.
News Service .......................... AP
Transcription Service .................. World
Representative ........................ Cox & Tanz

Personnel
Owner ................................. Wm. Kleeman
General and Station Manager ...... W. E. Williams
Chief Engineer ....................... Gene Penticost

WBAC
CLEVELAND—EST. 1945
MUTUAL BROADCASTING SYSTEM
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By .................. Robert W. Roundsaville
Address ............................... Fike Bldg.
Phone Number ........................ .62
News Service .......................... UP

Personnel
Owner-General Mgr. ................. Robert W. Roundsaville
Commercial Manager ................ Mrs. R. W. Roundsaville
Program-Promotion Mgr. ............ David P. McLain
Chief Engineer ....................... William F. Lange

WKRM *
COLUMBIA
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By .................. Middle Tennessee Broadcasting Co.
Address ............................... Columbia, Tenn.
* Construction Permit

WHUB
COOKEVILLE—EST. 1940
COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By .................. WHUB, Inc.
Address ............................... East Spring Street
Phone Number ........................ 807 Hickory Street
Time on the Air ..................... 6 a.m. to 10 p.m.
News Service .......................... UP
Transcription Service .............. Keystone Broadcasting System
Representative ........................ Cox & Tanz

Personnel
President-Chief Owner .............. M. L. Medley
Chief Engineer ....................... Herbert Beasley

(Call Letters to Be Assigned)
DYERSBURG*
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By .................. State Gazette Broadcasting Co.
Address ............................... Dyersburg, Tenn.
* Construction Permit

WBEJ *
ELIZABETHTON
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By .................. Elizabethton Broadcasting Co.
Address ............................... P. O. Box 829

Personnel
Owners ............................... Robert W. Roundsaville,
George M. Clark
* Construction Permit

(Call Letters to Be Assigned)
GREENVILLE*
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By .................. Greenville Broadcasting Co.
Address ............................... Greenville, Tenn.
* Construction Permit

WTJS
JACKSON—EST. 1931
AMERICAN BROADCASTING CO.
Frequency: 1390 Kc.  Power: 1000 Watts
Owned-Operated By .................. Sun Publishing Company
Address ............................... 104 West Baltimore St.
Phone Number ........................ 3340
Transmitter Location ............... Highway 45
Time on the Air ...................... 7 a.m. to 12 midnight
Newspaper Affiliation .............. The Jackson Sun
News Service .......................... UP
Transcription Service .............. Standard Radio
Representative ........................ The Branham Company

Personnel
President .............................. A. A. Stone
Station-Commercial Manager ...... A. B. Robinson
Chief Engineer ....................... Robert Gordon

WJHL
JOHNSON CITY—EST. 1938
ABC
Frequency: 910 Kc.  Power: 1000 Watts
Owned-Operated By .................. WJHL, Inc.
Business Address ................. 412 S. Roan St.
Phone Number ..................... WJHL
Studio Address .................... 412 S. Roan St.
Transmitter Location .............. 2 miles N. W. of
Johnson City
Time on the Air ................. 6 a.m. to 12 midnight
News Service ....................... UP & AP
Transcription Service ............ Lang-Worth, Cole
Representative .................... Howard H. Wilson

**Personnel**
President ......................... Hanes Lancaster
Chief Engineer ..................... O. K. Garland

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**WKPT**
KINGSPOINT—EST. 1940
NATIONAL BROADCASTING CO.
TENNESSEE VALLEY
DANIEL BOONE NETWORK
Frequency: 1400 Kc. ......... Power: 250 Watts
Owned-Operated By .......... Kingsport Broadcasting Co.
Address ......................... Radio Center
Phone Number ................. WKPT
Transmitter Location ......... Kingsport
Time on the Air .............. 6:30 a.m. to 12 midnight
News Service ................. UP
Transcription Service ......... Lang-Worth;
Standard Radio, Thesaurus
Representatives ............... Burn-Smith Co.;
Harry Cummings

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**WBI R**
KNOXVILLE—EST. 1941
ABC
Frequency: 1240 Kc. ........ Power: 250 Watts
Owned-Operated By ............. WBIR, Inc.
Address ......................... 406 W. Church St.
Phone Number ............... 4-3321
Transmitter Location ......... Brooks Road &
Wildcr Place
Time on the Air .......... Unlimited
News Service ..................... UP
Transcription Service ........ Standard
Representative ................ John E. Pearson

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**WNOX**
KNOXVILLE—EST. 1921
COLUMBIA BROADCASTING SYSTEM
Frequency: 990 Kc. ........ Power: 10,000 Watts
Owned-Operated By .......... Scripps-Howard Radio, Inc.
Address ......................... 110-112 South Gay Street
Phone Number ................... 3-3171
Transmitter Location ...... Anderson Road near
Knoxville
Time on the Air .............. 5 a.m. to 1 a.m.
Newspaper Affiliation .... Knoxville News-Sentinel
News Service ................... UP
Transcription Service ......... Standard Radio; Lang-
Worth
Representative .............. The Branham Company

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**WROL**
KNOXVILLE—EST. 1927
NATIONAL BROADCASTING CO.
Frequency: 620 Kc. ........ Power: 500 w.
Owned By ......................... Stuart Broadcasting
Operated By ................. S. E. Adcock
Business Address ............ 531 S. Gay St.
Phone Number ............... 2-7111
Studio Address ............. 531 S. Gay St.
Time on the Air .......... 5 a.m. to 12 midnight;
Sundays, 6 a.m. to 12 Midnight
News Service ..................... AP
Transcription Service ......... NBC Thesaurus;
World, M. M. Cole
Representative ............... John Blair & Co.

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**WGAP**
MARYVILLE
Frequency: 1400 Kc. ........ Power: 250 Watts
Owned-Operated By .......... Gateway Broadcasting Co.
Address ......................... 3806 N. Broadway, Knoxville, Ten.

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**Personnel**
Owner ......................... S. E. Adcock
Commercial Manager .......... C. H. Frazier
Chief Engineer ............... James N. Gilbert

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**Personnel**
Pres. Gen. Mgr .............. Gilmore N. Nunn
Station-Commercial Manager .... John P. Hart
Sales Promotion-Merchandising
Manager ....................... John P. Hart
Program Director-Production
Manager ...................... Charles D. DeVols
Chief Engineer ................ J. Rex Horion

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* Construction Permit

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583
WHBQ
MEMPHIS—EST. 1925
MUTUAL
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Broadcasting Station WHBQ, Inc.
Address .............. Hotel Gayoso
Phone Number ........ 8-8888
Transmitter Location ......... 46 Neely St.
Time on the Air ......... 6 a.m. to midnight
News Service .............. AP

WMC
MEMPHIS—EST. 1923
NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK
Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Memphis Publishing Co.
Address .............. P. O. Box 311
Phone Number ........ 8-7464
Studio Address ............ Third & Madison Ave.
Transmitter Location ......... Thomas Road
Time on the Air ......... Unlimited
News Service .............. UP
Transcription Service ....... NBC Thesaurus: Lang-Worth; Standard
Representative .......... The Branham Co.

WMPS
MEMPHIS—EST. 1930
AMERICAN BROADCASTING CO.
Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: WMPS, Inc.
Address .............. Columbian Tower, 62 North Main Street
Phone Number ........ 5-2721
Transmitter Location ......... 1890 South Lauderdale
Time on the Air ......... 6 a.m. to midnight
Newspaper Affiliation .... Memphis Press-Scimitar
News Service .............. UP AP
Transcription Service ....... Standard Radio: Associated
Representative .......... Broadcast Sales (East), Howard H. Wilson (West)

WLAC
NASHVILLE—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 1510 Kc. Power: 50000 Watts
Owned-Operated By: J. T. Ward. d/b as WLAC Broadcasting Service
Operating By: WLAC Broadcasting Service
Address .............. Third National Bank Bldg.
Phone Number ........ 6-0161
Transmitter Location ......... Dickerson Road
Time on the Air ......... 5:45 a.m. to midnight
News Service .............. UP
Transcription Service ....... World Broadcasting System
Representative .......... Paul H. Raymer Co.

WREC
MEMPHIS—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: Hoyt B. Wooten d/b as WREC Broadcasting Service
Address .............. Hotel Peabody
Phone Number ........ S-1313
Transmitter Location ......... Radio Center
Time on the Air ......... 5:30 a.m. to midnight
News Service .............. UP
Transcription Service ....... World Broadcasting System: Lang-Worth
Representative .......... The Katz Agency

WSIX
NASHVILLE—EST. 1927
ABC-MBS
Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By: WSIX, Inc.
Address .............. Nashville Trust Building
TEXAS STATE NETWORK STATIONS

KFJZ—Fort Worth
WRR—Dallas
KRRV—Sherman
KPLT—Paris
KCMC—Texarkana
KFRO—Longview
WACO—Waco
KTEM—Temple
KTHT—Houston

KNOV—Austin
*KABC—San Antonio
*KMAC—San Antonio
KRLH—Midland
KBST—Big Spring
KRBC—Abilene
KGKL—San Angelo
KBWD—Brownwood

*Only one station included.

Surveys bear out the fact that the folks in the “Texas State Network” area listen more hours of the day to their nearby home-town “T.S.N.” stations because of the top quality programs being fed their stations by “Mutual” and “A.B.C.” . . . and, Texas folks listen to these strategically located stations because these grand programs are delivered with less interference. Good programs . . . easy listening . . . makes “T.S.N.” a good buy!

Remember, when you get away from the four major markets in Texas (which accounts for only 17.3% of the population) you are in the small communities and rural area which make up 82.7% of Texas radio listeners. “T.S.N.” serves all four major TEXAS CITIES, plus 12 other important Texas towns.

The “T.S.N.” market covers 149 Texas Counties, 11 in Oklahoma and 7 in Arkansas . . . a total population of 5,063,876 with $1,435,980,000 in Retail Sales.

Buy “T.S.N.” for Texas
**TENNESSEE—TEXAS**

Phone Number: 5-5431  
Transmitter Location: McGavock Pike  
Time on the Air: 6 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight  
News Service: AP  
Transcription Service: Standard Radio Rep  
Representative: The Katz Agency, Inc.

**Personnel**

President-Station Manager: Jack M. Draughon  
Commercial Manager: Eugene S. Tanner  
Program Manager: Ottis Roush  
Technical Advisor: Dr. Fred Schumann

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**WSM**

NASHVILLE—EST. 1925  
NATIONAL BROADCASTING CO.

Frequency: 650 Kc.  
Power: 50000 Watts  
Owned-Operated By: The National Life and Accident Insurance Co.

Business Address: Seventh Ave. & Union St.

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**TEXAS**

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

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**KRBC**

ABILENE—EST. 1936  
ABC  
MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

Frequency: 1450 Kc.  
Power: 250 Watts  
Owned-Operated By: Reporter Broadcasting Co.

Address: Abilene  
Phone Number: 6255  
Transmitter Location: 341 Ambler Avenue  
Time on the Air: 6:30 a.m. to 11 p.m.  
News Service: Abilene Reporter-News

News Representative: John E. Pearson Co.

**Personnel**

President: M. B. Hanks  
General and Station Manager: Howard Barrett  
Sales Manager: A. C. Etter  
Sales Promotion-Merchandising Manager: Forest Lane  
Program Production Mgr.: Jack Wallace  
Chief Engineer: J. B. Casey

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**KFDA**

AMARILLO—EST. 1939  
ABC

Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Operated By: Amarillo Broadcasting Corporation

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**KGNC**

AMARILLO—EST. 1922  
NATIONAL BROADCASTING CO.  
LONE STAR CHAIN

Frequency: 1440 Kc.  
Power: 5000 d.; 1000 n.  
Owned By: Plains Radio Broadcasting Co.

Operated By: KGNC

Address: Radio Building, 8th & Harrison  
Phone Number: 4242  
Transmitter Location: Bellaire Park  
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to midnight

News Service: Amarillo Daily News; Lubbock Avalanche Journal

News Service: AP & UP

Transcription Service: NBC Thesaurus

(std. Lang-Worth, M. M. Cole)
**TEXAS**

Representative...Taylor Howe Snowden, Radio Sales

**Personnel**

President .............................................Gene Howe
General Manager ..........................O. L. Taylor
Station Manager ..........................Raymond D. Hollingsworth
Sales Manager ..........................Aubrey Jackson
Sales Promotion-Merchandising Manager
Jack Cauthen
Program Director ..................Robert Watson
Chief Engineer ......................W. H. Torrey

**KVET**

AUSTIN—EST. 1924

AMERICAN BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1300 Kc........Power: 1000 Watts
Owned-Operated By ..........Austin Broadcasting Co.
Address ..........1901 Dillman St.

* Construction Permit

**KNOW**

AUSTIN—EST. 1924

AMERICAN BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1490 Kc........Power: 250 Watts
Owned-Operated By ..........Frontier Broadcasting Company, Inc.
Address ..........Capitol Nat'l Bank Bldg.
Phone Number ..........2-6213
Transmitter Location ...Fifth & Tillery Streets
Time on the Air ........6 a.m. to midnight
News Service ..............AP
Representative ............Weed & Co.

**KFBM**

AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc........Power: 1000 d.; 250 n.
Owned-Operated By ..........Radio Station KFBM
Address ..........Brown Bldg.
Phone Number ..........2-2424
Transmitter Location ...Dallas Highway
Time on the Air ........6 a.m. to 12:05 a.m.
News Service ..............UP, INS, AP
Transcription Service ........World
Representative ............Taylor-Howe-Snowden

**KFBM**

BEAUMONT—EST. 1924

ABC

Frequency: 560 Kc........Power: 1000 Watts
Owned-Operated By ..........Beaumont Broadcasting Corp.
Address ..........P.O. Box 2950
Phone Number ..........3883
Transmitter Location ..........Cor. Doucette & Grove Streets
Time on the Air ........6 a.m. to midnight; Sundays, 7 a.m. to 12 Midnight
News Service ..............UP & AP
Transcription Service ........NBC Thesaurus, Standard
Representative ..........Taylor-Howe-Snowden

**Personnel**

President ..............C. W. Snider
General-Commercial Manager ....C. B. Locke
Sales Promotion Manager ..........H. Caldwell
Production Manager-Publicity Director ....H. Caldwell
Chief Engineer ..........L. M. Sanders

**PLAYING TO 340,000 FOLKS**

**EFFECTIVE INCOME:** $344,681,000

The rich Sabine Area of Texas

COVERING

BEAUMONT

ORANGE

PORT ARTHUR

AMERICAN BROADCASTING CO., INC.

560 Kc. 1,000 Watts

Represented by

Taylor-Howe-Snowden

Radio Sales.
**KRIC**

**BEAUMONT—EST. 1938**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: KRIC, Inc.
Address: 130 Wall Street
Phone Number: 4200
Transmitter Location: 130 Wall Street
Time on the Air: 6 a.m. to 12:05 a.m.
Newspaper Affiliation: Beaumont Enterprise, Beaumont Journal
News Service: AP
Transcription Service: World Broadcasting, Cole
Representative: The Branham Company

**Personnel**

President: Mrs. J. L. Mapes
General and Station Manager: Jack Neil
Sales-Commercial Manager: G. L. Kirk
Record m.c.: Roy Dickson
Chief Engineer: Arthur Kay

**KBST**

**BIG SPRING—EST. 1936**

ABC

MBS—TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By: Big Spring Herald Broadcasting Company
Address: 702 Johnson Street
Phone Number: 1500
Transmitter Location: 1¼ miles northeast of town
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: AP
Representative: John E. Pearson Co.

**Personnel**

General-Station-Sales-Commercial Manager: Boyd Kelley
Program-Publicity Director: Mina Taylor
Production Manager: Robert Bradbury
Chief Announcer: William B. Foreman
Chief Engineer: Andrew M. Jones

**KNEL**

**BRADY—EST. 1935**

Frequency: 1490 Kc. Power: 250 d.; 100 n.
Owned-Operated By: G. L. Burns
Business Address: 106 No., Blackburn St.
Phone Number: 77
Transmitter Location: East Brady, Texas
Time on the Air: 8 a.m. to 10 p.m.
Transcription Service: Keystone
Representative: Keystone

**Personnel**

President, General & Station Manager: G. L. Burns
Sales-Commercial Manager: G. L. Burns
Sales Promotion-Merchandising Manager: G. L. Burns

**KWAL**

**BROWNSVILLE—EST. 1944**

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
Owned by: Radio Station KEKW, Ltd.
Operated By: T. Frank Smith
Address: Gulf Bldg.
Phone Number: Capitol-6151
Transmitter Location: Brownsville
Time on the Air: 6 a.m. to Midnight
News Service: AP
Representative: Free & Peters

**Personnel**

General Manager: T. Frank Smith
Station Manager: Roy Suber
Commercial Manager: Bill Bennett
Promotion-Publicity: Glenn Horton
Chief Engineer: Robert Bush

**KBWD**

**BROWNWOOD—EST. 1941**

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1380 Kc. Power: 1000 d.; 500n
Owned-Operated By: Brown County Broadcasting Co.
Address: 800 Hawkins Street
Phone Numbers: 2401-2402
Transmitter Location: Williams Ranch Road, 1½ miles N. Brownwood
Time on the Air: 6:00 a.m. to 11 p.m.; Sunday, 7:30 a.m. to 10:30 p.m.
News Service: UP
Transcription Service: Standard
Representative: The Walker Co.

**Personnel**

President-General Manager: Wendell Mayes
Commercial Manager: Ingram S. Roberts
Sales Promotion: F. T. Wilson
Chief Announcer: Jack Beckett
Musical Director: Pat Brinkley
Record m.c.: Howard Edwards
Program-Publicity Director: Pat Brinkley
Production Manager: Pat Craig
Chief Engineer: A. W. Stewart

**WTAW**

**COLLEGE STATION—EST. 1921**

ABC—TEXAS QUALITY NET

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By: A. & M. College of Texas
Address: College Station
Phone Number: 4-6724
Transmitter Location: College Station
Time on the Air: Sun-up to Sun-down
News Service: AP
Transcription Service: World

**Personnel**
President of A & M College: Gibb Gilchrist
Program Director: G. Byron Winstead
Production Manager: Cecil Beardon, Radio Assistant
Chief Announcer: Cecil Beardon
Chief Engineer: Frank J. Sosolik

**KEYS**
CORPUS CHRISTI—EST. 1940
COLUMBIA BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Owned by: Partnership
Operated by: Nueces Broadcasting Co.
Address: Center Theater Bldg.
Phone: 2-7411
Transmitter Location: Cantwell Lane
Time on the Air: Sun-up to Sun-down
News Service: AP
Transcription Service: World
Representative: Forrest Co.

**Personnel**
Station Manager: Fred Burr
Sales-Commercial Manager: Kelly Woford
Chief Engineer: Harold Griffith

**KRIS**
CORPUS CHRISTI—EST. 1937
NATIONAL BROADCASTING CO.
Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated by: Gulf Coast Broadcasting Company
Address: Robert Driscoll Hotel
Phone Number: 6354
Transmitter Location: Corpus Christi Highway No. 5
Time on the Air: Unlimited License
News Service: AP
Representative: Free & Peters

**Personnel**
General Manager: T. Frank Smith
Commercial Manager: William Bennett

**KWBU**
CORPUS CHRISTI—EST. 1943
ABC
Frequency: 1010 Kc. Power: 50,000 Watts
Owned & Operated by: Century Broadcasting
Address: 312 Commerce St., Dallas, Texas
Phone: Riverside 8431

**Personnel**
Station Manager: Carr P. Collins
General Manager: Carr P. Collins, Jr.
Station, Commercial Manager: Homer Hogan
Sales Promotion-Merchandising Manager: Maydell Wallace
Program Director, Production Manager: J. E. Sellers
Publicity Director: Maydell Wallace
Chief Engineer: Nestor Cuesta, Jr.

**KAND**
CORSICANA—EST. 1937
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated by: Navarro Broadcasting Association
Business Address: Corsicana
Phone Number: 141
Transmitter Location: Corsicana Highway No. 5
Time on the Air: 6 a.m. to Midnight
News Service: UP
Transcription Service: RCA

**A NEW ARRIVAL**
**A NEW SALESMAN-WINNER in the Transcription field**

AP RADIO PRODUCTIONS

Press Association, Inc.
50 Rockefeller Plaza
New York 20, N. Y.
In the GREAT Southwest Market

KRLD 50,000 WATTS CBS

KRLD Is Your Best Buy Day or Night

The Times Herald Station

Dallas       Fort Worth

50 kw., 1080 kc. Represented by the Brabham Company
**SKY**

DALLAS—EST. 1941

Frequency: 660 Kc. Power: 1000 Watts
Owned-Operated By: Sky Broadcasting Service
Address: 11th Floor, Hotel Stoneleigh
Phone Number: C-6193
Transmitter Location: Bruton Road
Time on the Air: 8 a.m. to local sunset
News Service: AP
Transcription Service: Associated Music

**KRLD**

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc. Power: 5000 Watts
Owned-Operated By: KRLD Radio Corp.
Address: Hotel Adolphus
Phone Number: Central 6811
Transmitter Location: Garland, Texas
Time on the Air: 5:30 a.m. to 1 a.m.
News Service: Dallas Times-Herald
Transcription Service: Standard Radio

**WRR**

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By: City of Dallas
Address: Municipal Radio Bldg., State Fair Grounds
Phone Number: Tension 3-6101
Transmitter Location: White Rock Lake
Time on the Air: 6 a.m. to Midnight
News Service: AP
Representative: Weed & Co.

**WFAA**

DALLAS—EST. 1922

NATIONAL BROADCASTING CO. TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 5000 Watts
Owned-Operated By: A. H. Belo Corp., publisher of The Dallas Morning News
Business Address: Commerce & Lamar Sts.
Phone: Central 2451
Studio Address: Santa Fe Bldg., Penthouse

**KDNT**

DENTON—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Harwell V. Shepard
Address: Kimbrough Building
Phone Number: 276
Transmitter Location: Highway No. 24
Time on the Air: Unlimited license
News Service: UP
Transcription Service: Thesaurus

**Personnel**

SKY

President: J. C. West
General Manager: Aubrey H. Escoe
Promotion Manager: A. H. Escoe
Program-Publicity Director: A. H. Escoe
Production Manager: A. H. Escoe

KRLD

President-General Manager: A. L. Chilton
Commercial Manager: R. G. Terrill

WRR

President: E. M. Dealey
General Manager: Martin Campbell
Asst. Managers: Ralph M. Nimmons, Raymond Collins
National Sales Manager: Keith Baldwin
Program Supervisor: Ralph K. Maddox
Publicity Director: Mrs. Wilbur Douglas
Musical Director: Karl Lambertz
Chief Engineer: Paul Barnes
Record m.c.: Jimmie Jeffries

WFAA

President: J. W. Runyon
General Manager: C. W. Rembert
Asst. Manager: James W. Crocker
Commercial Manager: William A. Roberts
Sales Promotion Manager: J. W. Crocker
Program Director: Roy George
Publicity Director: Douglas Hawley
Chief Announcer: Meador Lowrey
Musical Director: Hyman Charninsky
Chief Engineer: Roy-Flynn

KDNT

General Manager: Harwell V. Shepard
Beaty Fans Buy!

Happy Sponsors Know That Beaty’s Farm Friends Buy Merchandise . . .

Here’s Proof That Powerful WBAP Sells the Rural Buyers of the Great Southwest!

A SPONSOR SAYS:
"... it seems from all of the evidence to be doing a very good job for us over your station" (He must have meant it, for he is still a sponsor.)

A RANCHER WROTE:
"First I wish to thank you for your 6 to 7 a.m. program, which for country people living in the Southwest cannot be improved upon, and none should miss it. The timing is right, the information and advice needed and the news the latest and best selected. Also what you say about American Fence is so have used many miles of it. P.S. Please send me one of your Farm and Ranch Handbooks and oblige" (This is an example of what we mean by 'Beaty Fans Buy')

A FARMER WRITES:
"I want to take two combines to the maize harvest. Can you tell me where it will be in full swing in two or three weeks, and the approximate route you would take across the state? I want to know where to go and when to start. Please draw me a map" (Beaty could . . . would and did)

FROM THE STATE BOARD OF AGRICULTURE:
"I am convinced that you are selecting the most vital topics to discuss with farmers, and may I express to you my deep appreciation for the services rendered to farmers, not only in Oklahoma and Texas, but in other states within your listening range." (With 50,000 watts, that listening range is plenty.)

A 4-H CLUB BOY SAID:
"I enjoy your program very much every morning. It is very helpful to all farmers, because you keep us informed of what is going to happen, what is happening and what has happened. Keep up the good work." (Great kids in the great Southwest.)

If you have something to sell, and want to tell it to the big rural audience of the Great Southwest, let WBAP do it for you. Chances are that your nearest Edward Petry Company representative is waiting for your call right now. Get the complete story with all the sales producing facts. Better call him now.

Owned and Operated By
THE FORT WORTH STAR-TELEGRAM
AMON G. CARTER, President
Fort Worth 2, Texas

Represented by Edward Petry Co.
**Krod**  
EL PASO—EST. 1940  
COLUMBIA BROADCASTING SYSTEM  
Frequency: 600 Kc. ... Power: 1000 d. 500 n.  
Owned-Operated By ... Dorrance D. Roderick  
Address ... 2201 Wyoming St.  
Phone Number ... Main 2020  
Transmitter Location ... Hammrett Boulevard  
Time on the Air ... Unlimited License  
Newspaper Affiliation ... El Paso Times  
News Service ... AP  
Transcription Service ... Associated  
Representative ... Howard H. Wilson Co., Taylor-Howe, Snowden

**Ktsm**  
EL PASO—EST. 1929  
NATIONAL BROADCASTING CO.  
Frequency: 1380 Kc. ... Power: 1000 d. 500 n.  
Owned-Operated By ... Tri-State Broadcasting Co.  
Address ... Paso Del Norte Hotel  
Phone Number ... Main 3122  
Transmitter Location ... Ascarate, Tex.  
Time on the Air ... Unlimited  
News Service ... NBC Thesaurus  
Transcription Service ... NBC Thesaurus  
Representative ... George P. Hollingsbery Co.

**Kfjz**  
FORT WORTH—EST. 1922  
MUTUAL BROADCASTING SYSTEM  
TExAS STATE NETWORK  
Frequency: 1270 Kc. ... Power: 5000 Watts  
Owned-Operated By ... Tarrant Broadcasting Company  
Address ... 1201 West Lancaster  
Phone Number ... 3-3474  
Transmitter Location ... Birdville, Texas  
Time on the Air ... 5:30 a.m. to 1 a.m.  
News Service ... AP & UP  
Representative ... Weed & Company

**Kgko**  
FORT WORTH—EST. 1928  
AMERICAN BROADCASTING CO.  
LONE STAR CHAIN  
Frequency: 570 Kc. ... Power: 5000 Watts  
Owned By ... Carter Publications, Inc. & A. H. Belo Corp.  
Operated By ... Ft. Worth Star-Telegram and Dallas News  
Addresses: Medical Arts Bldg., Ft. Worth; Santa Fe Bldg., Dallas  
Phone Numbers: 3-1234 (Ft. Worth); Riverside 9631 (Dallas)  
Transmitter Location ... Arlington, Texas  
Time on the Air ... 6 a.m. to 12 Midnight  
Newspaper Affiliations: Fort Worth Star-Telegram; The Dallas Morning News  
News Service ... AP  
Transcription Service ... World: Lang-Worth  
Representative ... Edward Petry & Co.

**Wbap**  
FORT WORTH—EST. 1922  
NBC—TExAS QUALITY NETWORK  
Frequency: 820 Kc. ... Power: 50000 Watts  
Owned By ... Carter Publications, Inc.  
Operated By ... Ft. Worth Star-Telegram  
Address ... Medical Arts Bldg.  
Phone Number ... 3-1234  
Transmitter Location ... Grapevine, Texas  
Time on the Air ... (Shares time with WFAA, Dallas)  
Newspaper Affiliation ... Ft. Worth Star-Telegram  
News Service ... AP  
Transcription Service ... WBS, Cole, Lang-Worth  
Representative ... Edward Petry & Co.

See Page 594
TEXAS is located in the heart of the rich North-Central part of Texas and is serving a million and a quarter people who have a half billion dollar purchasing power. KFJZ is serving a very progressive section of the Southwest that is "paying-dividends" in the post-war era. KFJZ’s tremendous audience has been attracted by a well balanced schedule of local shows and the Cream of Mutual’s Humorous, Musical and Dramatic programs, interspersed with Mutual’s great array of Ace News Analysts. KFJZ is Mutual’s Key Outlet for Texas.

PROGRAM FACILITIES
KFJZ has a complete staff of veteran writers, production men, announcers and talent who produce shows locally that “sell” the Southwest. Wire Recorder for on the scene events . . . Remote broadcast facilities . . . Latest in transcription equipment.

NEWS & SPORTS
KFJZ being recognized as the news and sports station of this area . . naturally KFJZ has Texas’ most popular reporters in Zack Hurt (sports) and Porter Randall (news).

MAIL PULL
KFJZ has hit the “jack-pot” time after time for advertisers who wanted to “check” their program and KFJZ’s pulling power. One advertiser received 1,572 requests from one cold announcement at 6:45 A.M. . . heard from 198 Texas towns and 14 other states.

TIME ON AIR
KFJZ is serving the people of this area 18 1/2 hours a day—Monday through Saturday, 5:30 A.M. to 1:00 A.M., on Sunday 5:30 A.M. to Midnight. KFJZ is a listening habit of the people in this important market.

KFJZ is a MUST on any schedule planned to cover the Fort Worth trade area.

KFJZ . . . FORT WORTH . . . SERVES ONE OF THE SOUTHWEST’S MOST IMPORTANT INDUSTRIAL AND AGRICULTURAL AREAS.
Sales Promotion-Merchandising Manager

Jack Pritchett

Program Director

Ed. Lally

Production Manager

A. M. Woodford

Publicity Director

Kathryn Barnes

Chief Announcer

Frank Mills

Musical Director

Gene Baugh

Chief Engineer

R. C. Stinson

K L U F
GALVESTON—EST. 1928

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: The KLUF Broadcasting Co.
Business Address: 60th & Broadway
Phone Number: 5876
Studio Address: 60th & Broadway
Transmitter Location: 60th & Broadway
Time on the Air: Unlimited license
News Service: UP
Transcription Service: Standard Radio
Representative: William G. Rambeau

K P R C
HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc. Power: 5000 Watts
 Owned By: Houston Printing Corp.
Operated By: Houston Post
Address: Lamar Hotel
Phone Number: Fairfax 7101
Transmitter Location: Deepwater, Texas
Time on the Air: Unlimited
Newspaper Affiliation: Houston Post
News Service: AP
Transcription Service: NBC Thesaurus, Lang-Worth
Representative: Edward Petry & Co.

Personnel

President: W. P. Hobby
General Manager: Kern Tips
Program Director: Jack McGrew
Chief Engineer: H. T. Wheeler

K T H T
HOUSTON—EST. 1944

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Texas Star Broadcasting Co.
Address: Southern Standard Bldg.
Phone No.: Capitol 6246
Transmitter Location: 315 N. Ennis St., Houston
Time on the Air: Full time

Personnel

President: Roy Hofheins
Station Supervisor: Ted Hills
Commercial-Promotion Mgr.: Francis Gilbert
Chief Engineer: Louis I. Jelly

K G B S
HARLINGEN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Harbenito Broadcasting Company, Inc.
Business Address: P. O. Box 711
Phone Number: 1400
Studio Address: State Highway No. 83 between Harlingen and San Benito, Texas
Transmitter Location: Same
Time on the Air: 6:30 a.m. to 12 Midnight
News Service: AP
Transcription Service: Associated
Representative: The Walker Co.

Personnel

President: McHenry Tichenor
Manager: Troy McDaniel
Commercial Manager: Dave Bennett
Chief Engineer: Sherman L. Spencer

K T R H
HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc. Power: 50000 Watts
Address: Texas & Travis Sts.
Phone Number: Preston 2211
Studio Address: Rice Hotel
Transmitter Location: Cedar Bayou, Texas
Time on the Air: 6 a.m. to midnight
Newspaper Affiliation: Houston Chronicle
News Service: UP
Transcription Service: World Broadcasting
Representative: John Blair & Co.

Personnel

General Manager: B. F. Orr
Commercial Manager: Ray E. Bright
Production-Program Director: Harry Grier
Merchandising Mgr.: George H. McCormick
Chief Engineer: Tom Hiser
K X Y Z
HOUSTON—EST. 1930
AMERICAN BROADCASTING CO.
LONE STAR CHAIN
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated by Harris County Broadcast Co.
Address Gulf Building, Capitol Building, Boston, 2124
Phone Number 6151
Time on the Air: 24 hours
News Service AP
Representative Free & Peters, Inc.

Personnel
President M. Tillford Jones
Manager T. F. Smith
Production-Program Director Charles Nethery
Commercial Manager Wm. F. Bennett
Chief Engineer Gerald Chinski

K S A M
HUNTSVILLE—EST. 1938
KEYSTONE BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Owned By W. J. Harpole & J. C. Rothwell
Operated By J. C. Rothwell
Address Walker County Fairgrounds
Phone Number 666
Transmitter Location Walker County Fairgrounds
Transmission Service Keystone
Time on the Air: Unlimited
News Service AP
Representative Cox and Tanz

Personnel
Owner W. J. Harpole & J. C. Rothwell
partner
Gen. and Station Manager J. C. Rothwell
Sales-Commercial Manager J. B. McShan
Sales Promotion-Merchandising Manager J. B. McShan
Chief Engineer Sam Love

K O C A
KILGORE—EST. 1936
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Oil Capitol Broad-

casting Assn.
Address 102½ East North St.
Phone Number 616
Transmitter Location Cor. Rose & Martin Sts.
Time on the Air: 6 a.m. to 10 p.m.
News Service AP
Transcription Service Keystone
McGregor, M. M. Cole
Representative Thomas F. Clark Co., Inc.

Personnel
President-General Manager Roy G. Terry
Station-Sales-Commercial Mgr. H. A. Degner
Sales Promotion-Merchandising Mgr. Lewis B. Christie
Program Director-Chief Announcer John E. Andrews
Chief Engineer Albert F. Mason, Jr.

K P A B
LAREDO—EST. 1938
MUTUAL-KEYSTONE-TEXAS STATE
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Laredo Broadcasting Co.
Business Address Hamilton Hotel
Phone Number 2124
Transmitter Location 300 Loring Ave.
Time on the Air 7 a.m. to 11 p.m.
Representative Joseph Hershey McIlvra

Personnel
President Howard W. Davis
General Manager Mrs. Doane Chapman
Chief Engineer Hulan K. Smith

K F R O
LONGVIEW—EST. 1934
ABC
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By Voice of Longview
Business Address P. O. Box 732
Phone Number 411
Studio Address Glover-Crim Bldg.
Transmitter Location 1918 Marshall-
Longview Highway
Time on the Air 7 a.m. to 11 p.m.
Transmission Service Lang-Worth: Key-
stone Broadcasting System
Representative Bum-Smith Co.

Personnel
President James R. Curtis

K F Y O
LUBBOCK—EST. 1927
ABC—LONE STAR CHAIN
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Plains Radio
Broadcasting Co.
Address 914 Avenue J
Phone Number 5567
Transmitter Location 2312 Fifth St.
Time on the Air 6 a.m. to 11 p.m.
Newspaper Affiliation Lubbock Avalanche-
Journal
News Service AP & UP
Transcription Service Associated, Cole
National Sales Office Taylor-Howe-Snowden
Group, Dallas, Texas
Representative Taylor-Howe-Snowden

596
**K R B A**  
**LUFKIN—EST. 1938**  
**KEYSTONE BROADCASTING SYSTEM**  
**Frequency:** 1340 Kc.  
**Power:** 250 Watts  
**Owned-Operated By:** Red Lands Broadcast-  
ing Association  
**Business Address:** Lufkin  
**Phone Number:** 272  
**Studio Address:** Lufkin  
**Transmitter Location:** Lufkin  
**Time on the Air:** Unlimited license  
**News Service:** UP-AP  
**Transcription Service:** Standard Radio;  
Keystone  
**Representative:** Cox & Tanx  

**Personnel**  
**President:** Ben T. Wilson  
**Manager:** Darrell E. Yates  

**K C R S**  
**MIDLAND—EST. 1935**  
**ABC—MBS—TEXAS STATE NETWORK**  
**Frequency:** 1230 Kc.  
**Power:** 250 Watts  
**Owned-Operated By:** Scharbauer Estate  
**Business Address:** 117 S. Loraine St.  
**Phone Number:** 1080-1  
**Studio Address:** 117 So. Loraine St.  
**Transmitter Location:** U. S. Highway 80,  
(1½ miles west of Midland)  
**Time on the Air:** 6:45 a.m. to 10:30 p.m.  
**News Service:** AP  
**Transcription Service:** SESAC  

**Personnel**  
**Administrator of Estate:** Millard Eidson  
**Station Manager:** J. M. McDonald  
**Commercial Manager:** Gladys L. McDonald  
**Chief Engineer:** Jack Cecil  

**K N E T**  
**PALESTINE—EST. 1936**  
**MUTUAL BROADCASTING SYSTEM**  
**Frequency:** 1450 Kc.  
**Power:** 100 Watts  
**Owned By:** Palestine Broadcasting Corp.  

**Operated By:** B. A. Laurie  
**Address:** Municipal Bldg.  
**Phone Number:** 411  
**Transmitter Location:** Strickland Park  
**Time on the Air:** 7 a.m. to 10:30 p.m.  
**News Service:** UP  
**Transcription Service:** Standard Radio;  
Representative  

**K P D N**  
**PAMPA—EST. 1936**  
**MUTUAL BROADCASTING SYSTEM**  
**TEXAS STATE NETWORK**  
**Frequency:** 1340 Kc.  
**Power:** 250 Watts  
**Owned By:** R. C. Hoiles  
**Operated By:** Pampa News  
**Business Address:** Box 901  
**Phone Number:** 1102  
**Studio Address:** 212 North Ballard  
**Transmitter Location:** East of city limits  
**Time on the Air:** 7:30 a.m. to 10:30 p.m.  
**Newspaper Affiliation:** Pampa News  
**News Service:** AP  
**Transcription Service:** World Broadcasting  

**Personnel**  
**Chief Executive:** Jack Hanna  
**Station-Commercial Manager:** John Michel  
**Auditor:** H. McBee  
**Sales Promotion-Merchandising**  
**Manager:** B. E. Price  
**Program Director:** Ken Bennett  
**Publicity Director:** B. E. Price  
**Chief Engineer:** Douglas E. Smith  

**K P L T**  
**PARIS—EST. 1936**  
**ABC**  
**MUTUAL BROADCASTING SYSTEM**  
**TEXAS STATE NETWORK**  
**Frequency:** 1490 Kc.  
**Power:** 250 Watts  
**Owned-Operated By:** North Texas Broadcast-  
ning Company  
**Address:** Gibraltar Hotel  
**Phone Number:** 1124-5
TRANSMITTER LOCATION: 2 1/4 MILES SOUTH ON TEXAS HIGHWAY NO. 24
TIME ON THE AIR........6 A.M. TO MIDNIGHT,
Sundays 7 A.M. To MIDNIGHT
NEWS SERVICE...................AP

**Personnel**

President..........................A. G. Pat Mayse
General-Station Manager.........Ernest T. Jones
Publicity Director.................Geneva Slakey
Chief Engineer......................C. L. Thompson
Record m. c........................Jimmy Mercer

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**K PAC**

PORT ARTHUR—EST. 1934
MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc........Power: 1000 Watts
Owned-Operated By..............Port Arthur College
Address.........................1515 Lakeshore Dr.
Phone Number....................7458
Studio Address...............1515 Lakeshore Drive
Transmitter Location...1515 Lakeshore Drive
Time on the Air..............6 A.M. To 12 Midnight,
Sundays 7 A.M. To MIDNIGHT
News Service....................AP & INS
Transcription Service.........Standard Radio.
World, McGregor, BMI Sup.
Representative..................Joseph Hershey McGillivra

**Personnel**

President..........................J. W. Williams
Acting Manager.....................Marjorie R. Vickers
Sales-Commercial Manager........George Crouch
Sales Promotion-Advertising........Walter LaForge, Jr.
Manager............................Corinne Enos
Traffic Manager.....................Margaret Brieske
Publicity Director.................Christina Quick
Chief Announcer...................Gordon Baxter, Jr.
Musical Director...............Walter LaForge, Jr.
Chief Engineer....................Glenn Boatrigh
Record m. c........................Clarence Pinell

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**K G K L**

SAN ANGELO—EST. 1928
ABC—MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By..............KGKL Inc.
Address.........................St. Angelus Hotel
Phone Number....................6715
Transmitter Location...........50 South Milton
Time on the Air..............6:30 A.M. To 11 P.M.
News Service....................AP
Representative..................John E. Pearson Co.

**Personnel**

President..........................H. C. Ragsdale
General and Station Manager......Lewis O. Selbert
Commercial Manager...............Myrl Stein
Program Director-Production Manager........Jean Nettleton
Chief Announcer..................Julian Hill
Chief Engineer...................Frank Jones
Record m. c........................William Crable

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**KVOP**

PLAINVIEW—EST. 1944

Frequency: 1400 Kc........Power: 250 Watts
Owned and Operated By........W. J. Harpole and J. C. Rothwell
Address..........................111 6th West Street
Phone Number......................1400
Transmitter Location........Wayland College Grounds
Time on the Air..............6:30 A.M. To 9 P.M.
News Service.....................AP
Transcription Service.........Standard

**Personnel**

President-Commercial Manager..W. J. Harpole
Program Manager...............James E. Stanton
Publicity Director..............W. J. Harpole
Chief Announcer................Al Turner
Musical Director.................Joyce Taylor
Chief Engineer...................Carl Cook
Record m. c........................Keith Lloyd
**KABC**
**SAN ANTONIO—EST. 1926**
**ABC—TEXAS STATE NETWORK**
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Alamo Broadcasting Co.
Address: 223 Milam Bldg.
Phone Number: Fannin 3126
Transmitter Location: Bandera Highway
Time on the Air: 5 a.m. to 12:25 a.m.

**Personnel**
President: R. Early Willson
Station Manager: Charles W. Balthrope
Ass't Manager: Bill Michaels
Audience Promotion-Merchandising Manager: W. Poundstone Jackson
Program Director: George T. Case
Chief Announcer: Alec Chesser
Musical Director: Nola Reid
Chief Engineer: Paul Wolf

**KCOR**
**SAN ANTONIO**
Frequency: 1350 Kc. Power: 1000 D.
Owned-Operated By: Raoul A. Cortez
Address: National Bank of Commerce Bldg.
News Service: *AP*
*Construction Permit*

**KMAC**
**SAN ANTONIO—EST. 1930**
**MUTUAL—TEXAS STATE NETWORK**
Frequency: 1240 Kc. Power: 250 Watts
Owned By: Howard W. Davis, d/b as The Walmac Company
Operated By: Howard W. Davis
Address: Nat'l Bank of Commerce Bldg.
Phone Number: Cathedral 6211
Transmitter Location: Avenue E
Time on the Air: 6 a.m. to 1 a.m.
News Service: INS
Representative: Joseph Hershey McGillvra

**KONO**
**SAN ANTONIO—EST. 1927**
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Eugene J. Roth, d/b as Mission Broadcasting Company
Address: 317 Arden Grove
Phone Numbers: Fannin 5171-2-3
Transmitter Location: 317 Arden Grove
Time on the Air: 18 hours daily
News Service: *AP*
Transcription Service: Lang-Worth, M. M. Cole
Representative: Forjoe & Company

**Personnel**
Owner: Eugene J. Roth
General & Station Manager: James M. Brown
Program Director: Stanley A. Cox
Chief Announcer: Ray Hunt
Chief Engineer: George Ing

San Antonio’s Only
ENGLISH-Spanish Radio Station
National manufacturers can cash-in on the tremendous buying power of the Spanish speaking population of San Antonio and trade territory. Station KCOR features programs directed to this great listening audience . . . broadcast both in English and Spanish. Rate card on request.

**CALCASIEU BLDG. — SAN ANTONIO, TEXAS**

**KCOR**
1350 KILOCYCLES • 1000 WATTS

Program Director: Tony Bessan
Production Manager: Melba Flemming
Chief Engineer: Ed E. Case
Record m. c.: Marvin Broyles

**KMAC**
President-General Manager Howard W. Davis
Station Manager: Patt McDonald
Sales Promotion-Merchandising Manager: Tony Bessan

599
K T S A
SAN ANTONIO—EST. 1927
CBS—LONE STAR CHAIN
Owned-Operated By: Sunshine Broadcasting Company
Address: Gunter Hotel Phone Number: Garfield 1251
Transmitter Location: St. Hedwig Road Time on the Air: 6 a.m. to 12:05 a.m.
News Service: AP & UP Transcription Service: Lang-Worth:
NBC Thesaurus, SESAC
National Sales Office Address: Taylor-Howe-
Snowden Group, Tower Petroleum Bldg.,
Dallas, Texas
Representative: Taylor-Howe-Snowden
Personnel
President: Gene A. Howe
General & Station Manager: G. W. Johnson
Sales-Commercial Manager: Rex L. Freis
Sales Promotion-Merchandising
Manager: Charles D. Lutz
Program Director: George Lee Marks
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 Time on the Air: 5:30 to 12 midnight
News Service: AP, INS, UP Transcription Service: Standard
Representative: Edward Petry & Co., Inc.
Personnel
Pres. & General Manager: Hugh A. L. Halfi
Commercial Manager: Cecil K. Beaver
Sales Promotion: Fred A. Peery
Program Manager: Harold Carr
Publicity Director: Rosemary Walker
Production Manager: Monte Kleban
Chief Announcer: Harold H. Carr
Chief Engineer: Fred Sterling

K R R V
SHERMAN—EST. 1936
MBS—TEXAS STATE NETWORK
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Red River Valley Broadcasting Corporation
Addresses: 421 N. Crockett St.; Fannin & Owning Sts., Denison, Texas.

K X O X
SWEETWATER—EST. 1939
KEYSTONE BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Sweetwater Radio
Operated By: Mr. J. S. McBeath
Address: P. O. Box 570 Phone Number: 2341
Transmitter Location: Highway No. 70 Time on the Air: 6:30 a.m. to 8:05 p.m.
Personnel
President: J. S. McBeath
General-Station-Commercial Manager: J. Harley Hubbard
Program Director-Chief Announcer: Zeb Williams
Publicity Director: Zeb Williams
Chief Engineer: George W. Dotson

K T E M
TEMPLE—EST. 1936
ABC MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Bell Broadcasting Co., Inc.
Business Address: Kyle Hotel Bldg. Phone Number: 5252
Studio Address: Kyle Hotel Transmitter Location: 1/10 mile north of city
Time on the Air: 7 a.m. to 11 p.m.
News Service: UP Transcription Service: Cole
Personnel
General Manager: Frank W. Mayborn
Station Manager: Burton Bishop
Commercial Manager: Charles Whitesides, Jr.
Sales Promotion-Merchandising Manager: Burton Bishop
Chief Engineer: Paul Shaw
KCMC
TEXARKANA—EST. 1932
ABC
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated by KCMC, Inc.
Address 317 Pine St.
Phone Number 832
Transmitter Location 317 Pine St.
Time on the Air 6 a.m. to 12 p.m.
Newspaper Affiliation Texarkana Gazette; Texarkana News
News Service AP
Transcription Service Standard Radio

Personnel
General Manager Frank O. Myers
Sales Manager Thomas Dillahunty
Chief Engineer Harvey Robertson

KVIC
VICTORIA—EST. 1940
MUTUAL BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated by Radio Enterprises, Inc.
Business Address Victoria Bank & Trust Bldg.
Phone Numbers 1106-1107-1268
Studio Address Cuero Highway
Transmitter Location Cuero Highway
Time on the Air 6:45 a.m. to 11 p.m.
News Service AP
Transcription Service World

Personnel
President Morris Roberts
General-Commercial Manager Jerry Fisher
Chief Engineer Robert McCown

KWTC
WACO—EST. 1946
AMERICAN BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated by Frontier Broadcasting Co., Inc.
Address 108 1-2 S. 6th St.

Personnel
President Beauford Jester
Station Manager Buddy Bostick

WACO
WACO—EST. 1922
AMERICAN BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated by Frontier Broadcasting Co., Inc.
Address Amicable Life Bldg.
Phone Number 2700
Transmitter Location Amicable Life Bldg.
Time on the Air 6:30 a.m. to 11 p.m.
Newspaper Affiliation Waco News-Tribune & Times Herald
News Service AP
Transcription Service Cole
Representative Weed & Co.

Personnel
President Harlan Fentress
Station Manager E. E. Lee Glasgow
Chief Engineer L. H. Appleman
Serving the West

KSL

50,000 WATTS
Salt Lake City, Utah
TEXAS-UTAH

KRGV
WESLACO—EST. 1926
NATIONAL BROADCASTING CO.
LONE STAR CHAIN
Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By: KRGV, Inc.
Address: 201 Border
Phone Number: 375-6
Transmission Location: 201 Border
Time on the Air: 6 a.m. to 12 midnight
News Service: AP & UF
Transcription Service: NBC Thesaurus
Executive: O. L. Taylor
Station Manager: A. J. Taylor
Sales-Commercial Manager: Phil Dixon
Sales Promotion-Merchandising Manager: Victor Morava
Program Director-Production Manager: Dick Watkins
Publicity Director: Thelma Pearce
Chief Announcer: Bernie Barth
Musical Director: Dick Watkins
Chief Engineer: O. L. Hartwig
Record m. c.: Bernie Barth

KWFT
WICHITA FALLS—EST. 1938
COLUMBIA BROADCASTING SYSTEM
Owned By: Wichita Broadcasting Co.
Operated By: Joe B. Carrigan Assoc.
Business Address: Kemp Hotel
Phone Numbers: 4182-3
Studio Address: Kemp Hotel
Transmitter Location: 3 1/2 miles northwest of Wichita Falls
Time on the Air: 6 a.m. to 11:05 p.m.
News Service: UP
Transcription Service: Standard Radio
Executive: Joseph B. Carrigan
Station Manager: Charles E. Clough
Sales-Commercial Manager: Reed Bullen
Merchandising Manager: Bill Lowery
Program Director: Bea Montgomery
Chief Announcer: Bill Lowery
Musical Director: Lillie Mae Comiskey
Chief Engineer: John Adams

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KSUB
CEDAR CITY—EST. 1937
CBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Southern Utah Broadcasting Co.
Address: El Escalante Hotel
Phone Numbers: 398, 294
Transmitter Location: Cedar City
Time on the Air: 7 a.m. to 10 p.m.
Transcription Service: World

Executive: Ivan Sharp
General Manager: Lennox Murdock
Resident Manager: Roscoe A. Grover
Record M. C.: Bob Mores
Chief Engineer: Hurschell Urie

KVNU
LOGAN—EST. 1938
MBS
INTERMOUNTAIN NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Cache Valley Broadcasting Company
Business Address: 1393 N. Main St.
Phone Number: 1400
Studio Address: 1393 North Main Street
Transmitter Location: 1393 North Main St.
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: UP
Transcription Service: Keystone, World
Representative: Jos. Hershey McGillvra, Inc.

Executive: Herschel Bullen
General-Station Manager-Secretary-Treasurer: Reed Bullen
Sales-Commercial Manager: Reed Bullen
Sales-Promotion-Merchandising Manager: Reed Bullen
Program Director: Don Reber
Production Manager: Paul Coburn
Chief Announcer: Lloyd Mecham
Musical Director: Claude Robbins
Chief Engineer: Carroll Secrist
KOAL
PRICE—EST. 1936
MBS-INTERMOUNTAIN NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Eastern Utah Broadcasting Co.
Business Address: Price
Phone Number: Price 200
Transmitter Location: Price
Time on the Air: 7 a.m. to 10:30 p.m.
News Service: UP
Representative: Adam J. Young, Jr.

Personnel
General Manager: Jack Richards

KVO
PROVO—EST. 1939
MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KOVO Broadcasting Co.
Address: 108 West Center Street
Phone Number: 1680
Transmitter Location: 17 West and Second S.
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: Thesaurus
Representative: Adam J. Young, Jr.

Personnel
President and Manager: Clifton A. Tolboe
Sales Manager: S. G. Carter
Sales Promotion Manager: Henry Hilton
Program Director: Dean J. Ludlow
Publicity Director: June Mower
Chief Announcer: Joseph C. Lee
Chief Engineer: Parley P. Rasmussen

KLO
OGDEN—EST. 1930
MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK
Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By: Interstate Broadcasting Corporation
Business Address: Hotel Ben Lomond
Phone Number: 5721
Studio Address: Hotel Ben Lomond
Transmitter Location: Kanesville, Utah
Time on the Air: 6 a.m. to 12:05 a.m.
News Service: UP
Transcription Service: Standard Radio
Representative: Adam J. Young, Jr.

KALL
SALT LAKE CITY—EST. 1945
MUTUAL—INTERMOUNTAIN—KEY STATION
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Salt Lake City Broadcasting Co. (Partnership)
Address: 248 S. Main St.
Phone Number: 4-1843
Transmitter Location: 386 W. Gregson St.
Time on the Air: Unlimited
News Service: UP
Transcription Service: Associated, Cole, MacGregor, BMI
Representative: Adam J. Young

Personnel
General Manager: George C. Hatch
Station Manager: Alvin G. Pack
Commercial Manager: Thomas H. Anderson
Sales Promotion: Robert Warner
Program Director: Kenyon R. Bennett
Production Manager: Al Collins
Publicity Director: Jack Goodman
Engineering Director: W. D’Orr Cozzens
Chief Engineer: Stanley Benson

KNAX
SALT LAKE CITY
Frequency: 1400 Kc. Power: 250 Watts
Owner: Granite District Radio Broadcasting Co.
Operated By: Howard D. Johnson
Business Address: 219 Continental Bank Bldg.
Phone Numbers: 5-8113 and 5-7988
Transmitter Location: 1018 So. 6th West
Time on the Air: 7 a.m. to 12:05 a.m.
News Service: AP
Transcription Service: Lang-Worth
Representative: Joseph Hershey McGillvra, Inc.

Personnel
President-General and Station Manager: Howard D. Johnson
Sales-Commercial Manager: Hale Byron
UTAH

SALT LAKE CITY—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 1320 Kc Power: 5000 Watts
Owned By Intermountain Broadcasting Corporation
Operated By S. S. Fox
Address Tribune-Telegram Bldg.
Phone Number 5-2991
Transmitter Location 11th West & 33rd South
Time on the Air 6 a.m. to 1 a.m.
News Service INS; UP
Transcription Service World Broadcasting System; NBC Thesaurus
Representative John Blair & Company

Personnel
President & General Manager S. S. Fox
Commercial Manager George A. Provol
Publicity Director Frank Baker
Program Director Emerson S. Smith
Production Manager Kay W. Richins
Technical Director J. M. Baldwin

K D Y L
SALT LAKE CITY—EST. 1921
COLUMBIA BROADCASTING SYSTEM
Frequency: 1160 Kc Power: 50000 Watts
Owned-Operated By Radio Service Corporation of Utah
Address 10 So. Main T
Phone Number (Dial) 5-4641
Transmitter Location Saltair, Utah
Time on the Air 6 a.m. to 1 a.m.
Transcription Service Standard Radio; Lang-Worth; Associated
Newspaper Affiliation Salt Lake Tribune
News Service AP, UP
Representative Edward Petry & Company

Personnel
President J. Reuben Clark, Jr.
Vice-Pres. & General Manager Ivor Sharp
Director of Commercial Operations Arch L. Madsen
Sales Manager Frank B. McLatchy
Program Director Lynn A. McKinlay
Senior Announcer James Peterson
Musical Director Foster Cope
Chief Engineer C. Richard Evans

See Page 602
VERMONT

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W C A X
BURLINGTON—EST. 1931
COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By: WCA X Broadcasting Corp.
Business Address ................. 137 Main St.
Studio Address .................. 137 Main St.
Phone Number ................... Burlington 2000
Transmitter Location .......... Colchester, Vermont
Time on the Air ............... 6:20 a.m. to 11:30 p.m.
News Service ...................... UP
Transcription Service .............. World
Representative .................. Weed & Company

Personnel
President-General Manager .... C. P. Hasbrook
Assistant Manager .............. John D. Swan
Sales-Commercial Manager .... Joseph Smith
Sales Promotion-Merchandising Manager .... J. D. Swan
Program Director .............. Robert Burger
Production Manager-Chief Announcer .... Ray Simms
Publicity Director .............. L. F. Killick
Record M. C. .................. Norman Bailey
Chief Engineer ................ James Tierney

W S Y B
RUTLAND—EST. 1930
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
KEystone BROADCASTING SYSTEM
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By: P. Weiss Music Co.
Address ......................... 80 West Street
Phone Number ................... 1247
Transmitter Location .......... Creek Road
Time on the Air ............... Unlimited license
News Service ...................... UP
Transcription Service .......... Keystone Broadcasting System
Representatives ............. Joseph Hershey
McGillvra, Inc.; R. C. Foster

Personnel
President-General Manager .... Philip Weiss
Business Manager ............... J. H. Weiss
Chief Engineer ................ Norval E. Ramson

W W S R
ST. ALBANS—EST. 1941
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By: Vermont Radio Corp.
Address ......................... 32 N. Main St.
Phone Number ................... 1390
Transmitter Location .......... Swanton Road
Time on the Air ............... 7 a.m. to Sunset
News Service ...................... UP
Transcription Service .......... World
Representatives ............... Howard H. Wilson Co.

Personnel
President .................. Lloyd E. Squier
Station Manager .............. Warran Marsden
Chief Engineer ............... Theodore Bolavert

W D E V
WATERBURY—EST. 1936
MUTUAL—YANKEE
Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By: Lloyd E. Squier & William G. Ricker
Address ......................... 8 Stowe St.
Phone Number ................... 13
Transmitter Location .......... Blush Hill
Time on the Air ............... Local sunrise to sunset
News Service ...................... UP
Transcription Service .......... World Broadcasting Representative .... Howard H. Wilson Co.

Personnel
General Manager .............. Lloyd E. Squier
Commercial Manager .......... Harrison Fowler
Production-Program Director .... Thomas Dodd
Chief Announcer ............... James Lackard
Record M. C. .................. Lawrence Eastman
Chief Engineer ............... Harold Grout
WPIK
ALEXANDRIA—EST. 1945
Frequency: 730 Kc.  Power: 250 Watts
 Owned By. . . . . . Potomac Broadcasting Corp.
 Operated By . . . . . Howard B. Hayes, Carl L. Lindberg
 Address . . . . . . . Hotel George Mason
 Phone Number . . . . Temple 4732
 Transmitter Location . . . Telegraph Road
 Time on the Air . . . . Sunrise to Sunset
 Newspaper Affiliation . Alexandria Gazette
 News Service . . . . . . World
 Transcription Service . . . . AP
 Representative . . . . Joseph Hershey McGillvra, Inc.

Personnel
President-General and Station Manager . . . Howard B. Hayes
 Sales-Commercial Manager . . Perry P. Walders
 Sales Promotion-Merchandising Manager . . Perry P. Hayes
 Program Director-Production Manager . . William W. Jeffery
 Publicity Director . . . . . . Elizabeth Lingo
 Chief Announcer . . . . . . Norman West
 Musical Director . . . . . . William W. Jeffery
 Chief Engineer . . . . . . Carl L. Lindberg

WCHV
CHARLOTTESVILLE—EST. 1932
ABC
Frequency: 1450 Kc.  Power: 250 Watts
 Owned-Operated By . . . . . Barham & Barham
 Address . . . . . . . . Fourth & East Market Sts.
 Phone Number . . . . . . 2500
 Transmitter Location . . . Richmond Road
 Time on the Air . . . . 6:45 a.m. to 12:05 a.m.;
 Sunday, 7:55 a.m. to 12:05 a.m.
 News Service . . . . . . . UP
 Transcription Service . . . . Standard
 Representative . . . . Cox & Tans

Personnel
General and Station Manager . . . Charles Barham, Jr.
 Sales-Commercial Manager . . Randolph Bean
 Sales Promotion-Merchandising Manager . . Randolph Bean
 Program Director-Record M. C. . James Hageman
 Production Manager-Publicity Director . . Randolph Bean
 Chief Announcer . . . . . . Bob Shoemaker
 Musical Director . . . . . . Jean Daughtrey
 Chief Engineer . . . . . . Walter Gray

WKEY
COVINGTON—EST. 1941
ABC
Frequency: 1340 Kc.  Power: 250 Watts
 Owned-Operated By . . . . . Earl M. Key
 Business Address . . . . . . P.O. Box 629
 Studio Address . . . . . . 213 Main Street
 Phone Number . . . . . . 840
 Transmitter Location . . . Covington
 Time on the Air . . . . 7:00 a.m.-11:00 p.m.
 News Service . . . . . . . . . . . . UP
 Transcription Service . . . . AP

Personnel
Owner & Manager . . . . . Earl M. Key
 Program Director-Production Manager . . . . . Al Duke
 Record M. C. . . . . . Bill Ward
 Chief Engineer . . . . . . James Garber

WBTM
DANVILLE—EST. 1930
ABC
TRI-CITY STATIONS
Frequency: 1400 Kc.  Power: 250 Watts
 Owned-Operated By . . . . . Piedmont Broadcasting Corporation
 Address . . . . . . . . Hotel Danville Building
 Phone Number . . . . . . 2350
 Transmitter Location . . . River Road, Route No. 29
 Time on the Air . . . . 6:30 a.m. to midnight
 News Service . . . . . . . . . . . . AP
 Transcription Service . . . . Lang-Worth, Cole, Standard
 Representatives . . . . Tri-City Stations Association

Personnel
President . . . . . . . . L. N. Dibrell
 Station Manager . . . . . R. Sanford Guyer
 Sales-Commercial Manager . . . . Edward G. Gardner
 Chief Engineer . . . . . . Harry W. Spencer

WFVA
FREDERICKSBURG—EST. 1939
ABC
Frequency 1230 Kc.  Power: 250 Watts
 Owned-Operated By . . . . . Fredericksburg Broadcasting Corporation
 Address . . . . . . . . 528 Wolfe St.
 Phone Number . . . . . . 1261
 Transmitter Location . . . King's Highway, Rt. 3
 Time on the Air . . . . 7 a.m. to 11 p.m.
Personnel

President-General
Manager...............Richard F. Lewis, Jr.
Station & Commercial
Manager...............Walter F. Harris, Jr.
Program Director.......Nan Winkler
Chief Engineer.........Walter Harris

WSVA
HARRISONBURG—EST. 1936
NATIONAL BROADCASTING CO.
Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By: Shenandoah Valley Broadcasting Corporation
Address................Newman Building
Phone Number.............875 or 550
Transmitter Location...Five miles south of Harrisonburg on U. S. Route 11
Time on the Air.......6 a.m. to local sunset
News Service.............UP
Transcription Service...Standard
Representative...........Weed & Co.

WLVA
LYNCHBURG—EST. 1930
ABC
TRI CITY STATIONS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Lynchburg Broadcasting Corp.
Address.................Allied Arts Bldg.
Phone Number...........3030
Transmitter Location...Forest St.
Time on the Air........7 a.m. to midnight
News Service...........AP
Transcription Service...Lang-Worth: Standard
Radio
Representative........Tri-City Stations Assn.

WMVA
MARTINSVILLE—EST. 1941
NATIONAL BROADCASTING CO.
Frequency: 1450 Kc. Power 250 Watts
Owned-Operated By: Martinsville Broadcasting Co., Inc.
Address.................Figboro Road
Phone Number...........2152
Transmitter Location...Figboro Road
Time on the Air........6:30 a.m. to 11:30 p.m.
News Service...........AP
Transcription Service...M. M. Cole

WGH
NEWPORT NEWS—EST. 1928
ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Hampton Roads Broadcasting Corporation
Business Address........Portlock Bldg., Norfolk, Va.
Phone Number...........27031
Transmitter Location...End Jefferson Avenue, Newport News, Va.
Time on the Air........6 a.m. to 1 a.m.; Sundays, 7:15 a.m. to 1 a.m.
Newspaper Affiliation: Newport News Daily Press; Newport News Times-Herald
News Service...........AP
Transcription Service...Standard Radio; Lang-Worth
Representative........Burn-Smith Company

WTAR
NORFOLK—EST. 1923
NATIONAL BROADCASTING CO.
Frequency: 790 Kc. Power: 5000 Watts
Operated By.............WTAR Radio Corp.
Owned By...............Norfolk Newspapers, Inc.
Address.................National Bank of Commerce Bldg.
Phone Number...........25671
Transmitter Location...Glen Rock
Time on the Air........6 a.m. to 1 a.m. daily: 8 a.m. to 1 a.m. Sunday
Newspaper Affiliation...Norfolk Newspapers, Inc.
News Service...........AP; UP
Transcription Service
Representative

President
General Manager
Commercial Manager
Program Director
Production Manager
Publicity Director
Chief Announcer
Musical Director
Chief Engineer

WNVA

NORTON

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Blanford Radio Co., Inc.
Address: South Main St., Harlan, Ky.

WSJ

PETERSBURG—EST. 1945

MUTUAL

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Southside Virginia Broadcasting Corp.
Address: 112 W. Tabb Street
Phone Number: 3881
Transmitter Location: Lieutenant Run, Petersburg
Time on the Air: 6:30 a.m. to midnight; Sundays, 8 a.m. to midnight
News Service: AP
Transcription Service: Standard
Representative: Burn-Smith

Personnel
President-General Mgr.: Louis H. Peterson
Station-Sales-Commercial
Manager: Cy Newman
Merchandising Mgr.: Mrs. Nellie W. Andrews
Program Director: Cy Newman
Production Manager: Russ Johnson
Publicity Director: Mrs. Betty Hall
Chief Announcer: H. B. Kenny
Musical Director-Record M. C.: Jack Guller
Chief Engineer: Edward Schwarz

WMBG

RICHMOND—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: Havens & Martin, Inc.
Address: 3301 West Broad Street
Phone Number: 5-8611
Transmitter Location: Staples Mill Road
Time on the Air: 6:30 a.m. to 1 a.m.
News Service: Transradio
Transcription Service: NBC Thesaurus,
Long-Worth
Representative: John Blair & Company

**WRNL**
RICHMOND—EST. 1927
ABC
Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By: Richmond Newspapers, Inc.
Address: 323 E. Grace St.
Phone Number: 33436
Transmitter Location: Wilkinson Road
Time on the Air: 5:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service: AP
Transcription Service: Standard
Representative: Edward Petry & Co.

**WRVA**
RICHMOND—EST. 1925
CBS
Frequency: 1140 Kc. Power: 50000 Watts
Owned-Operated By: Larus & Brother Co.
Business Address: Hotel Richmond
Phone Number: 3-8633
Studio Addresses: Hotel Richmond; 1506 Colley Ave., Norfolk, Va.
Transmitter Location: Edgeworth, Henrico County, Va.
Time on the Air: 8 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service: UP
Transcription Service: World Broadcasting System; Lang-Worth
Representative: Paul H. Raymer Co.

**Personnel**
General Manager: C. T. Lucy
Business Manager: Barron Howard
Program Production Mgr.: Samuel S. Carey
Chief Engineer: D. C. Woods

**WDBJ**
ROANOKE—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By: Times-World Corp.
Business Address: P. O. Box 150
Phone Number: 8131
Transmitter Location: Colonial Ave., Colonial Heights
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
Newspaper Affiliation: Roanoke Times; Roanoke World News
News Service: UP
Transcription Service: Lang-Worth
Representative: Free & Peters, Inc.

**W. R. Ennell**
SAYS...

**PERFORMANCE COUNTS**

Some people pick horses by name, some by superstition, but those "in the know" bet on performance. Performance is the most important factor in radio advertising, too.

WRNL has held the majority of daytime listeners for many years in the Richmond area. You can count on WRNL for top performance—and results.
**VIRGINIA**

**Personnel**
President: J. P. Fishburn  
General Manager: Ray P. Jordan  
Commercial Manager: Frank D. Kesler

**WSLS**  
**ROANOKE—EST. 1940**  
**ABC**  
**TRI-CITY STATIONS**
Frequency: 1240 Kc.  
Power: 250 Watts  
Owned-Operated By: Roanoke Broadcasting Corp.
Address: Shenandoah Life Building  
Phone Number: 9227  
Transmitter Location: Shenandoah Life Bldg.
Time on the Air: 6 a.m. to 12:06 a.m.
News Service: AP  
Transcription Service: NBC Thesaurus; Langworth, BMI
Representative: Tri-City Stations

**Personnel**
President: Paul C. Buford  
General Manager: Philip Allen  
Station Manager: James H. Moore  
Commercial-Sales Promotion Manager: Horace Fitzpatrick  
Chief Engineer: Philip Briggs

**WTON**  
**STAUNTON—EST. 1945**  
**AMERICAN BROADCASTING CO.**
Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Operated By: Charles P. Blackley  
Address: Morrison Bldg.  
Phone Number: 2373  
Transmitter Location: Near Waynesboro Highway  
Time on the Air: 6:30 a.m. to midnight; Sunday, 8 a.m. to midnight  
News Service: AP  
Transcription Service: World

**Personnel**
Owner-General Manager: Charles P. Blackley  
Commercial-Promotion Manager: Charles E. Seebeck  
Program Director: Fulton King  
Chief Engineer: Rex Houser

**WLPFM**  
**SUFFOLK—EST. 1940**  
**AMERICAN BROADCASTING CO.**
Frequency: 1450 Kc.  
Power: 250 Watts  
Owned-Operated By: Suffolk Broadcasting  
Address: 105 Bank Street  
Phone Number: 1420

**WINC**  
**WINCHESTER—EST. 1941**  
**ABC**
Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Operated By: Richard Field Lewis, Jr.
Address: WINC Bldg.  
Phone Number: Winchester 4855  
Transmitter Location: WINC Bldg.
Time on the Air: 7 a.m. to 11 p.m.; Sunday, 7:30 a.m. to 11 p.m.

**Personnel**
Owner-General Manager: Richard Field Lewis  
Commercial Mgr. Program Dir.: Grant Pollock  
Sales Promotion Mds’e. Mgr.: Grant Pollock  
Production and Traffic: John Carl Morgan  
Chief Engineer: Philip B. Whitney

**BORN to SERVE**

**STAUNTON and AUGUSTA COUNTY, VIRGINIA**

A Station that will do a sales job for you... and here's the reason!
- Population (WTON service area)...100,000
- Bank deposits in excess of...$22,000,000
- Monthly August County payroll exceeds...
  -$1,500,000

Network Affiliation—AMER. B’CASTING CO.

**WTON**
CHARLES E. SEEBECK, Sales Mgr.
STAUNTON   VIRGINIA
250 WATTS   Full Time   1400 kc
### KXRO
**ABERDEEN—EST. 1926**
**MUTUAL—DON LEE BROADCASTING CO.**
- **Frequency:** 1340 Kc.  Power: 250 Watts
- **Owned-Operated By:** KXRO, Inc.
- **Business Address:** 207½ E. Market St.
- **Phone Number:** Aberdeen 4098
- **Studio Address:** 207½ E. Market St.
- **Transmitter Location:** Coollidge Rd.
- **Time on the Air:** Unlimited time
- **News Service:** AP, UP
- **Transcription Service:** Standard Radio
- **Representative:** Howard H. Wilson Co.

### KVOS
**BELLINGHAM—EST. 1929**
**EVERGREEN NETWORK**
- **Frequency:** 790 Kc.  Power: 250 Watts
- **Owned-Operated By:** KVOS, Inc.
- **Address:** 1321 Commercial St.
- **Phone Number:** 4200
- **Transmitter Location:** Roeder & Est.
- **Time on the Air:** 6 a.m. to 11 p.m.
- **Sunday:** 9 a.m. to 11 p.m.
- **News Service:** UP
- **Transcription Service:** Standard & MacGregor
- **Representative:** John Keiling

### KELA
**CENTRALIA AND CHEHALIS**
**EST. 1937**
**MUTUAL—DON LEE**
- **Frequency:** 1470 Kc.  Power: 1000 Watts
- **Owned-Operated By:** Central Broadcasting Corporation
- **Address:** P. O. Box 827, Chehalis
- **Phone Numbers:** Centralia 721: Chehalis 721
- **Transmitter Location:** (Midway between Centralia and Chehalis). Hiway 99
- **Time on the Air:** 7 a.m. to 11 p.m.
- **News Service:** UP

### KCOW
**ELLensburg**
- **Frequency:** 1240 Kc.  Power: 250 Watts
- **Owned-Operated By:** Central Washington Broadcasters, Inc.
- **Address:** Washington National Bank Bldg.
- **Construction Permit:**
- **(Call Letters to Be Assigned)**

### KROKE
**EVERETT—EST. 1920**
**MUTUAL—DON LEE**
- **Frequency:** 1400 Kc.  Power: 250 Watts
- **Owned-Operated By:** Everett Broadcasting Co., Inc.
- **Address:** Everett
- **Phone Numbers:** Main 526-867
- **Transmitter Location:** Everett
- **Time on the Air:** 6 a.m. to Midnight
- **News Service:** UP
- **Transcription Service:** World, SESAC, Cole

### Personnel
- **KXRO**
  - President: Harry R. Spence
  - General Manager: Fred G. Goddard
  - Commercial Manager: B. G. Ruby
  - Program Direc.-Prod. Mgr.: A. W. Lindsay
  - Publicity Director: Stan Spiegel
  - Chief Announcer: A. W. Lindsay
  - Musical Director: G. L. Bailey
  - Chief Engineer: Glen Barnett

- **KVOS**
  - President, Gen. Mgr.: Rogan Jones
  - Station Manager: Frank Adams
  - Sales-Commercial Manager: Fred Elsethagen
  - Sales Promotion-Mer.: Fred Elsethagen
  - Program Direc.-Prod. Mgr.: Jerome Oppel
  - Publicity Director: Frank Adams
  - Musical Director: James Oppel
  - Chief Engineer: Mel Featherkile

- **KELA**
  - President-Gen. Mgr.: Wm. R. Taft
  - Sales-Commercial Manager: D. A. Baker
  - Sales Promotion-Mer.: D. A. Baker
  - Pro-Pub. Director-Pro. Mgr.: Marilyn E. Smythe
  - Musical Director: Merlin Matheny
  - Chief Engineer: Earl Gerdon
(record on the air the time) 1925.

The station is owned and operated by the State College of Washington, with John Keating as its general manager. The station's slogan is "Four Points of the North Star."
Publicity Director .................. Kirby Terrance
Record m.c. ........................ Don Porter
Chief Engineer .................... John Kelley

KIRO
SEATTLE—EST. 1935 (1928 as KPCB)
COLUMBIA BROADCASTING SYSTEM
Frequency: 710 Kc.  Power: 5000 Watts
Owned-Operated By .... Queen City Broadcasting Co.
Address .......................... Cobb Building
Phone Number .................... SEneca 1500
Transmitter Location ............. Vashon-Maury Island, Wash.
Time on the Air ................. 6 a.m. to 1 a.m.
News Service .................... AP-INS
Transcription Service .......... Association Music Publishers, Standard Radio
Representative .................. Free & Peters

Personnel
Chief Owner ....................... Soul Haas
President ......................... Louis K. Lear
Station Manager .................. Loren E. Stone
National Sales Manager ........... W. F. Tucker
Local Sales Manager ............. J. F. Hiddleston
Sales Promotion-Merchandising Manager .. Phillip Reilley
Program Director-Production Manager .......... Kenneth Yeend
Publicity Director ................ W. F. Tucker
Chief Announcer .................. William Corcoran
Musical Director ................ Max Dolin
Chief Engineer .................... Homer Ray, Jr.

KJR
SEATTLE—EST. 1921
ABC
Frequency: 950 Kc.  Power: 5000 Watts
Owned-Operated By .......... Bert K. Fisher
Address .......................... Skinner Bldg.
Phone Number .................... Elliott 5960
Transmitter Location .......... 2600 26th Ave. S. W.
Time on the Air ......... 8 a.m. to 12 midnight; Sunday
7 a.m. to midnight
News Service .................... UP
Transcription Service .......... NBC Thesaurus
Representative .................. Paul H. Raymer Co.

Personnel
Owner, General & Station Manager .................. Birt F. Fisher
Sales-Commercial Manager .. Arthur Gerbel, Jr.
Program Director ................. Homer Pope
Chief Engineer .................... F. J. Brott

KOL
SEATTLE—EST. 1928
MUTUAL—DON LEE
Frequency: 1300 Kc.  Power: 5000 Watts
Owned-Operated By; Seattle Broadcasting Co.
Address .......................... Northern Life Tower
Phone Number .................... Main 2312
Transmitter Location .......... 1110 W. Florida St.
Time on the Air ................. Unlimited license
News Service ..................... UP
Transcription Service .......... SESAC; Standard Radio
Representative ................ John Blair & Company

KOMO
SEATTLE—EST. 1925
NATIONAL BROADCASTING CO.
Frequency: 1000 Kc.  Power: 5000 Watts
Owned-Operated By .......... Fisher’s Blend Station, Inc.
Address .......................... Skinner Bldg.
Phone Number .................... Main 1401
Transmitter Location .......... 2600 26th Ave. S. W.
Time on the Air ...... 6 a.m. to 12 midnight; Sunday
through Saturday
News Service .................... AP
Transcription Service .......... NBC Thesaurus
Representative .................. Edward Petry & Co.

Personnel
President ......................... O. W. Fisher
Station Manager ................ O. W. Fisher
Commercial Manager .......... Ray Baker
Program Director-Production Manager .. W. W. Warren
Chief Engineer ................... F. J. Brott

KRSC
SEATTLE—EST. 1926
Frequency: 1150 Kc.  Power: 1000 Watts
Owned-Operated By .......... Radio Sales Corporation
Address .......................... 2939 Fourth Avenue South
Phone Number .................... Elliott 2480
Transmitter Location .......... 2939 Fourth Ave. South
Time on the Air .......... 8 a.m. to 4 p.m.
News Service .................... AP
Transcription Service .......... Associated Music Publishers; Lang-Worth; World; M. M. Cole

Personnel
President ......................... P. K. Lobesman
General & Station Manager .. Robt. E. Priobe
Commercial Manager .......... R. C. Fuller
Program & Musical Director .... Ted Bell
Chief Announcer ................ Don McCune
Chief Engineer ................... George A. Freeman
KTW
SEATTLE—EST. 1920
Frequency: 1250 Kc......Power: 1000 Watts
Owned-Operated By......The First Presbyterian Church of Seattle
Address..................7th & Spring Sts.
Phone Numbers..........Main 2056, Seneca 0578
Transmitter Location......Seattle
Time on the Air..............Shares time

Personnel
President..............Rev. Dr. F. Paul McConkey
General Manager........James S. Ross
Station Manager........Don Bevilacqua
Program Director........Mrs. C. R. Foss
Chief Announcer........Mrs. Don Bevilacqua
Musical Director........Mrs. C. R. Foss
Chief Engineer...........James S. Ross
*(Non-Commercial Station)*

KXA
SEATTLE—EST. 1928
Frequency: 770 Kc......Power: 1000 Watts
Owned-Operated By......American Radio Telephone Co.
Address..................Bigelow Bldg.
Phone Number.............Seneca 1000
Transmitter Location......Second Avenue and Union Street
Time on the Air..............8 a.m. to local sunset
News Service................UP
Representative..............Homer Griffith

Personnel
President..............R. F. Meggee
General & Station Manager...........Florence Wallace
Sales-Commercial Manager...........Rodney McArdle
Sales Promotion-Merchandising Manager...........Andrew Krause
Program Director........HeLEN Marie Brennan
Production Manager........Margaret Dietinger
Publicity Director........Helen Marie Brennan
Chief Announcer-Chief Engineer.............John Dubuque
Musical Director........Frances Martin
Record M. C...............Earl Reilly, Jr.

KFIO
SPokane—EST. 1922
MUTUAL-DON LEE
Frequency: 1230 Kc......Power: 250 Watts
Owned-Operated By......Spokane Broadcasting Corporation
Business Address.........526 Riverside Ave.
Phone Number...........Riverside 8033
Transmitter Location......526 Riverside Ave.
Time on the Air..............830 a.m. to 11 p.m.
News Service................UP
Transcription Service......NBC TheSaurus
Representative.............Joseph Hershey McGillivra

Personnel
General-Sales-Commercial Manager...........R. G. McBroom
Sales Promotion-Merchandising Manager...........R. G. McBroom
Program Director........Alex La Com
Chief Engineer..............C. Lowell Brown

KFPY
SPokane—EST. 1922
COLUMBIA BROADCASTING SYSTEM
PACIFIC NORTHWEST BROADCASTERS
Frequency: 920 Kc......Power: 5000 Watts
Owned-Operated By......Symons Broadcasting Company
Address..............Symons Building
Phone Number..........Main 1218
Transmitter Location......Route No. 3
Time on the Air..............6 a.m. to midnight; Sundays, 7 a.m. to midnight
News Service..............UP
Transcription Service: Lang-Worth: Standard Radio; C. P. MacGregor; World
Representative........The Walker Co., Tracy Moore

Personnel
President-General & Station Manager........E. B. Craney
Sales Promotion-Merchandising Manager........R. S. Westing
Program Director........R. W. Brazel
Production Manager........B. E. Woolston
Chief Engineer..............G. E. Langford

KGA
SPokane—EST. 1933
ABC
Frequency: 1510 Kc......Power: 10000 Watts
Owned-Operated By......Louis Wasker
Address..............Radio Central Building
Phone Number..........Main 5383
Transmitter Location......4102 S. Regal
Time on the Air..............6 a.m. to midnight; Sunday, 7 a.m. to midnight
Transcription Service......Edw. Pair & Co., Inc.
Representative..............AP

Personnel
Owner..............Louis Wasker
General & Station Manager........Harvey Wixson
Sales-Commercial Manager........Harvey Wixson
Sales Promotion-Merchandising Manager........Harvey Wixson
Program Director........Lucille M. Eddy
Publicity Director........Edward D. Raddats
Musical Director........Anthony R. Pinski, Jr.
Chief Engineer..............Al G. Sparling

615
KHQ
SPOKANE—EST. 1920
NATIONAL BROADCASTING CO.
Frequency: 530 Kc......Power: 5000 Watts
Owned-Operated By......Louis Wasmer, Inc.
Address ..............Radio Central Building
Phone Number ..............Main 5383
Transmitter Location........4102 South Regal
Time on the Air........6 a.m. to midnight;
Sunday, 7 a.m. to midnight
News Service ..............AP
Transcription Service ......World
Representative ..........Edward Petry & Co., Inc.

Personnel
Owner........................Louis Wasmer, Inc.
General Manager..............Harvey Wixson
Same as KGA

KMO
TACOMA—EST. 1922
MUTUAL—DON LEE NETWORK
Frequency: 1380 Kc......Power: 5000 Watts
Owned-Operated By......Carl E. Haymond
Business Address........914½ Broadway
Phone Number ..............Main 4144
Transmitter Location.......File, Wash.
Time on the Air........6 a.m. to 12 midnight
News Service ..............UP
Transcription Service ......Standard
Representatives ..........Joseph H. McGilvra, Inc.

Personnel
President..................Carl E. Haymond
General Manager..........James A. Murphy
Station Manager............Jerry Geehan
Sales-Commercial
Manager........................Seymour O. Spring
Program-Publicity Director-Production Manager ..........Verne E. Sawyer
Chief Announcer ..........Arnold Benum
Musical Director ..........Clementine Wacula
Chief Engineer .............Joe D. Kolesar

KVAN
VANCOUVER—EST. 1939
Frequency: 910 Kc......Power: 500 Watts
Owned-Operated By......Vancouver Radio Corporation
Business Address........707½ Main St.
Phone Numbers ..............150, Portland, BE-4927
Studio Address ...............707½ Main St.
Transmitter Location ......2805 Fruit Valley Road
Time on the Air........6 a.m. to sundown
News Service ..............UP
Transcription Service ......Lang-Worth, Standard
Radio, World, M. M. Cole

Personnel
President..................Sheldon F. Sackett
General & Station Manager......Fred F. Chitty
Sales-Commercial Mgr. ....Frank E. Marrion
Program Director ........Charlene Jackson
Publicity Director ..........George W. Conner
Chief Engineer .............Edgar R. Means
K U J
WALLA WALLA—EST. 1928
MUTUAL—DON LEE BROADCASTING SYSTEM
Frequency: 1420 Kc. . . . . Power: 1000 Watts
Owned-Operated By .................. KUJ, Inc.
Business Address: Marcus Whitman Hotel,
Second and Rose Streets
Phone Number .................................. 1230
Studio Address ............. Marcus Whitman Hotel
Transmitter Location: U. S. Highway No. 410
and Sudbury Road
Time on the Air .................. 6:45 a.m. to 11 p.m.;
Saturday to midnight
News Service ......................... AP
Transcription Service: World. Broadcasting
System; Lang-Worth
Representatives .................. Nat'l—Homer Griffith
Co.; John Keating (Washington and Oregon)

Personnel
President and General
Manager .................. H. E. Studebaker
National-Sales-Promotion
Manager .................. Donald A. Wike
Local Sales .................. Norval Armes
Production .................. Howard Rhoades
Chief Engineer .................. Milton MacLafferty

K P Q
WENATCHEE—EST. 1930
ABC
Frequency: 560 Kc. . . . . Power: 1000 Watts
Owned-Operated By .................. Westcoast Broadcasting Company
Address .................. Second & Columbia Sts.
Phone Number .................. 45
Transmitter Location .................. Chelan County
Time on the Air .................. 6:30 a.m. to 11:15 p.m., daily;
8:30 a.m. to 11 p.m. Sunday
News Service .................. UP
Transcription Service .................. NBC Thesaurus
Representative .................. Joseph Hershey McGivlra, Inc.

Personnel
President .................. Rogan Jones
General & Station Manager .................. James W. Wallace
Sales-Commercial
Manager .................. Mrs. Meryle Thompson
Sales Promotion-Merchandising
Manager .................. James W. Wallace
Program Director .................. Mrs. Mildred Dahlhauser
Production Manager .................. Virginia Maus
Musical Director ............... Virginia Maus
Chief Engineer .................. Robert B. Sutton

K I T
YAKIMA—EST. 1929
MUTUAL—DON LEE BROADCASTING SYSTEM
Frequency: 1280 Kc. . . . . Power: 1000 Watts
Owned-Operated By .................. Carl E. Haymond
Address .................. 414 E. Yakima Ave.
Phone Number .................. 8115
Transmitter Location .................. South of Yakima
Time on the Air .................. 6:00 a.m.-12 Midnight; Sundays,
7 a.m. to 12 midnight
News Service .................. UP & AP
Transcription Service .................. Lang-Worth, Standard.
Cole, SECAC
Representative .................. Jos. Hershey McGivlra, Inc.

Personnel
Owner .................. Carl E. Haymond
General Manager .................. James A. Murphy
Station Manager .................. John K. Clarke
Sales-Commercial
Manager .................. Harrison A. Miller
Sales Promotion-Merchandising
Manager .................. William B. Hansen
Program Director .................. C. A. Carlson
Publicity Director .................. William B. Hansen
Chief Announcer .................. Allred R. Plachta
Musical Director .................. Gene Hess
Chief Engineer .................. H. B. Murphy

K T Y W
YAKIMA—EST. 1944
COLUMBIA PACIFIC NETWORK
Frequency: 1460 Kc. . . . . Power: 500 Watts
Owned-Operated By .................. Cascade Broadcasting Company, Inc.
Business Address .................. Terrace Heights Rd.
Phone Number .................. 6104
Studio Address .................. Terrace Heights Rd.
Transmitter Location .................. E. Terrace Heights
Time on the Air .................. 6 a.m. to 12 midnight
News Service .................. AP
Transcription Service .................. Lang-Worth, SESAC
Representatives .................. Wilson Co.,
W. S. Grant, John Keating

Personnel
President-Owner .................. A. W. Talbot
General Manager .................. Bartley Sims
Station-Commercial Manager .................. Art Moore
Sales Promotion Manager .................. Doris Zietzke
Production Manager .................. C. W. Lemmig
Publicity Director .................. Fulton Travis
Chief Engineer .................. Walter Howe
Record M. C. .................. Del Olney
WJLS
BECKLEY—EST. 1939
CBS
Frequency: 560 Kc. ... Power: 250 Watts
Owned-Operated By ... Joe L. Smith, Jr.
Address ... 1011½ Main St.
Transmitter Location ... Teel Road
Phone Number ... 7311
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight.
News Service ... UP
Transcription Service ... Standard Radio; Lang-Worth
Representative ... Burn-Smith Co., Inc.

Personnel
Owner, General Manager ... Joe L. Smith, Jr.
Station Manager ... Virginia N. Cooper
Sales-Commercial Manager ... Robert L. Burns
Production Manager ... Jerome P. McDevitt
Musical Director ... Fred J. Schultz
Chief Engineer ... A. J. Ginkel

WHIS
BLUEFIELD—EST. 1928
NATIONAL BROADCASTING CO.
Frequency: 1440 Kc. ... Power: 1000 d.; 500 n.
Owned-Operated By ... Daily Telegraph Printing Co.
Address ... 623 Commerce St.
Phone Number ... 7114
Transmitter Location ... Harry Heights
Time on the Air: 5 a.m. to 12 midnight; Monday through Saturday; 8 a.m. to midnight Sunday
Newspaper Affiliation ... Bluefield Daily Telegraph; Sunset News
News Service ... AP
Transcription Service; World Broadcasting System
Representative ... The Katz Agency

WCHS
CHARLESTON—EST. 1927
CBS—WEST VIRGINIA NETWORK
Frequency: 580 Kc. ... Power: 5000 Watts
Owned-Operated By ... Charleston Broadcasting Co.
Address ... 1016 Leo St.
Phone Numbers ... 28-131-2-3-4
Transmitter Location ... Kanawha Country Club Road
Time on the Air ... 5:30 a.m. to 1 a.m.
News Service ... AP; UP
Transcription Service ... World Representative ... The Braxham Co.

Personnel
President ... John A. Kennedy
General-Station-Sales-Commercial Manager ... Howard L. Chernoff
Sales Promotion-Merchandising Manager ... John Sinclair
Program Director-Production Manager ... Berton Sonis
Publicity Director ... John Sinclair
Musical Director ... Leah Perry Sloman
Chief Engineer ... Odes Robinson

WGKV
CHARLESTON—EST. 1939
NATIONAL BROADCASTING CO.
Frequency: 1490 Kc. ... Power: 100 Watts
 Owned-Operated By ... Kanawha Valley Broadcasting Company
Address ... 208½ Dickinson St.
Phone Number ... 37-541
Transmitter Location ... Coal Branch Heights
Time on the Air ... 5 a.m. to 1 a.m.; Sunday, 7:45 a.m. to 12:30 a.m.
News Service ... UP
Transcription Service ... NBC Thesaurus Representative ... Joseph Hershey McGillvra, Inc.

Personnel
President ... R. M. Venable
General-Station Manager ... John Phillips
Commercial Manager ... Bob Wasdon
Program Director ... C. F. Vogel, Jr.
Promotion-Publicity Director ... Don Dean
Chief Engineer ... Gus Zaharis

618
WBLK
CLARKSBURG—EST. 1937
NATIONAL BROADCASTING CO.
THE WEST VIRGINIA NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Charleston Broadcasting Co.
Address .................. 444½ West Pike Street
Phone Number .................. 3540
Transmitter Location . Glen Elk, Clarksburg
Time on the Air .............. 7 a.m.-1 a.m.
News Service ................. AP
Transcription Service ........... WBS
Representative ............. The Branham Company

Personnel
President.................. Capt. John A. Kennedy
Station Manager........... G. C. Blackwell
General Manager .......... Howard L. Chernoff
Program Director......... Kathleen Wade
Sales and Promotion Mgrs.
Director ................... G. C. Blackwell
Chief Engineer ............. Jos. A. Wright

WMMN
FAIRMONT—EST. 1928
COLUMBIA BROADCASTING SYSTEM
Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By: Monongahela Valley Broadcasting Co.
Address .................. 208 Adams St.
Phone Number .................. 3100
Transmitter Location .......... Monongah
Time on the Air .............. 5 a.m. to 12:05 a.m.;
Sunday, 7 a.m. to 12:05 a.m.
News Service ................. AP
Transcription Services .... Standard Radio,
M. M. Cole
Representative ............. John Blair & Co.

Personnel
President .................. George B. Storer
Managing Director-Commercial
Manager ................... Stanton P. Kettler
Sales Promotion-Merchandising
Manager .................... John F. Watkins
Publicity Director .......... Jane C. Hileman
Chief Engineer ............. Robert D. Hough

WSAZ
HUNTINGTON—EST. 1927
ABC
WEST VIRGINIA NETWORK
Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By: WSAZ, Inc.
Address .................. 929½ Fourth Ave.
Phone Number .................. 4106
Transmitter Location ........... 28th St., West
Time on the Air .............. 6:30 a.m. to 1 a.m.

Newspaper Affiliation: Huntington Herald-Dispatch; Huntington Advertiser
News Service .................. AP
Transcription Service .... Standard Radio; Lang-Worth; SESAC
Representative ............. The Branham Co.

Personnel
President .................. John A. Kennedy
Station Manager .......... Marshall L. Rosene
Sales-Commercial Mgr. .... Marshall L. Rosene
Sales Promotion-Merchandising
Manager .................... Marcia Young
Program-Mgr. Production .... Dick Lane
Publicity Director .......... Marcia Young
Chief Engineer ............. LeRoy Kilpatrick

WLOG
LOGAN—EST. 1940
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Clarence H. Frey & Robert O. Gleeve—Partners
Business Address ........ F. O. Box 720
Studio Address .......... Kanada & Chestnut Sts.
Phone Number . Office, 540; Studio, 761 & 762
Transmitter Location .... Kanada and Chestnut Streets
Time on the Air .......... Unlimited
Newspaper Affiliation .... Logan Banner
News Service ................. UP

Personnel
* Does not list personnel.

WAJR
MORGANTOWN—EST. 1940
MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: West Virginia Radio Corporation
Business Address ........ 440-446 Spruce Street
Phone Numbers .......... 9448-9
Transmitter Location .... South Park Hill
Time on the Air .......... 7 a.m. to midnight
Newspaper Affiliation .... Morgantown News-Dominion, Morgantown Post
News Service ................. AP
Transcription Service ... World Broadcasting System

Personnel
President .................. H. C. Greer
General Manager .......... Norman Knight
Commercial Manager ......... Norman Knight
Sales Promotion-Merchandising
Manager .................... Francis Berry
Program Director .......... Numi Fabre, Jr.
Production Manager ........ Elizabeth Sharpe
Publicity Director .......... Francis Berry
Chief Announcer ........... Jack Fleming
Musical Director ........... Richard Duncan
Chief Engineer ............ Raymond C. Speace


**WPAR**
PARKERSBURG—EST. 1935
CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Ohio Valley Broadcasting Corporation
Address: 7th and Market Sts.
Phone Number: 2530
Transmitter Location: Route No. 2
Time on the Air: 6:30 a.m. to 1:05 a.m.
News Service: AP

**Personnel**
President: John A. Kennedy
Station Manager: George H. Clinton
Sales-Commercial Manager: George H. Clinton
Sales Promotion-Merchandising Manager: A. N. Archer
Program Director: Carl Loose
Production Manager: Paula Carr
Chief Announcer: Sherman Grimm
Musical Director: Carl Loose
Chief Engineer: Cecil Knowles
R-5-00 C. M. Charles Burroughs

**WBW**
WELCH—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: McDowell Service Company
Business Address: 10 Riverside Drive
Phone Number: 818
Studio Address: 10 Riverside Drive
Transmitter Location: Dor Building
Time on the Air: 7 a.m. to 8:10 p.m.
News Service: AP

**Personnel**
President: Joe G. Hunt
Station Manager: Harold B. Shaw
Commercial Manager: Harold B. Shaw
Program-Commercial Director: John Sinclair
Chief Announcer: John Villani
Chief Engineer: Howard King

**WKWK**
WHEELING—EST. 1941
COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Community Broadcasting, Inc.
Address: 16th & Market Sts.
Phone Number: Wheeling 5320
Transmitter Location: 16th & Market Sts.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: AP

**Personnel**
President: Joe L. Smith, Jr.
General-Station Manager: John B. Reynolds
Sales Manager: John T. Gelder, Jr.
Musical Director: Deen Brooks
Chief Engineer: Fred Baker

**WWVA**
WHEELING—EST. 1926
AMERICAN BROADCASTING CO.

Frequency: 1170 Kc. Power: 50000 Watts
Owned-Operated By: West Virginia Broadcasting Corp.
Address: Hawley Building
Phone Number: Wheeling 5383
Transmitter Location: St. Clairsville, Ohio
Time on the Air: 4:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.; Saturday, 4:30 a.m. to 1:30 a.m.
News Service: AP
Transcription Service: CBS Thesaurus Representative: John Blair & Co.

**Personnel**
President: George B. Storrs
Sales Manager: Wm. E. Rine
Sales Promotion Manager-Publicity: Jean Bauman
Production Manager: Paul J. Miller
Musical Director: Robert Nesbitt
Chief Engineer: Edward L. Kemp

**WBTH**
WILLIAMSON—EST. 1939
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Williamson Broadcasting Corp.
Address: Mountaineer Hotel Block
Phone Number: 1241
Transmitter Location: Mountaineer Hotel Block
Time on the Air: 6 a.m. to 11 p.m.
News Service: UP
Transcription Service: NBC Thesaurus

**Personnel**
President: Mrs. L. C. Tierney
Station-Commercial Manager: Alice Shein
Production-Publicity: Robert E. Spiros
Chief Engineer: Robert W. Bullio
WHBY
APPLETON—EST. 1925
MUTUAL BROADCASTING SYSTEM
WISCONSIN RADIO NETWORK

Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By..........WHBY, Inc.
Address ..................600 S. Lawe St.
Phone Number .................1161
Transmitter Location .........Appleton
Time on the Air................7 a.m. to 11 p.m.;
                             Sunday, 8 a.m. to 11 p.m.
News Service ..................AP
Transcription Service .........Standard Radio

Personnel
Chief Executive ..............Rev. J. A. Wagner
General and Station Manager ........J. L. Gallagher
Sales-Commercial Manager ......W. C. Porsow
Sales Promotion-Merchandising Manager ..........W. C. Porsow
Program Director-Production Manager ..........Rodger Mueller
Publicity Director ............W. C. Porsow
Chief Announcer-Record Manager ..........Raymond MacIntosh
Chief Engineer ...............George Merkl

WATW
ASHLAND—EST. 1940
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc........Power: 250 Watts
Address ..................321 2nd Ave., West
Phone Number .................1420
Transmitter Location .........Ellis Ave.
Time on the Air ................6 a.m. to 11 p.m.;
                             Sunday, 8 a.m. to 11 p.m.
News Service ..................UP
Transcription Service .........World
Representative .............North Central Broadcasting System, Spot Sales

Personnel
President ..................William L. Johnson
General-Station Manager ......J. W. Huss
Commercial Manager ..........T. G. Hogan
Musical-Program Director ......Mary Jean Anno
Chief Engineer ..............Hine Dahlbacka

WEAU
EAU CLAIRE—EST. 1937
NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK

Frequency: 790 Kc........Power, 5000 Watts.
Day: 1000 Watts, Night
Owned-Operated By........Central Broadcasting Company
Business Address .............203 South Barstow St.
Phone Number ................6149
Transmitter Location .........Symour Road (County Road Q)
Time on the Air ..............Unlimited
News Service ..................UP
Transcription Service .........Langworth & World Representative, George F. Hollingbery Co.

KFIZ
FOND-DU-LAC—EST. 1922
MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By........The Reporter Printing Company
Address ..................18-20-22 West First Street
Phone Number .................356
Transmitter Location .........18-20-22 W. First St.
Time on the Air ................8 a.m. to 10 p.m.; Sundays.
                             7:30 a.m.-11 p.m.
Newspaper Affiliation .........The Commonwealth Reporter

Personnel
President ..................A. H. Lange
Station Manager ..........Lucille Fairbanks
Program Director ..........Joyce A. Bahr
Chief Announcer ............Elliott Scoville
Chief Engineer ..............Wendell S. Meyers

WTAQ
GREEN BAY—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc........Power: 5000 Watts
Owned-Operated By........WHBY, Inc.
Business Address .........Bellin Bldg.
Phone Numbers .................Adams 1 & 2
Studio Address ..............Bellin Building
Transmitter Location .........West De Pere, Wisc.
Time on the Air ..............6 a.m. to 12:05 a.m.
News Service ..................AP
Transcription Service .........Thesaurus, SESAC Representative, Weed & Co.
**Personnel**

President.............. Rev. James A. Wagner  
General Manager.......... Haydn R. Evans  
Sales-Commercial Manager..... Al Michel  

**Sales Promotion-Merchandising**  
Manager................ Val Schneider  
Program Director........... Clair Stone  
Production Manager......... Norman Teska  
Publicity Director........... Leone Stinson  
Chief Announcer-Record M. C. Allen Franklin  
Musical Director........... Clarence Edges  
Chief Engineer.............. Wallace Stangel

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**WCLO**  
JANESVILLE—EST. 1930  
MUTUAL BROADCASTING SYSTEM  
WISCONSIN NETWORK  
Frequency: 1230 Kc........ Power: 250 Watts  
Owned-Operated By .......... Gazette Printing Co.  
Address.................. 200 E. Milwaukee Ave.  
Phone Number............... 2500  
Transmitter Location...... 1436 Oakhill Ave.  
Time on the Air............ 6:15 a.m. to midnight  
Newspaper Affiliation...... Janesville Daily Gazette  
News Service................. AP  
Transcription Service...... World  
Representative.............. Wm. G. Rambeau Co.

**Personnel**  
Managing Director........... Sidney H. Bliss  
Station Manager............ Bob Page  
Sales Manager.............. Sidney H. Bliss  
Musical-Program Director... Dorothy Alan  
Publicity-Sales Promotion... Robert J. Bodden  
Chief Engineer.............. Pat Alan  
Record M. C................ Ray Crandle  
Chief Engineer.............. Wayne Clay

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**WKBH**  
LA CROSSE—EST. 1926  
NATIONAL BROADCASTING CO.  
Frequency: 1410 Kc........ Power: 1000 Watts  
Owned-Operated By .......... WKBH, Inc.  
Business Address............ Radio Building  
Phone Number................. 4-5-0  
Transmitter Location....... R. F. D. LaCrosse  
Time on the Air............. 6 a.m. to 11:30 p.m.; Sunday, 8 a.m. to 11:30 p.m.  
News Service............... AP  
Transcription Service...... Longworth  
Representative.............. Howard H. Wilson Company

**Personnel**  
President-General & Station Manager........... Howard Dahl  
Sales-Commercial Manager...... Howard Dahl  
Program Director........... Bernice Callaway  
Production Manager.......... Raymond Piamadore  
Musical Director........... Russell Huber  
Chief Engineer.............. Alvin Leeman

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**WHA**  
MADISON—EST. 1917 (as 9XM)  
1922 (as WHA)  
Frequency: 970 Kc........ Power: 5000 Watts  
Owned-Operated By .......... State of Wisconsin  
Chapel at University of Wisconsin  
Address.............. Radio Hall  
Phone Number.............. Badger 580, Extension 476  
Transmitter Location...... Fish Hatchery Road  
Time on the Air............. 7:30 a.m. to local sunset  
News Service............... UP  
Transcription Service...... Standard Radio & World

**Personnel**  
Director-General Manager.... H. B. McCarty  
Station Manager............. William G. Harley  
Promotion Manager........... H. A. Engel  
Program Director........... Walter Krulevich  
Production Manager.......... Gerald A. Bartell  
Chief Announcer............. Roy Vogelman  
Musical Director........... Don Voegeli  
Chief Engineer.............. John H. Stiehl  
*(Non-Commercial Station)*

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**WIBA**  
MADISON—EST. 1924  
NATIONAL BROADCASTING CO.  
Frequency: 1310 Kc........ Power: 5000 Watts  
Owned-Operated By .......... Badger Broadcasting Company  
Business Address............ 110 East Main Street  
Phone Number................. Fairchild 8800  
Transmitter Location...... Fitchburg, Dane County  
Time on the Air............. 6 a.m. to midnight  
Newspaper Affiliation...... The Capital Times; Wisconsin State Journal  
News Service............... AP & UP  
Transcription Service...... Associated Music & Standard  
Representative.............. Howard H. Wilson Co.

**Personnel**  
President.............. William T. Evles  
Station Manager............ Kenneth F. Schmitt  
Business Manager........... Howard A. Johnson  
Merchandising Director..... C. W. Wallis  
Publicity Director.......... Marvel Ings  
Musical Director........... Leon Persson  
Chief Engineer.............. Norman Hahn

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**WOMT**  
MANITOWOC—EST. 1926  
MUTUAL—WISCONSIN  
Frequency: 1240 Kc........ Power: 100 Watts  
Owned-Operated By .......... Francis M. Kadov  
Address.............. Radio Building  
Phone Numbers............ 5015-6015-7015-8015  
Transmitter Location...... Radio Bldg.  
Time on the Air............. 6:55 a.m. to midnight; Sundays, 8 a.m. to midnight

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622
News Service .......................... NBC, Keystone
Transcription Service .................. UP

**Personnel**

General Manager ........................ F. M. Kadow
Station-Sales-Commercial Manager .......... Albert B. Gale
Program Director-Production Manager .... George H. Erdman
Chief Announcer .......................... George H. Erdman
Record M. C. ............................ Frank Pollock
Chief Engineer .......................... W. F. Duben

W M A M
MARINETTE—EST. 1939
NATIONAL BROADCASTING CO.

Frequency: 570 Kc.  Power: 250 Watts
Owned-Operated By .......... M. & M. Broadcasting, Inc.
Address ........................ Radio Park
Phone Number ....................... 570
Transmitter Location .......... Radio Park
Time on the Air ..................... Unlimited
News Service ......................... Associated Music
Transcription Service .............. UP
Representative .................... Howard Wilson

**Personnel**

President .............................. W. E. Walker
General-Station Manager .......... Joseph D. Mackin
Sales Manager ........................ Howard Emich
Program Director .................... Pat Kehoe
Production Manager-Chief ............ Announcer
Sales Promotion ..................... Les Sturmer
Chief Engineer ...................... Dan Colby
Record M. C. .......................... Leo Stewart

(Call Letters to Be Assigned)

MARSHFIELD*

Frequency: 1450 Kc.  Power: 250 Watts
Address ............................. 207 S. Central Ave.
* Construction Permit

W I G M
MEDFORD—EST. 1941
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By .......... George F. Meyer
Business Address ............... Medford, Wisconsin
Phone Number ..................... 5147
Studio Address .................... Highway 13
Transmitter Location .......... Highway 13
Time on the Air: 7:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 6 p.m.
News Service ....................... UP
Representative ..................... Cox & Tanz

**Personnel**

General-Station Manager .......... C. J. Lamphier
Program Director .................... Carl Zimmermann
Commercial Manager ............... C. J. Lamphier
Production Manager .......... Charles A. La Force
Musical Director .................. Elmer Ihrke
Chief Announcer ................... Bert Mulroy
Publicity Director ................. N. K. Searles
"Because of the wide diversification of products manufactured in Milwaukee, its industrial balance is maintained through abnormal times and seasonal fluctuations."

The top eight of these industries producing nearly a billion dollars worth of goods annually are as follows:

<table>
<thead>
<tr>
<th>Industry</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metal products (not machinery)</td>
<td>$106,437,947</td>
</tr>
<tr>
<td>Motor vehicles, bodies, parts, accessories</td>
<td>93,125,243</td>
</tr>
<tr>
<td>Machinery</td>
<td>86,231,492</td>
</tr>
<tr>
<td>Tractors</td>
<td>68,493,028</td>
</tr>
<tr>
<td>Food products (general)</td>
<td>67,135,473</td>
</tr>
<tr>
<td>Meat packing</td>
<td>54,918,235</td>
</tr>
<tr>
<td>Leather and leather products</td>
<td>42,868,324</td>
</tr>
<tr>
<td>Malt liquors (beer)</td>
<td>39,754,531</td>
</tr>
</tbody>
</table>

If you have a product or service to sell, you’ll want to know how you can best reach this prosperous market. For full information, call or write the Katz Agency, Inc., or WISN, Milwaukee.

*Source: Milwaukee Association of Commerce.
**WISN**

MILWAUKEE—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated by: Wm. C. Hearst, Inc.
Business Address: 223 W. Michigan St.
Phone Number: Daly 6474
Transmitter Location: 4801 South 60th St.
Time on the Air: 9 a.m. to 12:30 a.m.; Sundays: 7:15 a.m. to 12:05 a.m.
News Service: Chicago Tribune

**Personnel**

General Manager: E. Leonard, UP
Sales Promotion Manager: Ralph O'Conner
Program Director: Leonard Doones
Musical Director: M. A. Hayes
Chief Engineer: Marjorie R. Hilliard

**WRJN**

RACINE—EST. 1926
ABC

WISCONSIN NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated by: Racine Broadcasting Corporation
Address: 1615 S. Main St., Racine
Phone Number: Jackson 230
Transmitter Location: Mount Pleasant, Wis.
Time on the Air: 10 hours daily
News Service: AP

**Personnel**

President: F. R. Starbuck
General Manager: Harry R. Le Poidevin
Station Manager: Harold J. Newcomb
Chief Engineer: Lee Dechant

**WJMC**

RICE LAKE—EST. 1939
MUTUAL BROADCASTING SYSTEM

ARROWHEAD

Frequency: 1240 Kc. Power: 250 Watts
Owned By: WJMC, Inc.
Operated By: W. C. Bridges
Address: 1615 S. Main St., Racine
Phone Number: Bridge 290
Transmitter Location: Mount Pleasant, Wis.
Time on the Air: 7 a.m. to 11 p.m.
News Service: WAIS

**Personnel**

President: W. C. Bridges
General Manager: W. C. Bridges
Resident Station Manager: Leonard Anderson
National Sales Manager: H. E. Westmoreland
Sales Promotion-Merchandising Manager: L. G. Anderson
Program Director-Production Manager: Leonard Anderson
Publicity Director: Leonard Anderson
Chief Announcer: Harold Fongler
Musical Director: Mike Shapiro
Chief Engineer: Robert P. Kolsky
Record M. C.: Dean Lybeck

**WOSH**

OSHKOSH—EST. 1941
ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated by: Oshkosh Broadcasting Corp.
Address: 151½ Main Street
Phone Number: 4580
Transmitter Location: Bowen St. Rd.
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: UP
Transcription Service: World Broadcasting System, Standard Radio
Representative: Sears & Ayer

**Personnel**

President: Myles H. Johns
General Manager: Allan Curnutt
Sales Manager: Wilmer J. LoFond
Sales Promotion-Merchandising Manager: Robert C. Nelson
Program Director-Production Manager: Robert C. Nelson
Publicity Director: Clifford Conohan
Chief Engineer: Nathan Williams

**WIBU**

POYNETTE—EST. 1925
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI-WISCONSIN NETWORKS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Wm. C. Forrest
Business Address: R. F. D. No. 2
Phone Number: 97 R 5 Poynette
Studio Addresses: Portage; Beaver Dam; Madison; Baraboo
WHBL
SHEBOYGAN—EST. 1928
ABC
WISCONSIN NETWORK
Frequency: 1330 Kc. Power: 1000 kW; 250 w.
Owned-Operated By: Press Publishing
Business Address: 628-838 Center Ave.,
Phone Numbers: 1900
Studio Address: Press Building
Transmitter Location: Highway No. 141
Time on the Air: 6:00 a.m. to 11 p.m.
Newspaper Affiliation: Sheboygan Press
News Service: UP
Transcription Service: Standard Radio
Representative: Radio Advertising Co.

Personnel
Executive Director: A. Matt Werner
General Manager: G. P. Richards
Sales-Commercial Manager: G. P. Richards
Sales Promotion-Merchandise: Doris Domnie
Chief Engineer: Herbert J. Mayer

WLBL*
STEVENS POINT—EST. 1924
Frequency: 930 Kc. Power: 5000 Watts
Owned By: Department of Agriculture
Operated By: Wisconsin Department of Agriculture
Business Address: Stevens Point
Phone Number: 825
Studio Address: State Teachers College
Transmitter Location: Auburndale, Wisconsin
Time on the Air: 8 a.m. to 4:15 p.m.
News Service: UP

Personnel
Director: Milton Button
Chief Engineer: Walt Ninneman
*(Non-Commercial Station)

WDSM
SUPERIOR—EST. 1939
MUTUAL BROADCASTING SYSTEM
AMERICAN BROADCASTING CO.
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WDSM, Inc.
Business Address: Board of Trade Bldg.
Phone Numbers: 4451-4452
Studio Addresses:
Androy Hotel, Superior; Spalding Hotel,
Duluth, Minn.
Transmitter Location: Connor’s Point, Superior, Wis.
Time on the Air: 6:30 a.m. to midnight
Representative: Wm. G. Rambeau Company

Personnel
President-General Manager: James J. Conroy
Station Manager: A. C. Robinson
Sales Manager: Carl Bloomquist
Promotion-Publicity: John A. Marta
Chief Engineer: J. Melvin Laskey

WSAU
WAUSAU—EST. 1937
COLUMBIA
WISCONSIN NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Northern Broadcasting Co., Inc.
Address: 125 Third Street
Phone Number: 6521
Transmitter Location: 125 Third Street
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: UP
Transcription Service: World
Representative: Howard H. Wilson

WFHR
WISCONSIN RAPIDS—EST. 1940
MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: William F. Huffman
Business Address: 141 West Grand Ave.
Phone Number: 1940
Studio Address: 141 West Grand Ave.,
Mc Cain-Johnson Building, Marshfield
Transmitter Location: 1500 Bonaw Ave.
Time on the Air: 7 a.m. to 11:30 p.m.
Newspaper Affiliation: Wisconsin Rapids
News Service: AP
Transcription Service: NBC Thesaurus
Representatives: Wisconsin Network

Personnel
Owner: William F. Huffman
General Manager: George T. Frechette
Commercial Manager: Bruce G. Belchhl
Sales Promotion-Merchandising Manager: Bruce G. Belchhl
Program-Publicity Director: George T. Frechette
Acting Chief Engineer: Bert Zieliesch
Record M. C.: Don Marshall
**KDFN**

Casper—Est. 1930

**Keystone Broadcasting System**

Frequency: 1470 Kc. Power: 1000 Watts

Owned-Operated By: Donald L. Hathaway

Address: 1st and Lennox Streets

Phone Number: 407

Transmitter Location: 1st and Lennox Sts.

Time on the Air: Unlimited License

News Service: UP

Transcription Service: Langworth; MacGregor Representative: Sear & Ayer, Inc.

**Personnel**

Owner-Manager: Donald L. Hathaway

Program Director: Marcus R. Nichols

Sales-Commercial Managers: D. L. Hathaway, H. W. Brewer

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**KFBK**

Cheyenne—Est. 1940

**American Broadcasting Co.**

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: Frontier Broadcasting Co.

Address: Plains Hotel

Phone Number: 4461

Transmitter Location: 3rd and Evans

Time on the Air: 6:15 a.m. to Midnight

Newspaper Affiliation: Wyoming Eagle; Wyoming State Tribune


**Personnel**

President: Tracy S. McCraken

General Manager: Wm. C. Grove

Program Director: Dale Sunderland

Production-Mgr.: Chief Engineer: Bob Shack

---

**KPOW**

Powell—Est. 1941

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: Albert J. Meyer

Address: 557 N. Clark St.

Phone Number: 222-100

Transmitter Location: 7th & Hamilton Sts.

Time on the Air: 6:30 a.m. to 10 p.m.

News Service: UP

Transcription Service: M. M. Cole, MacGregor

Representatives: Sears & Ayer

**Personnel**

Owner: A. J. Meyer

General Station Manager: Del Brandt

Commercial Manager: Bob McManus

Chief Engineer: Harld Delton Brandt

Record M. C.: Gilbert Dugger

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**KVRS**

Rock Springs—Est. 1938

**Mutual Broadcasting**

**KBS—Intermountain Network**

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Wyoming Broadcasting Company

Address: 1307 Wyoming Street

Phone Number: 93

Time on the Air: 7 a.m.-10:30 p.m.

News Service: AP

Transcription Service: NBC Thesaurus; McGregor; BMI

**Personnel**

President: Mrs. H. L. McCraken

Gen. Station-Sales-Com. Mgr.: H. L. McCraken

Sales Promotion-Mgr.: Michael Reid

Chief Engineer: Archie W. Buckman

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**KWYO**

Sheridan—Est. 1934

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Big Horn Broadcasting Company, Inc.

Business Address: 19 North Main St.

Phone Number: 601

Studio Address: Gillette Building, 19 North Main St.

Transmitter Location: Northwest of Sheridan

Time on the Air: 7 a.m. to 8 p.m.

News Service: UP

Transcription Service: Standard Radio

Representative: Sears & Ayer, Inc.; Homer Owen Griffith

**Personnel**

President: R. E. Carroll

General Manager: Jim Carroll

Commercial-Promotion Mgr.: Jim Carroll

Chief Engineer: Bob Crossinwater

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**KWOR**

Worland

**Keystone Broadcasting System**

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By: Joseph P. Ernst

Address: Box 92

Phone Number: 303

**Personnel**

Owner-General Manager: Joseph P. Ernst

Chief Engineer: Joseph P. Ernst

*Construction Permit
It's so Good and True—Again We Advise

Get into America's newest, undeveloped market through

KFQD
ANCHORAGE, ALASKA

790 KC
1000 W

First in
Alaska!

Here's the opportunity you've dreamed about—a booming territory with large buying power and a need for every kind of product. Reach it through Station KFQD.

KFQD blankets Alaska's most important metropolitan-industrial area, Anchorage, the "News Center of Alaska," is the hub of a heavily populated railbelt...headquarters of the Alaska Railroad, Alaska Airlines,* Civil Aeronautic Authority, Alaska Defense Command and many other major industries of Alaska which include: Fishing, canning, fur trapping, mining, lumbering, shipping and transportation.

The oldest station in Alaska (May, 1924), KFQD has proved to be the Territory's most outstanding advertising medium. It's a "must" on the list of every forward-looking advertiser.

*Government figures show that the Anchorage Municipal Airport handled in one month recently 7,695 airplane landings and departures. This exceeded the air travel handled by LaGuardia Field (N. Y.), Los Angeles, San Francisco and many other leading airports for the same period.

ALASKA BROADCASTING CO.

NATIONAL REPRESENTATIVE: PAN AMERICAN BROADCASTING COMPANY

330 MADISON AVE. FRED JONES, 228 NO. LA SALLE ST. HOMER GRIFFITH, 6362 HOLLYWOOD BLVD.
NEW YORK 17, N. Y. CHICAGO, ILLINOIS HOLLYWOOD, CALIFORNIA

628
Alaska

KFQD
ANCHORAGE—EST. 1924
KEYSTONE BROADCASTING SYSTEM

Frequency: 790 Kc........Power: 1000 Watts
Owned By...............William J. Wagner
Operated By.................Alaska Broadcasting Co.
Business Address........Box 1040, Anchorage
Phone Number...............Main 143
Studio Address.............412 Fourth Avenue
Transmitter Location......Anchorage
Time on the Air...........6:30 a.m. to midnight
News Service...............AP
Transcription Service.......Lang-Worth; Keystone Broadcasting System; Army Special Service
Representative............Pan American Broadcasting Co.

Personnel
Owner-Station Manager...William J. Wagner
General Manager, Program Director...............Ken Laughlin
Chief Engineer...............David O. Fields

KFIN
FAIRBANKS—EST. 1939

Frequency: 660 Kc........Power: 10000 Watts
Owned-Operated By........Midnight Sun Broadcasting Co.
Address ..............508 Second Avenue—Lathrop Building
Phone Number...............East 380
Lathrop Bldg.
Transmitter Location.....Farmer’s Loop Rd.
Time on the Air...........7 a.m. to 11 p.m.
News Service...............AP, UP
Transcription Service.......Standard: World Broadcasting System
News Service...............AP, UP
National Sales Office.......Free & Peters, Inc.
National Representative.....Free & Peters, Inc.

KINY
JUNEAU—EST. 1935

Frequency: 1460 Kc........Power: 5000 Watts
Owned-Operated By.........Edwin A. Kraft
Business Address........Box 2597, Juneau; American Building, Seattle, Wash.
Phone Number...............197 (Juneau); Elliott 5488 (Seattle)
Studio Address.............Decker Bldg.
Transmitter Location......Alaska Juneau Mine Dump
Time on the Air............7:30 a.m. to 11 p.m.; Sundays, 10 a.m. to 8:30 p.m.
News Service...............AP
Transcription Service.......C. P. MacGregor; Standard
Representative.............Spot Sales, Northwest

Personnel
Owner ................Edwin A. Kraft
Station Manager........Henry M. Hogue
Chief Engineer..........Gordon Burnett

KTWN
KETCHikan—EST. 1942

Frequency: 930 Kc........Power: 1000 Watts
Owned-Operated By........Edwin A. Kraft
Address ....................Ketchikan, Alaska; 708 American Bldg., Seattle, Wash.
Transmitter Location.....Ketchikan, Alaska
Time on the Air............7:30 a.m. to 11 p.m.; Sundays, 10:30 a.m. to 9 p.m.
News Service...............AP
Transcription Service.......Standard Representatives ............Spot Sales, Inc.

Personnel
Owner ................Edwin A. Kraft
Station Manager........Henry M. Hogue
Program Director..........Gordon Chandler
Chief Engineer..........Murray M. Durham
TOP STATION at the Top of the World!

In Expanding ALASKA KFAR, Fairbanks, leads with

Greatest power and a clear channel
Central location; at the head of the Alaska Highway
Latest facilities, popular programming
America’s richest per capita market

660 Kc. 10,000 Watts
Hawaii

**KHBC**

HILO—EST. 1936

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By Hawaiian Broadcasting System, Ltd.

Address: 1285 Kalaniale Ave.

Time on the Air: Unlimited license

Transmission Service: C. P. MacGregor; World Broadcasting System

**Personnel**

General Manager: J. Howard Worrall

Station Manager: Al Green

National Sales Manager: Henry C. Putnam

**KGMB**

HONOLULU—EST. 1930

HAWAIIAN BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 5000 Watts

Owned By Hawaiian Broadcasting System, Limited

Address: 1534 Kapiolani Blvd.

Phone Number: 2323

Transmitter Location: 1534 Kapiolani Boulevard

Time on the Air: 6 a.m. to 2 a.m.

Newspaper Affiliation: Honolulu Star-Bulletin

News Service: UP

Transmission Service: World Broadcasting System; Associated Music Publishers; Standard

Representative: John Blair & Co.

**KHON**

HONOLULU

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By Alaha Broadcasting Co., Ltd.

Address: 3175 Noela Drive

**Personnel**

General Manager: C. J. Fern

**KGU**

HONOLULU—EST. 1922

NBC AND ABC BLUE

Frequency: 760 Kc. Power: 2500 Watts

Licensee: Marion A. Mulrony & Advertiser Publishing Co., Ltd.

Owned By: Advertiser Publishing Co., Ltd.

Address: Advertiser Square

Transmitter Location: Advertiser Square

Time on the Air: 6 a.m. to 11 p.m.

Newspaper Affiliation: Honolulu Advertiser

**AP Radio Productions**

OFFERS FOUR OUTSTANDING SHOWS TRANSCRIBED

"Sports Star Special"

"Star Time"

"Special Assignment"

"The Cliff Edwards Show"

BIG NAMES, WELL-KNOWN PERSONALITIES, MAKE EACH SHOW A SALES WINNER

Ask about the unique, new "Cue-In" technique.
The Link of the Americas

WNEL
SAN JUAN, PUERTO RICO

5000 Watts — Full Time — 860 Kc

N.B.C. AFFILIATE

WNEL
JUAN PIZA

New York Office:
470 Park Avenue

ELdorado 5-6788
**Puerto Rico**

**WKVM**

ARECIBO—EST. 1944

Frequency: 1230 Kc. ....... Power: 250 Watts
Owned By: American Colonial Broadcasting Co.

**WPRA**

MAYAGUEZ—EST. 1937

Frequency: 990 Kc. ....... Power: 5000 d. 1000 u.
Address: McKinley & del Rio Sts.
Transmitter Location: Mayaguez
Time on the Air: Unlimited license

**WPRP**

PONCE—EST. 1934

Frequency: 1420 Kc. ....... Power: 250 Watts
Owned-Operated By: Julio M. Conesa
Address: Trujillo Street
Transmitter Location: Ponce
Time on the Air: Unlimited license

**WIAC**

HATO REY-SAN JUAN—EST. 1941

Frequency: 580 Kc. ....... Power: 5000 Watts
Owned-Operated By: Radio Station WIAC, Inc.
Business Address: P. O. Box 4504.
San Juan, P. R.
Phone Numbers: 2177 (San Juan); 445 (Hato Rey)
Studio Address: Ordonez St. Stop 29 ½
Transmitter Location: Carolina Rd.
3 miles east of San Juan
Time on the Air: Unlimited license
News Service: AP

**Personnel**

Owner: Mrs. Enrique Abarca
Station-Commercial Manager: Tomas Muniz
Commercial Manager: Julio Aguirre
Program Director: Rafael H. Benitez
Publicity Director: Samuel Badillo
Chief Announcer: Antonio Alfonso
Artists Bureau: Rafael Sello
Musical Director: Jose Raul Ramires
Chief Engineer: Alfonso Sanchez

See Page 634

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**"SPECIAL ASSIGNMENT"**

Exciting dramatizations based on the unusual stories of top-flight news reporters.
It’s 15-minutes of action, thrills and chills.
An easy sales-winner for any sponsor of transcribed programs.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

Press Association, Inc.
50 Rockefeller Plaza
New York 20, N. Y.
Puerto Rico
IS MORE THAN JUST AN ISLAND
SURROUNDED BY WATER . . .

Here indeed is a market that should not be over-
looked. There are 2,000,000 American Citizens
in PUERTO RICO. Their yearly purchases from
the United States amount to the impressive figures
of $125,000,000.00. And more impressive is the
fact that their preferred dial spot is WIAC.
WIAC offers Full Coverage of Puerto Rico, The
Virgin Islands as well as partial coverage of all
the West Indies.

WIAC
5000 WATTS 580 K C

Write for further details
Radio Station WIAC, Inc.
P.O. Box 4504
San Juan, Puerto Rico
W K A Q
SAN JUAN—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc....Power: 5000 Watts
Owned-Operated By ..........Radio Corporation of Porto Rico
Address ..................30 Tetuan St.
Phone Number ...............San Juan 2014
Transmitter Location ..........Hato Rey
Time on Air ..................7 a.m. to 11 p.m.,
Sundays, 8 a.m. to 10:30 p.m.
News Service ..................Transradio
National Sales Office ..........International Telephone & Telegraph Co., 67 Broad St., New York, N.Y.

Personnel
President ..................Leonard Jacob 2nd
Vice-President-Gen. Manager ......E. J. Powell
Commercial Manager ..........Jose C. Irizarry
Program Director .............Manuel Ochoa
Musical Director ..............Joaquin Burset
Chief Engineer ...............Angel P. del Valle

NEWS COMMENTATOR
PRODUCER-ANNOUNCER

EMILY AULL

Musical America

and

Associated Press News—WIAC

SAN JUAN, PUERTO RICO

W N E L
SAN JUAN—EST. 1934
NATIONAL BROADCASTING CO.

Frequency: 1320 Kc....Power: 5000 Watts
Owned-Operated By .............Juan Piza
Address .....................59 Brau St.
Phone Number ..................107
Transmitter Location ..........Green Island Santurce, P. R.
Time on the Air .............Unlimited
News Service ..................Transradio
Transcription Service ..........Lang-Worth

Personnel
Owner-Station Manager ........Juan Piza
Commercial-Sales Promotion Manager ..........Agustin R. Camunas
Program Director ..............Camilo Fraticelli
Production Manager ...........Juan Maldonado
Chief Engineer ...............Jose Arruaga

See Page 632

"SPORTS STAR SPECIAL"
The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.
The local sports commentator becomes part of the show through a unique new technique called "Cue-In."
"Cue-In" localizes and personalizes.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

Press Association, Inc.
50 Rockefeller Plaza
New York 20, N.Y.
In All Markets • In Two Languages
With Three Networks

From Atlantic to Pacific, the CBC serves the Canadian people... provides, through its three networks, comprehensive NATIONAL coverage... and, in most areas, excellent ALTERNATIVE program service.

The finest programs of Canadian, American and British origin fill CBC network schedules. Entertainment... news... special events... all that pertains to current world and national happenings... are brought daily into Canadian homes in all parts of the country.

Radio ranks high in Canada! Network programs are good... outside distractions are fewer... listening is intensive. Sponsors who use CBC networks are assured of large, interested and able-to-buy audiences.

Ask the CBC about Canada

CBC DOMINION NETWORK
(English)
29 basic and 9 supplementary stations. Intensive coverage of all major markets, in all regions.

CBC TRANS-CANADA NETWORK
(English)
24 basic and 7 supplementary stations. Comprehensive coverage coast to coast.

CBC FRENCH NETWORK
3 basic and 7 supplementary stations. Thorough coverage of French-speaking Canada. Available in conjunction with either Trans-Canada or Dominion Network.

CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION
354 Jarvis Street, Toronto 5, Ontario
1231 St. Catherine Street West, Montreal 25, P. Q.
Board of Governors

A. Davidson Dunston, Chairman, Montreal, Que.
Rene Morin, K.C., Montreal, Que.
Mrs. T. W. (Mary) Sutherland, Revelstoke, B. C.
F. J. Crawford, Toronto, Ont.
Howard B. Chase, Montreal, Que.
B. K. Sandwell, Toronto, Ont.
W. J. Parker, Winnipeg, Man.
Dean Adrien Pouliot, Que.
A. W. Trueman, Winnipeg, Man.

Assistant Chief Engineer.............J. A. Oulmet
                     (Montreal)
Supervisor of Station Relations........G. R. Young
                     (Toronto)
Traffic Manager.......................E. W. Jackson
                     (Toronto)
Manager Broadcast Regulations
Division.................................J. R. Radford
                     (Toronto)

Regional Representatives

British Columbia—Ira Dilworth, Vancouver, B. C.

National Program Personnel

Supervisor of Drama.................Andrew Allan
                     (Toronto)
Supervisor of International Service Peter Aylen
                     (Montreal)
Supervisor of Music.............J. M. Beaudet
                     (Montreal)
Supervisor of Production..........Rupert Caplan
                     (Montreal)
Technical Liaison Officer (Engineering Division)............H. E. S. Hamilton
                     (Toronto)
Supervisor of Feature
Broadcasts.............................J. Frank Willis
                     (Toronto)
Manager, Personnel and Administrative Services..............D. Claringbull
                     (Toronto)
Chief News Editor.....................D. C. McArthur
                     (Toronto)
Regional Program Director.............W. E. S. Briggs
                     (Halifax)
Director French Network..............J. M. Beaudet
                     (Montreal)
STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data. Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in the year and corrections were made up to the time of going to press.

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Frequency in Kilocycles</th>
<th>Power in Watts</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBA</td>
<td>Sackville, N. B.</td>
<td>1070</td>
<td>50000</td>
<td>647</td>
</tr>
<tr>
<td>CBF</td>
<td>Montreal, Que.</td>
<td>890</td>
<td>50000</td>
<td>657</td>
</tr>
<tr>
<td>CBH</td>
<td>Halifax, N. S.</td>
<td>1240</td>
<td>1000</td>
<td>649</td>
</tr>
<tr>
<td>CBJ</td>
<td>Chicoutimi, Que.</td>
<td>1580</td>
<td>1000</td>
<td>656</td>
</tr>
<tr>
<td>CBK</td>
<td>Watrous, Sask.</td>
<td>540</td>
<td>50000</td>
<td>661</td>
</tr>
<tr>
<td>CBL</td>
<td>Toronto, Ont.</td>
<td>740</td>
<td>50000</td>
<td>654</td>
</tr>
<tr>
<td>CBM</td>
<td>Montreal, Que.</td>
<td>940</td>
<td>5000</td>
<td>657</td>
</tr>
<tr>
<td>CBO</td>
<td>Ottawa, Ont.</td>
<td>910</td>
<td>1000</td>
<td>651</td>
</tr>
<tr>
<td>CBR</td>
<td>Vancouver, B. C.</td>
<td>1130</td>
<td>5000</td>
<td>644</td>
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<tr>
<td>CBV</td>
<td>Quebec, Que.</td>
<td>980</td>
<td>1000</td>
<td>659</td>
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<tr>
<td>CFAB</td>
<td>Windsor, N. S.</td>
<td>1450</td>
<td>100</td>
<td>648</td>
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<td>CFAG</td>
<td>Calgary, Alta.</td>
<td>960</td>
<td>1000</td>
<td>641</td>
</tr>
<tr>
<td>CFAR</td>
<td>Flin Flon, Man.</td>
<td>1230</td>
<td>250</td>
<td>645</td>
</tr>
<tr>
<td>CFBR</td>
<td>Brockville, Ont.</td>
<td>1450</td>
<td>250</td>
<td>649</td>
</tr>
<tr>
<td>CFCF</td>
<td>Montreal, Que.</td>
<td>600</td>
<td>500</td>
<td>657</td>
</tr>
<tr>
<td>CFCH</td>
<td>North Bay, Ont.</td>
<td>600</td>
<td>100</td>
<td>651</td>
</tr>
<tr>
<td>CFCN</td>
<td>Calgary, Alta.</td>
<td>1010</td>
<td>10000</td>
<td>641</td>
</tr>
<tr>
<td>CFCO</td>
<td>Chatham, Ont.</td>
<td>630</td>
<td>100</td>
<td>648</td>
</tr>
<tr>
<td>CFCY</td>
<td>Charlottetown, P. E. I.</td>
<td>1050</td>
<td>5000 D, 1000 N.</td>
<td>656</td>
</tr>
<tr>
<td>CFGP</td>
<td>Grande Prairie, Alta.</td>
<td>1050</td>
<td>100</td>
<td>642</td>
</tr>
<tr>
<td>CFJC</td>
<td>Kamloops, B. C.</td>
<td>910</td>
<td>1000</td>
<td>642</td>
</tr>
<tr>
<td>CFNB</td>
<td>Fredericton, N. B.</td>
<td>550</td>
<td>1000</td>
<td>646</td>
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<tr>
<td>CFOR</td>
<td>Orillia, Ont.</td>
<td>1450</td>
<td>250</td>
<td>652</td>
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<tr>
<td>CFOS</td>
<td>Owen Sound, Ont.</td>
<td>1400</td>
<td>250</td>
<td>652</td>
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<tr>
<td>CFPA</td>
<td>Port Arthur, Ont.</td>
<td>1230</td>
<td>250</td>
<td>652</td>
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<tr>
<td>CFPL</td>
<td>London, Ont.</td>
<td>1570</td>
<td>5000</td>
<td>651</td>
</tr>
<tr>
<td>CFPR</td>
<td>Prince Rupert, B. C.</td>
<td>1240</td>
<td>50</td>
<td>643</td>
</tr>
<tr>
<td>CFCQ</td>
<td>Saskatoon, Sask.</td>
<td>800</td>
<td>5000</td>
<td>661</td>
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<tr>
<td>CFRB</td>
<td>Toronto, Ont.</td>
<td>860</td>
<td>10000</td>
<td>654</td>
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<td>CFRC</td>
<td>Kingston, Ont.</td>
<td>1490</td>
<td>100</td>
<td>650</td>
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<tr>
<td>CFRN</td>
<td>Edmonton, Alta.</td>
<td>1260</td>
<td>1000</td>
<td>641</td>
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<tr>
<td>CHAB</td>
<td>Moose Jaw, Sask.</td>
<td>800</td>
<td>1000</td>
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<tr>
<td>CHAD</td>
<td>Amos, Que.</td>
<td>1340</td>
<td>250</td>
<td>656</td>
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<td>CHAT</td>
<td>Medicine Hat, Alta.</td>
<td>1270</td>
<td>1000</td>
<td>642</td>
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<td>CHEF</td>
<td>Granby, Que.</td>
<td>1450</td>
<td>250</td>
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<td>CHEX</td>
<td>Pellersborough, Ont.</td>
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<td>1000</td>
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<td>CHGB</td>
<td>St. Anne de la Pocatiere, Que.</td>
<td>1230</td>
<td>250</td>
<td>659</td>
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<td>Montreal, Que.</td>
<td>1490</td>
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<td>CHLT</td>
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<td>CHML</td>
<td>Hamilton, Ont.</td>
<td>900</td>
<td>5000</td>
<td>650</td>
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<td>CHNC</td>
<td>New Carlisle, Que.</td>
<td>610</td>
<td>1000</td>
<td>658</td>
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<td>CHNS</td>
<td>Halifax, N. S.</td>
<td>960</td>
<td>5000</td>
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<td>CHOK</td>
<td>Sarnia, Ont.</td>
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<td>5000 D, 1000 N.</td>
<td>652</td>
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<td>CHOY</td>
<td>Pembroke, Ont.</td>
<td>1340</td>
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<td>Call Letters</td>
<td>City</td>
<td>Frequency in Kilocycles</td>
<td>Power in Watts</td>
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<td>Quebec, Que.</td>
<td>800</td>
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<td>CHSJ</td>
<td>Saint John, N. B.</td>
<td>1150</td>
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<td>CHUM</td>
<td>Toronto, Ont.</td>
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<td>Chilliwack, B. C.</td>
<td>1340</td>
<td>100</td>
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<td>CJAD</td>
<td>Montreal, Que.</td>
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<td>CJAT</td>
<td>Trail, B. C.</td>
<td>610</td>
<td>1000</td>
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<td>CJAV</td>
<td>Port Alberni, B. C.</td>
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<td>Toronto, Ont.</td>
<td>1010</td>
<td>5000</td>
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<td>CJBQ</td>
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<td>CJBR</td>
<td>Rimouski, Que.</td>
<td>900</td>
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<td>CJCA</td>
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<td>CJCB</td>
<td>Sydney, N. S.</td>
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<td>5000</td>
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<td>CJCH</td>
<td>Halifax, N. S.</td>
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<td>CJCJ</td>
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<td>CJCJ</td>
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<td>100</td>
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<td>CJEM</td>
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<td>250</td>
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<td>CJFX</td>
<td>Antigonish, N. S.</td>
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<td>1000</td>
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<td>CJGX</td>
<td>Yorktown, Sask.</td>
<td>940</td>
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<td>CJIC</td>
<td>Sault Ste. Marie, Ont.</td>
<td>1490</td>
<td>250</td>
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<td>CKJL</td>
<td>Kirkland Lake, Ont.</td>
<td>560</td>
<td>1000</td>
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<td>CJLS</td>
<td>Yarmouth, N. S.</td>
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<td>100</td>
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<td>CJOB</td>
<td>Winnipeg, Man.</td>
<td>1230</td>
<td>250</td>
<td>646</td>
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<td>CJCJ</td>
<td>Lethbridge, Alta.</td>
<td>1060</td>
<td>1000</td>
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<td>CJOR</td>
<td>Vancouver, B. C.</td>
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<td>1000</td>
<td>644</td>
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<td>CJSO</td>
<td>Sorel, Que.</td>
<td>1400</td>
<td>100</td>
<td>650</td>
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<td>CJVI</td>
<td>Victoria, B. C.</td>
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<td>5000</td>
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<td>CJRL</td>
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<td>CKAC</td>
<td>Montreal, Que.</td>
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<td>CKBI</td>
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<td>CKCH</td>
<td>Hull, Que.</td>
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<td>CKCK</td>
<td>Regina, Sask.</td>
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<td>CRKO</td>
<td>Ottawa, Ont.</td>
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<td>CKCR</td>
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<td>CKEY</td>
<td>Toronto, Ont.</td>
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<td>5000</td>
<td>655</td>
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<td>CKCW</td>
<td>Moncton, N. B.</td>
<td>1220</td>
<td>5000</td>
<td>647</td>
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<td>CKFI</td>
<td>Fort Frances, Ont.</td>
<td>1340</td>
<td>250</td>
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<td>CKGB</td>
<td>Timmins, Ont.</td>
<td>1470</td>
<td>1000</td>
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<td>CKLN</td>
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<td>250</td>
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<td>CKLW</td>
<td>Windsor, Ont.</td>
<td>800</td>
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<td>CKMO</td>
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<td>CKNW</td>
<td>New Westminster, B. C.</td>
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<td>CKnC</td>
<td>Hamilton, Ont.</td>
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<td>Prince George, B. C.</td>
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<td>CKNR</td>
<td>Fort William, Ont.</td>
<td>580</td>
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<td>CKSB</td>
<td>Winnipeg, Man.</td>
<td>630</td>
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<td>Regina, Sask.</td>
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<td>CKRN</td>
<td>Rouyn-Noranda, Que.</td>
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<td>CKSB</td>
<td>St. Boniface, Man.</td>
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<td>CKEF</td>
<td>Cornwall, Ont.</td>
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<td>CKSO</td>
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<td>St. Catharines, Ont.</td>
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<td>CKTY</td>
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<td>CKVD</td>
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<td>CKBX</td>
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<td>1000</td>
<td>644</td>
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<td>1000</td>
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<td>CKY</td>
<td>Winnipeg, Man.</td>
<td>990</td>
<td>15000</td>
<td>646</td>
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ALBERTA

CFAC
CALGARY—EST. 1922
CBC & FOOTHILLS NET
Frequency: 960 Kc. Power: 1000 Watts
Owner By: Calgary Herald
Operated By Taylor, Pearson & Carson Broadcasting Co., Ltd.
Address: 1000 Southam Building
Phone Number: 1036
Transmitter Location: Strathmore Hi’way
Time on the Air: 18 hours daily
Newspaper Affiliation: Calgary Daily Herald
News Service: BUP, CP
Transcription Service: NBC Thesaurus
World Broadcasting System: Associated Representative
All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel
President: H. R. Carson
General & Station Manager: A. M. Cairns
Commercial Manager: F. R. Shaw
Chief Engineer: Earle C. Connor

CFCN
CALGARY—EST. 1922
Frequency: 1010 Kc. Power: 10,000 Watts
Owner-Operated By: The Voice of the Prairies, Ltd.
Address: Toronto General Trusts Bldg.
Phone Number: 1161
Transmitter Location: Strathmore
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8:00 a.m. to 12 midnight
News Service: PN, BUP, TP
Transcription Service: Standard Radio; Lang-Worth
Representative: Radio Representatives, Ltd., Toronto-Montreal; H. N. Stovin, Winnipeg; Howard H. Wilson Co., U.S.A.

Personnel
Managing Director: H. G. Love
Chief Engineer: Bob Lamb

CJCA
CALGARY—EST. 1927
CBC
Frequency: 1230 Kc. Power 100 Watts
Owner-Operated By: The Albertan Publishing Co.
Address: Victory Bldg.
Phone Number: 28131
Transmitter Location: Granview Heights
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays, 8:30 a.m. to 11:15 p.m.
Newspaper Affiliation: Albertan Publishing Co.

Personnel
President: J. M. Taylor
General Manager: Gordon S. Henry
Assistant Manager: Rolfe L. Barnes
Sales-Commercial Manager: A. H. Nicholl
Sales Promotion: Thos. A. Shandro
Chief Announcer: Gordon Shillabeer

CFRN
EDMONTON—EST. 1934
CBC
Frequency: 1260 Kc. Power: 1000 Watts
Address: 109 Canadian Pacific Railways Building
Phone Number: 22101
Transmitter Location: 146th St.
Time on the Air: Mon.-Sat., 6:30 a.m.-12 Mid.
News Service: British UP
Transcription Service: Standard Radio; Lang-Worth; United Transcribed System; Davis & Schwegler
Representative: Radio Representatives, Ltd.; Jack Slatter

Personnel
General Manager: G. R. A. Rice
Chief Ex. Gen. & Station Mgr.: G. A. R. Rice
Commercial-Sales Promotion Mgr.: A. J. Hopps
Chief Announcer: G. A. Duffield
Chief Engineer: F. G. Makepeace

CJCA
EDMONTON—EST. 1922
CBC—TRANS. CANADA
ALBERTA FOOTHILLS NET
Frequency: 930 Kc. Power: 1000 Watts
Owner By: The Edmonton Journal, Ltd.
Operated By: Taylor & Pearson Broadcasting Co.
Address: Birk’s Bldg., Jasper Ave.
Phone Number: 28131
Transmitter Location: Belmont
Time on the Air: 6:15 a.m.-12 Mid.
Newspaper Affiliation: Edmonton Journal
New Service: Canadian Press; NBC Thesaurus
World Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel
President: J. M. Taylor
General Manager: Gordon S. Henry
Assistant Manager: Rolfe L. Barnes
Sales-Commercial Manager: A. H. Nicholl
Sales Promotion: Thos. A. Shandro
Chief Announcer: Gordon Shillabeer
CKUA
EDMONTON—EST. 1927
CBC
ALBERTA EDUCATIONAL NETWORK
Frequency: 580 Kc. Power: 1000 Watts
Owned By: Government of Alberta
Operated By: Alberta Govt. Telephones
Address: Provincial Bldg.
Phone Number: 27212
Transmitter Location: Calgary Trail.
Time on the Air: 7 a.m. to Midnight
News Service: CP
Transcription Service: Associated

Personnel
General Manager: Hon. W. A. Fallow
Minister of Radio, Provincial Government
Chief Engineer: Roy Usher
Record Manager: John J. O'Leary
*(Non-Commercial Station)*

CFG P
GRANDE PRAIRIE—EST. 1937
CBC
Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By: Northern Broadcasting Corporation, Ltd.
Address: Grande Prairie
Time on the Air: 7 a.m.-11:00 p.m.
News Service: BUP
Transcription Service: United Transcribed, Thesaurus
Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel
General & Station Manager: A. J. Balfour
Sales-Commercial Manager: A. J. Balfour
Sales Promotion: A. J. Balfour
Chief Engineer: G. L. Sadler

CHAT
MEDICINE HAT—EST. 1946
Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By: Monarch Broadcasting Co., Ltd.
Address: 520 First St.
Phone Number: 3347
Transmitter Location: Royalal, Alberta
Time on the Air: 6 a.m. to 11 p.m.
News Service: BUP
Transcription Service: Standard Representative:
All-Canada Radio Facilities, Ltd.

Personnel
President-Owner: J. H. Yuill
General Manager: R. J. Buss
Chief Engineer: Marshall Ellis

CHWK
CHILLIWACK—EST. 1927
CBC—DOMINION NETWORK
Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By: Chilliwack Broadcasting Co., Ltd.
Address: 16 Wellington Ave.
Phone Number: 6106
Transmitter Location: 16 Wellington Ave.
Time on the Air: 7:15 a.m. to 10:30 p.m.
Transcription Service: United Representative: All-Canada Radio

Personnel
President: C. Casey Wells
General Manager: Jack Pilling
Chief Engineer: Jack Pilling

CFJC
KAMLOOPS—EST. 1926
TRANS-CANADA
Frequency: 910 Kc. Power: 1000 Watts
Owned By: Kamloops Sentinel, Ltd.
Operated By: Kamloops Sentinel, Ltd.
Address: 310 St. Paul St.
Phone Number: 1021; 1018
Transmitter Location: North Kamloops
Time on the Air: 7 a.m. to 11:30 p.m.
Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel
President: R. E. White
Chief Engineer: George Henderson
CKOV
KELOWNA—EST. 1931
CANADIAN BROADCASTING CORP.
Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By: Okanagan Broadcasters, Ltd.
Business Address: Box 1515
Phone Number: 200
Studio Address: Radio Bldg.
Transmitter Location: Okanagan Mission, B. C.
Time on the Air: 6:30 a.m. to Midnight
News Service: PN Press News
Transcription Service: NBC Thesaurus
Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel
Managing Director: J. W. B. Browne
Sales Director: Hume A. Lethbridge
Personnel & Program Director: Stanley E. Tapley
Chief Engineer: J. H. B. Browne

CKLN
NELSON—EST. 1939
CBC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Nelson Daily News
Business Address: Radio Avenue
Phone Number: 19
Studio Address: Radio Avenue
Transmitter Location: Radio Avenue
Time on the Air: 15 hours daily
Newspaper Affiliation: Nelson Daily News
News Service: Press News
Transcription Service: World
Representative: Horace N. Stovin, Canada; Adam J. Young, U.S.A.

Personnel
Station Manager: Joan Orr
Sales Promotion Manager: D. Kidd
Chief Engineer: Roy McKay

CKNW
NEW WESTMINSTER—EST. 1944
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: William Rea, Jr.
Business Address: Hotel Windsor
Phone Number: NW 3000
Transmitter Location: Lulu Island
Time on the Air: 6 a.m. to Midnight; Sat., to 2 a.m.; Sun., 8 a.m. to Midnight
News Service: BUP
Transcription Service: World Broadcasting System SeSac, Associated, M. M. Cole, UTS.
Representative: Radio Representatives, Canada; Forjoe & Co., U. S. A.

Personnel
Chief Owner: William Rea, Jr.
General Manager: William Rea, Jr.
Commercial Manager: David Armstrong
Chief Engineer: Ross McIntyre

CJAV
PORT ALBERNI—EST. 1946
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: H. E. Warren
Time on the Air: 5:30 a.m. to 10 p.m.

Personnel
Chief Executive: H. E. Warren

CKPG
PRINCE GEORGE—EST. 1946
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Frank H. Elphicke
Address: Prince George, B. C.
Representatives: Weed & Co., All-Canada

Personnel
Owner: Frank H. Elphicke
General-Commercial Mgr.: Cecil G. Elphicke
Program Director: Jack Carbutt

CFPR
PRINCE RUPERT—EST. 1938
CANADIAN BROADCASTING CORP.
TRANS-CANADA
Frequency: 1240 Kc. Power: 50 Watts
Owned-Operated By: Northwest Broadcast & Service Co.
Operated By: Canadian Broadcasting Corp.
Business Address: 336 Second Ave.
Phone Number: 883
Studio Address: 336 Second Ave.
Transmitter Location: 336 Second Ave.
Time on the Air: 10:20 a.m. to 2:02 a.m., Sunday: 12:59 a.m. to 1:32 a.m.
News Service: Canadian Press
Representative: CBC

Personnel
Chief Owner: Dr. A. Frigon
Station Manager: C. H. Insulander
Sales or Commercial Manager: E. A. Weir, CBC, Toronto

CJAT
TRAIL—EST. 1934
CANADIAN BROADCASTING CORP.
TRANS-CANADA
Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By: Kootenay Broadcasting Company, Limited
Operated By: Taylor, Pearson & Carson
Address: 815 Victoria Street
Phone Number: 737, 1005
Transmitter Location: Warfield, B. C.
Time on the Air: 6:45 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11:30 p.m.
News Service: PN
Transcription Service............ NBC Thesaurus
Representative............ All-Canada Radio Facilities (Canada); Weed & Co., (U.S.A.)

Personnel
Vice-President.................. E. W. Hazlewood
Station Manager................ Eric C. Aylen
Sales & Production M'ger........ Norman A. Harrod
Chief Engineer.................. Douglas Card

CBR
VANCOUVER—EST. 1925
CANADIAN BROADCASTING CORP.
BRITISH COLUMBIA REGIONAL NETWORK
Frequency: 1130 Kc............ Power: 5000 Watts
Owned-Operated By............ Canadian Broadcasting Corp.
Address ...................... 701 Hornby St.
Phone Number.................. MArine 6121
Transmitter Location.......... Lulu Island, B. C.
Time on the Air.............. 6:59 a.m. to 2:57 a.m.
Sunday, 11:14 a.m. to 2:57 a.m.
News Service................. Canadian Press; BUP
Representative............ Canadian Broadcasting Corp.

Personnel
President..................... Dr. Augustin Frigon
Station Manager.............. Ira Dilworth
Sales or Commercial Manager... E. A. Weir, CBC, Toronto
Program Director............. K. Caple
Production Manager........... R. Dunlop
Chief Engineer................ A. E. Ellis

CJOR
VANCOUVER—EST. 1926
CBC
Frequency: 600 Kc............ Power: 1000 Watts
Owned-Operated By............ CJOR, Ltd.
Business Address.............. 846 Howe St.
Phone Number.................. MArine 6464
Transmitter Location.......... Lulu Island, B. C.
Time on the Air.............. 6:30 a.m. to Midnight;
Sundays, 7:30 a.m. to 11:30 p.m.
News Service.................. AP, UP
Transcription Service........ NBC Thesaurus;
United Transcribed Service
Representative............. Young, Inc. (U.S.A.): H. Stovin (Canada)

Personnel
Pres., Gen. & Sta. Mgr........ George C. Chandler
Sales-Commercial Manager........ Don E. Laws
Sales Promotion-Merchandising Manager... Dorwin Baird
Program Director............... Ross Mortimer
Production Manager........... Dick Diespecker
Chief Engineer................ Arthur H. Chandler

CKMO
VANCOUVER—EST. 1923
CBC
Frequency: 1410 Kc............ Power: 100 Watts
Owned & Operated By............ British Columbia Broadcasting System, Ltd.
Operated By.................... John N. Hunt
Address ...................... 812 Robson St.
Phone Number.................. MArine 1271-2
Transmitter Location.......... Lulu Island
Time on the Air.............. Fulltime License
News Service................. British United Press
Transcription Service........ Standard
Representative........... Radio Representatives, Ltd.

Personnel
President..................... Mrs. R. J. Sprott
Station, Sales-Commercial Mgr.... John N. Hunt
Chief Engineer................ Ross L. Whiteside

CKWX
VANCOUVER—EST. 1921
MBS
Frequency: 980 Kc............ Power: 1000 Watts
Owned-Operated By Western Broadcasting Co., Ltd.
Address ...................... 543 Seymour Street
Phone Number.................. MArine 3344
Transmitter Location.......... Lulu Island, B. C.
Time on the Air.............. 6:30 a.m. to 12 Midnight
News Service................. BUP, AP, Canadian Press
Transcription Service........ World Broadcasting System; Lang-Worth
Representative............. All-Canada Radio Facilities, Ltd. (Canada); Weed & Co., U.S.A.

Personnel
President..................... Arthur Holstead
Station Manager.............. Frank H. Elphicke
National Sales Manager........ R. I. P. Crotty
Chief Program Engineer........ Jack Hughes

CJVI
VICTORIA—EST. 1934
DOMINION-CBS (PACIFIC REGION)
Frequency: 1480 Kc............ Power: 5000 Watts
Owned-Operated By............ Island Broadcasting Company, Ltd.
Address ...................... 7th Floor, Central Building
Phone Number.................. Garden 2014, B 1911
Transmitter Location.......... Portage Inlet
Time on the Air.............. 7 a.m. to 11:30 p.m.
News Service.................. PN
Transcription Service........ NBC Thesaurus
Representative............. All-Canada Radio Facilities, Limited (Canada); Weed & Co., (U.S.A.)

Personnel
Station Manager................ M. V. Chesnut
Chief Engineer................ J. Sommers
CKX
BRANDON—EST. 1928
DOMINION
Frequency: 1150 Kc........Power: 1000 Watts
Owned-Operated By ........Manitoba Telephone
Address ....................8th Street & Princess Ave.
Phone Number ...............4532
Transmitter Location........1st St. N. Brandon
Time on the Air............7:30 a.m. to 11:30 p.m.
Transcription Service......NBC Thesaurus, World
News Service.................BUP
Representative.............Horace N. Stovin & Co.

Personnel
Chief Executive ..............Peter Miller
Station Manager .............W. F. Seller
Sales Manager ..............W. T. Grigg
Program Director ..........Eric Davies
Chief Engineer ..............C. E. Snider

CFAR
FLIN FLON—EST. 1937
CBC (Supplementary)
Frequency: 1230 Kc........Power: 250 Watts
Owned By ..............Arctic Radio Corporation, Ltd.

Operated By ............S. J. Beauford, Sec-Treas.
Address ....................75 Hill St.
Phone Number ..............290
Transmitter Location........Flin Flon
Time on the Air............7 a.m. to 11:00 p.m.,
Mon.-Sat.; Sundays, 12:00 Noon to 11 p.m.
News Service .................BUP
Transcription Service......Lang-Worth
Representative.............H. N. Stovin (Canada);
Adam J. Young (U.S.A.)

Personnel
Secretary-Treasurer ........S. J. Beaufoy
Station Manager ............G. B. Quinney
Chief Engineer ..............Gordon Woodward

CKSB
ST. BONIFACE—EST. 1946
Frequency: 1250 Kc........Power: 1000 Watts
Owned-Operated By ........Radio St. Boniface Ltd.
Address ....................140 Provencher Av.
Phone Number ..............20-3119

Personnel
Chief Executive ..............Dr. Henri Guyot
Chief Engineer ..............H. R. McLaughlin

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ALL-CANADA RADIO FACILITIES
Limited
Montreal Toronto Winnipeg Calgary Vancouver
U.S.A. Representative:
WEED AND COMPANY

645
CJOB
WINNIPEG—EST. 1946
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated by: Blick Broadcasting Ltd.
Address: Lindsay Bldg.
Phone Number: 9-6374
News Service: FN
Transmission Service: Associated
Owner: James O. Blick

Personnel
Station Manager: Gerry Gaets
Commercial Manager: Waldo J. Holden
Publicity Promotion Director: Mrs. Val Smith
Program Director: J. D. Kemp
Chief Announcer: Chuck Skelding
Chief Engineer: Bert Hooper

C K Y
WINNIPEG—EST. 1923
CANADIAN BROADCASTING CORP.
Frequency: 990 Kc. Power: 15000 Watts
Owned-Operated by: Manitoba Telephone System
Address: Telephone Bldg.
Phone Number: 92191
Transmitter Location: Headingly, Man.
Time on the Air: 7 a.m. to 12 Mid.
News Service: British UP, CP
Transmission Service: NBC Theaurus
Representative: Horace N. Stovin & Co.

Personnel
Commissioner of Telephones: Peter Miller
General Station Mgr.: William A. Duffield
Commercial Manager: Wilfred Carpentier
Program Director: R. Herb Roberts
Production Manager: Wilford Davidson
Chief Announcer: Tom Benson
Chief Engineer: George Henderson

NEW BRUNSWICK

CKNB
CAMPBELLTON—EST. 1939
CANADIAN BROADCASTING CORP.
Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated by: Restigouche Broadcasting Co., Ltd.
Address: Bank of Nova Scotia Bldg.
Phone Number: 8
Transmitter Location: Maple Green, N. B.
Time on the Air: 7:55 a.m. to 11:15 p.m.; Sundays, 8:55 a.m. to 12:15 p.m.
Transmission Service: All-Canada Representative: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U.S.A.)

Managing Director: Dr. Charles H. Houde
Station Manager: Stan Chapman
Program Director: James Woods
Chief Engineer: L. P. Paquet

CFNB
FREDERICTON—EST. 1923
CBC-BASIC
Frequency: 550 Kc. Power 1000 Watts
Owned-Operated by: James S. Neill & Sons, Ltd.
Address: Fredericton, N. B.
Phone Number: 1215
Transmitter Location: Lincoln, N. B.
Time on the Air: 6:15 a.m. to 12:30 a.m.
News Service: British UP
Transmission Service: NBC Thesaurus
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)
**Personnel**
Secretary-Treasurer............. J. Stewart Neill
General & Station Manager....... D. Malcolm Neill

**CKCW**
MONCTON—EST. 1934
CANADIAN BROADCASTING CORP.
Frequency: 1220 Kc........ Power: 5,000 Watts
Owned-Operated By............. The Moncton Broadcasting Company, Limited
Address.................... Knights of Pythias Bldg.
Phone Number.................. 3388
Transmitter Location.......... Cherryfield, N. B.
Time on the Air.............. 7 a.m. to 12:15 p.m.
News Service.................. British UP
Transcription Service........ World Broadcasting System; United Transcribed Service; Lang-Worth
Representative............. Stovin & Wright (Canada): Joseph McGillvray (U.S.A.)

**CBA**
SACKVILLE—EST. 1939
CBC—TRANS-CANADA
Frequency: 1070 Kc........ Power: 50000 Watts
Owned-Operated By............. Canadian Broadcasting Corporation
Address....................... United Service Bldg., 100 Sackville St., Halifax, N. S.
Phone Number.................. 9-6188
Transmitter Location......... Sackville, N. B.
Time on the Air.............. 7:30 a.m. to 12 midnight
News Service.................. CP, BUP
Representative............. Canadian Broadcasting Corporation

**Personnel**
Chief Executive-General Manager: Dr. Augustin Frignon

Station Manager-Program Director........ W. E. S. Briggs
Sales or Commercial Manager........ E. A. Weir
CBC, Toronto
Production Manager............. S. R. Kennedy
Chief Engineer................ H. M. Smith

(Call Letters to Be Assigned)

**ST. JOHN**
Frequency: 1470 Kc........ Power: 5000 Watts
Owned-Operated By............. Fundy Broadcasting Co.
Address..................... St. John, N. B.
Representative................ All-Canada

**CHSJ**
SAINT JOHN—EST. 1934
CANADIAN BROADCASTING CORP.
Frequency: 1150 Kc........ Power: 1,000 Watts
Owned-Operated By............. New Brunswick Broadcasting Company, Limited
Address....................... Church Street
Phone Number.................. 3-2307
Transmitter Location.......... Coldbrook, Saint John, N. B.
Time on the Air.............. 6 a.m. to 12:15 a.m.
Newspaper Affiliation........ The Telegraph-Journal & The Evening Times-Globe
News Service.................. Press News
Transcription Service........ World Broadcasting System, Lang-Worth, Associated
Representative............. Stovin & Wright (Canada): Adam J. Young, Jr. (U.S.A.)

**Personnel**
Vice-President & Managing Director........ T. F. Drummie
Station & Commercial Manager........ George A. Cromwell
Program Director.............. Glove G. Stillwell
Chief Engineer................ John G. Bishop

\[NOVA SCOTIA\]

**CJFX**
ANTIGONISH—EST. 1943
DOMINION NETWORK
Frequency: 580Kc........ Power: 1,000 Watts
Owned-Operated By............. Atlantic Broadcasters, Ltd.
Address: Broadcasting Bldg., Antigonish, N. S.
Phone Number.................. 86
Transmitter Location.......... New Glasgow Road

Time on the Air.............. 7:00 a.m. to 12 midnight
News Service.................. PN
Transcription Service........ United Transcribed Service
Representative............... James L. Alexander

**Personnel**
General Manager............... J. Clyde Nunn
Sales Manager................ A. M. Peters
Program Director............... T. C. Robertson
Production Manager............. G. L. Kane
Chief Engineer................ Gordon MacDougall
CBH
HALIFAX—EST. 1944
TRANS-CANADA
Frequency: 1240 Kc. .......... Power: 100 Watts
Owned-Operated By. ....... Canadian Broadcasting Corp.
Business Address .......... United Service Bldg.
Phone Number ............... 3-8188
Transmitter Location .......... Sackville, N. B.
Time on the Air .......... 6:28 a.m. to 11 p.m.;
Sun., 7:58 a.m. to 11 p.m.
News Service ............... CP, BUP
Representatives .......... Canadian Broadcasting Corp.

Personnel
Chief Owner. ............... Dr. Augustin Frigon
Station Manager .......... W. E. S. Briggs
Commercial Manager ......... E. A. Weir, CBC
Chief Engineer .......... L. A. Canning

CHNS
HALIFAX—EST. 1926
CANADIAN BROADCASTING CORP.— DOMINION NETWORK
Frequency: 960 Kc. .......... Power: 5,000 Watts
Owned-Operated By .......... Maritime Broadcasting Company
Address ............ 10 Tobin Street (Broadcasting House)
Phone Number ............... 3-8318
Transmitter Location .......... Rockingham, Nova Scotia
Time on the Air .......... 7:30 a.m. to 12:15 a.m.;
Sun., 9 a.m. to 12:15 a.m.
Newspaper Affiliation . . . . Halifax Herald & Mail
News Service ................. CP; British UP
Transcription Service .......... Langworth; NBC Theaurus; World Broadcasting System, U.T.S.
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel
President ................. Andrew W. Robb
Station Director .......... Major Wm. C. Borrett
Station Manager .......... Gerald J. Redmond
Sales Manager .............. Gerald J. Redmond
Musical Director .......... Richard L. Fry
Record M. C. ......... Peter Donkin
Chief Engineer .......... A. W. Greig

CFAB
WINDBOR—EST. 1945
Frequency: 1450 Kc. .......... Power: 100 Watts
Owned and Operated By .......... Evangeline Broadcasting Co.
Address .......... 7 Clifton Avenue
Phone Number ............... 429
Transmitter Location .......... Falmouth
Time on the Air .......... 7 a.m. to 6 p.m.
News Service ............... PN
Transcription Service .......... U. T. S.
Representative .......... John S. Crooke, Rail Purdy Productions

Personnel
President .......... A. M. Bishop
Station-Commercial Manager . . A. M. Bishop
Chief Engineer .......... A. M. Bishop

CJLS
YARMOUTH—EST. 1934
CANADIAN BROADCASTING CORP.
MARITIME
Frequency: 1340 Kc. .......... Power: 100 Watts
Owned By .......... Gateway Broadcasting Company
Operated By .......... Laurie L. Smith
Address .......... Radio Building, Main Street
Phone Number .......... 500
Transmitter Location .......... Radio Building
Time on the Air .......... 8 a.m. to 12 midnight
News Service .......... PN
Representative .......... All-Canada Radio Facilities, Ltd., Weed & Co.

Personnel
President-Station Manager .......... Laurie L. Smith
Chief Engineer .......... Donald L. Smith

Personnel
Chief Owner .......... Chronicle Co. Ltd.
General Manager .......... J. M. Humphreys
Chief Engineer .......... R. MacWilliams

CJCB
SYDNEY—EST. 1929
CANADIAN BROADCASTING CORP.
Frequency: 1270 Kc. .......... Power: 5000 Watts
Owned-Operated By .......... Eastern Broadcasters, Ltd.
Address .......... Radio Bldg.
Phone Number .......... 209-1412
Transmitter Location .......... Falmouth
Time on the Air .......... 8 a.m. to 12 midnight
News Service .......... Canadian Press News
Transcription Service .......... NBC Theaurus
Representative .......... All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel
Chief Owner, General Mgr .......... N. Nathanson
Sales Manager .......... M. Grant
Chief Engineer .......... A. Vernon
ONTARIO

CJBQ
BELLEVILLE—EST. 1946
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... McLean Haig & H. B. Cowan
Address ... Belleville, Ont.
News Service ... PN
Representative ... Stovin

CKPC
BRANTFORD—EST. 1933
CBC—DOMINION NETWORK
Frequency: 1380 Kc. Power: 100 Watts
Owned-Operated By: Telephone City Broadcast, Ltd.
Address ... 49-51 Colborne St.
Phone Number ... 5140-1
Transmitter Location ... Glebe Property
Time on the Air ... 7:30 a.m. to 10:00 p.m.
News Service ... British UP
Transcription Service ... World Broadcasting System; United Transcribed Service
Representative ... J. L. Alexander

CFBR
BROCKVILLE—EST. 1942
CBC—DOMINION NETWORK
Frequency: 1450 Kc. Power: CP 100 Watts
Owned-Operated By ... J. C. Whitby
Business Address ... Revere House Bldg.
Phone Number ... 4628
Studio Address ... Revere House Bldg.
Transmitter Location ... Prescott Road
Time on the Air ... 8 a.m. to 11:15 p.m.; Sun., 9 a.m. to 11:15 p.m.
Transcription Service ... Standard

CFCO
CHATHAM—EST. 1926
DOMINION
Frequency: 630 Kc. Power: 100 Watts
Owned-Operated By ... John Beardall
Business Address ... P. O. Box 275
Phone Number ... 2626
Studio Address ... William Pitt Hotel
Transmitter Location ... William Pitt Hotel

Time on the Air ... 7:15 a.m. to 12:30 p.m.
News Service ... British UP

Personnel
Owner-Manager ... John Beardall
Chief Engineer ... Gordon Brooks

CKSF
CORNWALL—EST. 1944
CBC—DOMINION NETWORK
(Supplementary)
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By ... Standard-Freeholder, Ltd.
Business Address ... 36 Pitt Street
Phone Number ... 1703
Transmitter Location ... Toll Gate Road
Time on the Air ... 7 a.m. to 10 p.m.
News Service ... PN
Transcription Service ... World Representative ... H. N. Stovin & Co.

Personnel
General Manager ... H. Duncan Wightman
Station Manager ... H. Harrison Flint
Production Manager ... Arthur Bonhomme
Publicity Manager ... Vernon Hall
Chief Announcer ... Alan Caulley
Musical Director ... Howard Ballley
Chief Engineer ... Mahlon Clark

CKFI
FORT FRANCES—EST. 1944
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By ... J. M. Reid
Business Address ... 240 Scott Street
Phone Number ... 200
Transmitter Location ... Pithers Point Park
Time on the Air ... 7 a.m. to 11 p.m.; Sun., 8 a.m. to 11 p.m.
News Service ... BUP
Representatives ... James L. Alexander; H. N. Stovin & Co.; Adam J. Young

Personnel
Chief Owner ... J. M. Reid
Station Manager ... J. M. Reid
Commercial Manager ... R. S. Mitchner
Chief Engineer ... R. E. Martin

CKPR
FORT WILLIAM—EST. 1931
CANADIAN BROADCASTING CORP.—TRANS-CANADA NETWORK
Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By ... Dougall Motor Car Co.
Address................Radio Hall, South May St.
Phone Number................South 315
Transmitter Location.............Memorial Ave.,
Port Arthur, Ont.
Time on the Air................7:30 a.m. to 11:30 p.m.;
Sun., 11 a.m. to 11:30 p.m.
News Service....................UP, Canadian Press
Transcription Service.............NBC Thesaurus;
United Transcribed Service
Representative..................Radio Representatives, Ltd.,
Howard H. Wilson Co. (U.S.A.)

Personnel
President.........................H. F. Dougall
Station Manager..................J. Basil Scully
Chief Engineer...................T. Ross

CHML
HAMILTON—EST. 1927
CBS DOMINION—TRANS-CANADA
Frequency: 900 Kc.................Power: 5000 Watts
Owned-Operated By..............Maple Leaf Radio Co., Ltd.
Business Address................Piggot Bldg.
Phone Number....................7-1539
Studio Address....................2iggott Building
Transmitter Location.............Aldershot, Ont.
Time on the Air................8 a.m. to 1:05 a.m. daily;
Sun., 8 a.m. to 1:05
News Service......................BUP, UP
Transcription Service.............Standard Radio;
Associated Music Publishers;
United Transcribed Service
Representatives...................Adam J. Young, Jr.,
H. N. Stovin

Personnel
President & General Manager.Kenneth D. Soble
Assistant Manager................Tom E. Darling
Sales Promotion-Merchandising Manager..E. S. Stock
Chief Engineer...................W. G. Crawford

CKOC
HAMILTON—EST. 1922
CBC—TRANS-CANADA
Frequency: 1150 Kc................Power: 5,000 Watts
Owned-Operated By..............Wentworth Radio
Broadcasting Co., Ltd.
Address..........................32 John St., North
Phone Number....................7-4404
Transmitter Location.............Elfrida, Ont.
Time on the Air................6 a.m. to 12:15 a.m.;
Sun., 9 a.m. to 12:15 a.m.
News Service......................British UP, PN
Transcription Service.............World Broadcasting
System: NBC Thesaurus;
Lang-Worth
Representative...................All-Canada Radio Facil-
ities (Canada); Weed & Co. (U.S.A.)

Personnel
General Manager..................H. R. Carson
Station Manager...................W. T. Cranston
Chief Engineer...................Leslie Horton

CJRL
KENORA—EST. 1938
CANADIAN BROADCASTING CORP.
Frequency: 1220 Kc..............Power: 1000 Watts
Owned-Operated By..............Kenora Broadcasting
Co., Ltd.
Address..........................Brydon Block
Phone Number....................717
Transmitter Location.............Jaffray Township
Time on the Air................7:00 a.m. to 11:00 p.m.
News Service......................CP
Transcription Service.............United Transcription
Representative...................Stovin & Wright, Canada:
Adam J. Young, Jr. (U.S.A.)

Personnel
Station Manager..................Howard Clark
Sales Manager....................Howard G. Clark
Chief Engineer...................P. J. Whitebread

CFRC
KINGSTON—EST. 1944
CANADIAN BROADCASTING CORP.
Frequency: 1490 Kc..............Power: 100 Watts
Owned-Operated By..............Northern Broadcasting Co.
Address..........................King St.
Phone Number....................4401
Transmitter Location.............Wolfe Island
Time on the Air................6:30 a.m. to 12:10 a.m.
Newspaper Affiliation..............Kingston Whig-
Standard
News Service......................CPN
Transcription Service.............NBC Thesaurus;
United Transcribed Service;
Lang-Worth
Representative...................National Broadcasting Sales
(Canada), Weed & Co. (U.S.A.)

Personnel
President.........................Senator W. R. Davies
Station Manager..................Roy W. Hoff
Chief Engineer...................Burt Coy

CKWS
KINGSTON—EST. 1942
CANADIAN BROADCASTING CORP.
Frequency: 960 Kc..............Power: 1000 Watts
Owned By.........................Allied Broadcasting Corp., Ltd.
Operated By......................Northern Broadcasting Co.
Address..........................King St.
Phone Number....................4401
Transmitter Location.............Wolfe Island
Time on the Air................6:30 a.m. to 12:10 a.m.
Newspaper Affiliation..............Kingston Whig-
Standard
News Service......................CPN
Transcription Service.............NBC Thesaurus;
United Transcribed Service;
Lang-Worth
Representative...................National Broadcasting Sales
(Canada), Weed & Co. (U.S.A.)

Personnel
President.........................Senator W. R. Davies
Station Manager..................Roy W. Hoff
Chief Engineer...................Burt Coy

CJKL
KIRKLAND LAKE—EST. 1933
CANADIAN BROADCASTING CORP.—
TRANS-CANADA NETWORK
Frequency: 560 Kc..............Power: 1000 Watts
Owned-Operated By..............Northern Broadcast-
ing & Publishing, Ltd.
Address..........................Govt. Road
**CFCH**

NORTH BAY—EST. 1931

CBC—TRANS-CANADA NETWORK

Frequency: 600 Kc. Power: 100 Watts

Owned-Operated By: Northern Broadcasting & Publishing, Ltd.

Address: 37 Main St., East

Phone Number: 2400

Transmitter Location: Callander Highway

Time on the Air: 7:45 a.m. to 12:15 p.m.

News Service: Canadian Press

Transcription Service: United, NBC Thesaurus

Lang-Worth Representative: National Broadcasting Sales

**Personnel**

President: R. H. Thomson
Station Manager: Cliff Pickrem
Chief Engineer: Jack Barnaby

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**CKCR**

KITCHENER-WATERLOO—EST. 1929

DOMINION

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By: Kitchener & Waterloo Broadcasting Co.

Address: Arcade Bldg.

Phone Number: 3-3628

Transmitter Location: 2 miles outside of Kitchener

Time on the Air: 7 a.m. to 11 p.m.

News Service: PN

Transcription Service: United Transcribed Service

Representative: Stovin & Wright

**Personnel**

Station Manager: W. C. Mitchell

Commercial Manager: G. Liddle

Chief Engineer: Ion Hartman

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**CFPL**

LONDON—EST. 1933—EST. 1922

CANADIAN BROADCASTING CORP.—DOMINION NETWORK

Frequency: 1570 Kc. Power: 5,000 Watts

Owned-Operated By: London Free Press Printing Co.

Address: 442 Richmond St.

Phone Number: 5200

Transmitter Location: Westminster Township

Time on the Air: 7 a.m. to midnight

Newspaper Affiliation: London Free Press

News Service: CP

Transcription Service: NBC Thesaurus, World Thesaurus

Representative: Joseph Hershey McGillivra, Inc. (U.S.A.), Horace N. Stovin & Co. (Canada)

**Personnel**

President-General Manager: W. A. Martin, Blackburn

Station Manager: Donald J. Wright

Commercial-Promotion Manager: Murray T. Brown

Chief Engineer: John Warden

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**CBO**

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.—TRANS-CANADA NETWORK

Frequency: 910 Kc. Power: 1000 Watts

Owned-Operated By: Canadian Broadcasting Corporation

Business Address: Chateau Laurier Hotel, Victoria Bldg.

Phone Number: 1151

Studio Address: Chateau Laurier Hotel

Transmitter Location: Ottawa

Time on the Air: 7:00 a.m. to 12:05 midnight

Sun.: 8:30 a.m. to 12:05 midnight

News Service: CP

Representative: Canadian Broadcasting Corp., E. A. Weir

**Personnel**

General Manager: Dr. Augustin Frigon

Station Manager: Charles P. Wright

Commercial Manager: E. A. Weir, CBC

Chief Engineer: Max Gilbert

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**CKCO**

OTTAWA—EST. 1924

DOMINION

Frequency: 1310 Kc. Power: 1000 Watts

Owned-Operated By: Dr. G. M. Geldert

Address: 272 Somerset St., West

Phone Number: 2-3611

Time on the Air: 6:00 a.m. to 11 p.m.; Sundays, 12 noon to 11 p.m.

News Service: BUP

Transcription Service: Associated Music Publishers: Lang-Worth

Representative: Stovin & Wright (Canada); Joseph Hershey McGillivra (U.S.A.)

**Personnel**

Manager: G. M. Geldert

Chief Engineer: W. D. McLellan

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651
CFOS

OWEN SOUND—EST. 1940
DOMINION

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Grey & Bruce Broadcasting Co.
Address: 904 Second Ave., East
Phone Number: 1940
Transmitter Location: R. R. No. 4, Sydenham Township, Ont.
Time on the Air: 7:45 a.m. to 9:15 p.m.; Sundays, 8:45 a.m. to 9:45 p.m.
Newspaper Affiliation: Owen Sound Daily
News Service: Canadian Press
Transcription Service: World Broadcasting System
Representatives: Stovin & Wright (Canada); Adam J. Young, Jr. (U.S.A.)

Personnel

President: Howard Fleming
Station Manager: Ralph T. Sneglove
Chief Engineer: William Vallins

CFOR

ORILLA—EST. 1945
CBC—DOMINION NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Gordon E. Smith
Address: 32 Mississaga St.
Phone Number: 187
Transmitter Location: West and James Sts.
Time on the Air: 7 a.m. to 10 p.m.
News Service: BUP
Transcription Service: CBC, NBC Thesaurus, U.S.
Representatives: Stovin & Wright, Adam J. Young, Jr. (U.S.A.)

Personnel

President: Gordon E. Smith
Station Manager: Gordon E. Smith
Program Director: Harold Vaughn
Chief Engineer: J. D. McBride

CHOV

PEMBROKE—EST. 1942
CBC—DOMINION NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Ottawa Valley Broadcasting Co., Ltd.
Address: 97 Albert St.
Phone Number: 430
Transmitter Location: East of Pembroke
Time on the Air: 7 a.m. to 11:30 p.m.
News Service: BUP
Transcription Service: CBC, CBC, NBC Thesaurus
Representatives: H. N. Stovin Co. (Canada); Adam J. Young, Jr. (U.S.A.)

Personnel

President: D. A. Jones

V. P.-Station Manager: E. G. Archibald
Sales Manager: W. M. J. Montaigne
Chief Engineer: W. E. Schmidt

CHEX

PETERSBOROUGH—EST. 1942
CANADIAN BROADCASTING CORP.—DOMINION NETWORK

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By: Petersborough Broadcasting Co.
Address: 115 Hunter St.
Phone Number: 4843
Transmitter Location: Ottawa Bee Township
Time on the Air: 6 a.m. to 11:20 p.m.; Sat., to midnight
Newspaper Affiliation: Peterborough Examiner
News Service: Canadian Press
Transcription Service: NBC Thesaurus
United Transcribed Service, Lang-Worth Representative: National Broadcasting Sales (Canada)

Personnel

President: Sen. W. Rupert Davies
Vice-President: Roy H. Thomson
Station Manager: Hal E. Cooke
Chief Engineer: Bert Crump

CFPA

PORT ARTHUR—EST. 1944
CBC—DOMINION

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Ralph H. Parker
Business Address: Public Utilities Bldg.
Phone Number: North 315
Transmitter Location: Memorial Ave.
Time on the Air: 7:30 a.m. to 11:30 p.m.
Transcription Service: Standard, Lang-Worth
Representatives: National Broadcast Sales, All-Canada Radio Facilities, Weed & Co. (U.S.A.)

Personnel

Chief Owner: Ralph H. Parker
General Manager: Ralph H. Parker

CHOK

SARNIA—EST. 1946

Frequency: 1070 Kc. Power: 5000 D., 1000 N.
Owned-Operated By: Sarnia Broadcasting Co., Ltd.
Address: Sarnia, Ont.

Personnel

Chief Executive: H. M. Hueston

CJIC

S S MARIE—EST. 1934
TRANS-CANADA

Frequency: 1490 Kc. Power: 250 Watts
Regular listenership ratings prove that CFRB has the lion’s share of the Toronto audience. Further surveys show that CFRB controls a greater number of listeners in Ontario. This province represents 40% of Canada’s total buying power!

CFRB 860 kc.
TORONTO

Representatives
Adam J. Young Jr., Incorporated, New York • Los Angeles • Chicago
All-Canada Radio Facilities Ltd., Montreal 653
ONTARIO

Owned-Operated By Hyland Broadcasting Co.
Address ................. Windsor Hotel
Representative .......... J. L. Alexander, McGillvra

Personnel
General Manager .......... J. G. Hyland

CJCS
STRATFORD—EST. 1927
DOMINION NETWORK
Frequency: 1240 Kc.  Power: 100 Watts
Owned By .............. Central Broadcasting Co.
Operated By ............. Frank M. Squires
Address .................. Windsor Hotel
Representative .......... All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel
President, Manager .......... F. M. Squires

CKTB
ST. CATHARINES—EST. 1933
CBC—DOMINION NETWORK
Frequency: 1550 Kc.  Power: 1000 Watts
Owned-Operated By .......... Niagara District Broadcasting Co., Ltd.
Address .................. 12 Yates Street
Representatives ............. National Broadcast Sales;
Joseph Hershey McGillvra, Inc.

Personnel
Chief Owner ............. Capt. W. B. C. Burgoyne
General Manager .......... H. G. Burgoyne

CKSO
SUDBURY—EST. 1935
TRANS-CANADA
Frequency: 790 Kc.  Power: 5000 Watts
Owned-Operated By .......... W. E. Mason
Address .................. 21 Elgin St.
Phone Number .............. 77-505
Representative .......... All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel
President .................. W. E. Mason
General Manager .......... Don McGill

CKGB
TIMMINS—EST. 1933
CBC—TRANS-CANADA NETWORK
Frequency: 1470 Kc.  Power: 1000 Watts
Address .................. Thomson Bldg., (Cedar St.)
Representative .......... National Broadcast Sales

Personnel
President .................. R. H. Thomson
Station Manager .......... Harvey C. Freeman

CBL
TORONTO—EST. 1927
CBC—TRANS-CANADA—NBC
Frequency: 740 Kc.  Power: 50000 Watts
Owned-Operated By .......... CBC
Business Address .......... 354 Jarvis St.

Personnel
General Manager .......... Dr. A. Frigon
Commercial Manager .......... E. A. Weir

CFRB
TORONTO—EST. 1927
COLUMBIA BROADCASTING SYSTEM
Frequency: 880 Kc.  Power: 1000 Watts
Owned-Operated By .......... Rogers Radio Broadcasting Co., Limited
Address .................. 37 Bloor Street, West
Phone Numbers .............. Midway 3515-6-7
Transmitter Location .......... Aurora, Ontario
Time on the Air ............. 6 a.m. to 12:35 a.m.
News Service .............. AP, UP
Transcription Service .......... NBC Thesaurus;
Lang-Worth; Associated
Representatives .......... All-Canada Radio Facilities
(Canada); Adam J. Young, Jr. (U.S.A.)

Personnel
President-General Manager .......... Harry Sedgwick
Station Manager .......... E. L. Moore
Publicity-Program Director .......... Wes McKnight
Musical Director .............. Wishart Campbell
Record Librarian .......... Cyril Denny
Chief Engineer .............. Jack Sharpe
See Page 653

CHUM
TORONTO—EST. 1945
Frequency: 1050 Kc.  Power: 1000 Watts
Owned-Operated By .......... York Broadcasters Limited
Business Address .......... 21 Dundas Square
Phone Number .............. Elgin 4271
Transmitter Location .......... Lawrence Ave. & Don Mills Road
Time on the Air ............. Sun-up to Sun-down
Transcription Service .......... Associated, Standard.
U. T. S.
News Service .............. BUP

654
ONTARIO

Personnel
President..................................R. T. Fulford
Gen. Mgr., Sales Mgr...............A. E. Leary
Chief Engineer.........................Aurel Boisvert
Program-Production Mgr...........R. A. MacDougall
Publicity Director..................Frederick Wilson
Chief Announcer......................R. A. MacDougall
Record M. C.'s.........................Harvey Dodds, Richard Dickenson

CJBC
TORONTO—EST. 1936
DOMINION—ABC
Frequency: 1010 Kc...........Power: 5000 Watts
Owned-Operated By..............CBC
Business Address..................354 Jarvis St.
Phone Number.......................Midway 5481
Transmitter Location..............Dixie, Ont.
Time on the Air.................6:30 a.m. to 12:03 midnight
News Service.......................BUP, CP
Representatives........Canadian Broadcasting Corp. E. A. Weir

Personnel
Chief Executive......................Dr. Augustin Frigon

There's a new station in
TORONTO, CANADA

Be sure to get the dope on
CHUM, Mr. Time-Buyer—and put
"The Friendly Station" down on
your schedules!

CHUM is a 1,000 Watt Community Station, offering you eco-
nomical coverage of Canada's largest market.

CHUM
The Friendly Station
21 DUNDAS SQUARE, TORONTO CANADA

CKEY
TORONTO—EST. 1945
MUTUAL BROADCASTING SYSTEM
Frequency: 580 Kc..........Power: 5000 Watts, Day; 1000 Watts, night
Owned-Operated By.........Toronto Broadcasting Co., Limited
Address..........................444 University Ave.
Phone Number......................WA 3881
Transmitter Location........Scarborough, Ont.
Time on the Air...............24 hours daily
News Service....................British UP & CP
Transcription Service........World, Standard Radio & Lang-Worth
Representatives........National Broadcast Sales;
(Montreal); Donald Cook & Associates (U.S.A.)

Personnel
President, General Manager........Jack K. Cooke
Sales Manager.................George Bell
Program Director...............Donald W. Insley
Promotion-Publicity Director......Harry Whitton
Chief Engineer....................E. O. Swan

CKLW
WINDSOR—EST. 1922
MUTUAL
Commercial Manager...........Omer Renaud
See Detroit, Mich. Listing

CKNX
WINGHAM—EST. 1926
CANADIAN BROADCASTING CORP.
Frequency: 920 Kc...........Power: 1000 Watts
Owned-Operated By.........W. T. Cruickshank
and B. H. Bedford
Address.......................Josephine St.
Phone Number......................188
Transmitter Location........Belgrave
Time on the Air..............7:00 a.m. to 11:00 p.m.
Newspaper Affiliation........Almanac Weekly
News Service.....................BUP
Transcription Service........NBC-Thesaurus, Cole

Personnel
Chief Owner-Ge......W. T. Cruickshank
General Manager............Frank Johnson
Program Director...........Tom Rafferty
Sales Promotion Manager......J. R. Brent
Publicity Director...............F. Nowell Johnson
Record M. C.'s............Alfred Collins
Chief Engineer..................Scott Reid

RfPRESIATIVCS:
ADAM J. YOUNG INC.—NEW YORK
J.L. INC.—CHICAGO
HEMESINTATIVES LIMITED—MONTREAL

655
CFCY
CHARLOTTETOWN—EST. 1924
DOMINION MARITIME NETWORK
Frequency: 630 Kc. Power: 5000 D. 1000 N.
Owned-Operated By: Island Radio Broadcasting Co.
Address ...................................... 85 Kent St.
Phone Number ........................................ 741
Transmitter Location. . . . . . West Royalty, P. E. I.
Time on the Air. . . . . . 7:30 a.m. to 12:15 a.m.
News Service . . . . . Canadian Press & British UP
Transcription Service . . . . Standard Radio; Lang-Worth, WBS
Representative . . . . . All-Canada Radio Facilities
(Canada); (U.S.A.)

Personnel
President . . . . . Lt. Col. K. S. Rogers
Program-Commercial Manager. L. A. McDonald
Chief Engineer. . . . . . Robert F. Large

C H A D
AMOS—EST. 1942
CANADIAN BROADCASTING CORP.
Frequency: 1340 Kc. Power: 250 Watts
Owned By. . . . . . Radio Rouyn Abitibi Ltd.
Business Address. . . Reilly Bldg., Rouyn, Que.
Studio. Transmitter. . . . . . Amos, P. Q.
Time on the Air. . . . . . 16 hours daily
News Service . . . . . PN
Representative . . . . . Nat’l Broadcast Sales

Personnel
Chief Executive . . . . . Roland Beaudry
Station Manager . . . . . Jean Legault

C B J
CHICOUTIMI—EST. 1933
CBC
Frequency: 1580 Kc. Power: 1000 Watts
Owned-Operated By. Canadian Broadcasting Corporation
Studio Address . . . . . 286A Racine St.
Phone Number . . . . . . 155-814
Transmitter Location . . . 4 Larouche Avenue
Time on the Air. . . . . . 8:00 a.m. to 11:30 p.m.

Personnel
General Manager . . . . . J. Augustin Frigon
Station Manager . . . . . Vilmond Ferlin
Chief Engineer . . . . . J. E. Roberts

CHGS
SUMMERSIDE—EST. 1925
TRANS-CANADA
Frequency: 1480 Kc. Power: 100 Watts
Owned-Operated By. . . R. T. Holman, Ltd.
Address . . . . . 130 Water Street
Phone Number . . . . . 133
Transmitter Location . . . Summerside
Time on the Air. . . . . . 7:30 to 8:30, 10 a.m. to 3 p.m., 4 p.m. to 9 p.m.

Representative . . . . . Holman Building

Personnel
President . . . . . H. T. Holman
Station Manager . . . . R. L. Mollison
Program Director-Chief Announcer. . . . . Albert A. Nicholson
Chief Engineer . . . . . Angus McKie

CHEF
GRANBY—EST. 1946
CBC—FRENCH NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned By . . . . . Le Droit, Ottawa
Operated By . . . . . Le Cie de Publication de Hull CKCH Ltd.
Address . . . . . 85 Champlain Ave.
Phone Number . . . . . 2-1701
Transmitter Location . . . Chelsa Rd., Quebec
Time on the Air. . . . . . 7:15 a.m. to 11:00 p.m.
Newspaper Affiliation . . . Le Droit (Ottawa)
News Service . . . . . Canadian Press
Transcription Service . . . Thesaurus
Representative . . . . . Radio Representatives, Ltd., Howard H. Wilson (U.S.A.)

Personnel
President-General Mgr. . . . Esdras Terrien
Station Manager . . . . . Raymond Benoit
Sales Manager . . . . . Raymond Benoit
Promotion-Publicity Director . . . Raymond Benoit
Chief Engineer . . . . . Max Gebhardt

CHEF
HULL—EST. 1932
CBC
Frequency: 1240 Kc. Power: 250 Watts
Owned By . . . . . Le Droit, Ottawa
Operated By . . . . . Le Cie de Publication de Hull CKCH Ltd.
Address . . . . . 85 Champlain Ave.
Phone Number . . . . . 2-1701
Transmitter Location . . . Chelsa Rd., Quebec
Time on the Air. . . . . . 7:15 a.m. to 11:00 p.m.
Newspaper Affiliation . . . Le Droit (Ottawa)
News Service . . . . . Canadian Press
Transcription Service . . . Thesaurus
Representative . . . . . Radio Representatives, Ltd., Howard H. Wilson (U.S.A.)

Personnel
President-General Mgr. . . . Edras Terrien
Station Manager . . . . . Raymond Benoit
Sales Manager . . . . . Raymond Benoit
Promotion-Publicity Director . . . Raymond Benoit
Chief Engineer . . . . . Max Gebhardt
CBF

MONTREAL—EST. 1936
CANADIAN BROADCASTING CORP.
AMERICAN BROADCASTING CO.
NATIONAL BROADCASTING CO.
FRENCH NET WORK
Frequency: 690 Kc. Power: 50000 Watts
Owned-Operated By: Canadian Broadcasting Corporation
Address ..........1231 Ste-Catherine, West
Phone Number ........MArquette 8021
Transmitter Location ........Vercorses, P. Q.
Time on the Air ........7:29 a.m. to 12:03 a.m.
(mid.); Sun., 8:59 a.m. to 12 Midnight
News Service ........British UP; Canadian Press

Personnel

Chairman, Board of Gov........Davidson Dunton
General Manager ........Dr. Augustin Frigon
Program Director ........Jean Beaudet
Chief Technical Operator ........D. Roberts

CBM

MONTREAL—EST. 1937
CANADIAN BROADCASTING CORP.
NATIONAL BROADCASTING CO.
CBC—EASTERN NETWORK
Frequency: 940 Kc. Power: 5000 Watts
Owned-Operated By: Canadian Broadcasting Corporation
Address ..........1231 Ste. Catherine, West
Phone Number ........MArquette 8021
Transmitter Location ........Marieville, P. Q.
Time on the Air ........7:29 a.m. to 12:02 a.m.
(mid.); Sun., 8:59 a.m. to 12:03 a.m.
News Service ........British UP; Canadian Press

Personnel

Chairman, Board of Gov........Davidson Dunton
General Manager ........Dr. Augustin Frigon
Program Director ........Jean Beaudet
Commercial Manager ........Omer Renaud
Publicity Director ........Leopold Houle
Chief Technical Operator ........D. Roberts

CF C F

MONTREAL—EST. 1919
AMERICAN BROADCASTING CO.
CBC—DOMINION NETWORK
Frequency: 600 Kc. Power: 500 Watts
Owned-Operated By: Canadian Marconi Company
Address ..........1231 St. Catherine St., West
Phone Number ........Plateau 2577
Transmitter Location ........Mount Royal Hotel.
Peel St., Montreal
Time on the Air ........7 a.m. to 1 a.m.;
Sundays, 8 a.m. to 1 a.m.
News Service ........British UP & C.P.
Transcription Service ........NBC Thesaurus
Representative ........All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

General Manager ........S. M. Finlayson
Station Manager ........J. A. Shaw
Commercial Director ........P. E. Hillz
Sales Promotion Director ........E. H. Smith
Chief Engineer ........J. G. Gettenby

CKAC

MONTREAL—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 730 Kc. Power: 5000 Watts
Owned-Operated By: La Compagnie De
Publication de la Presse, Ltd.
Address ........980 St. Catherine Street, West
Phone Number ........MArquette 3611
Transmitter Location ........St. Hyacinthe, P. Q.
Time on the Air ........Sunday, 8 to 1:05 a.m.;
Monday to Saturday, 7 to 12 a.m.
Newspaper Affiliation ........La Presse
News Service ........BUP, P.N.;
Transcription Service ........Lang-Worth; United
Transcribed System; World B.S.
Representative ........C. W. Wright (Toronto)
Adam J. Young, Jr. (U.S.A.)

Personnel

President ........Hon. Sen. P. R. DuTremblay
Managing Director ........Phil Lalonde

CKAC scores in Montreal with FAMILY COVERAGE!

CKAC is the highest B.B.M. rated station in Quebec/French Market.
More than 250,000 French Radio Homes listen to CKAC regularly.

La Presse, MONTREAL
Affiliated with CBS

Representatives

Canada: C. W. Wright,
Victory Bldg., Toronto, Ont.
United States:
Adam J. Young Jr., Inc.

657
Chlp
Montreal—Est. 1933
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: La Patrie Publishing Co., Ltd.
Address: Sun Life Bldg., Dominion Square
Phone Number: Plateau 5225
Transmitter Location: St. Michel Rd., Ville St. Michel, P. Q.
Time on the Air: 8 a.m. to Midnight
Newspaper Affiliation: La Patrie
Announcer: J. A. Alexander (Canada); Joseph Hershey McGillivra (U.S.A.)
Personnel
General Manager: Marcel Lefebvre
Chief Engineer: Alphonse Cloutier

Cjad
Montreal—Est. 1945
Frequency: 800 Kc. Power: 1000 Watts
Owned-Operated By: CJAD Ltd.
Business Address: 1191 Mountain Street
Phone Number: Plateau 1805
Transmitter Location: Chambly-MacKayville Highway
Time on the Air: 6:30 a.m. to 11:00 p.m.
News Service: Canadian Press; British United Press
Announcer: Adam J. Young, Jr.
Representatives: National Broadcast Sales

Chrc
New Carlisle—Est. 1933
Canadian Broadcasting Corp.
Frequency: 610 Kc. Power: 1000 Watts
Owned By: The Gaspesia Radio Broadcasting Co., Ltd.
Operated by: Broadcasting Station CHNC
Address: Main St.
Phone Number: 38
Transmitter Location: Sea Shore, New Carlisle
Time on the Air: 7:00 a.m. to 11 p.m.
Transcription Service: World's Program Service Representative: All-Canada Radio Facilities, Ltd. (Canada); Joseph Hershey McGillivra (U.S.A.)

Personnel
President: Dr. Charles Dumont
General Manager: Dr. Charles H. Houle
Sales Manager: Viateur Bernard
Musical Director: Madeleine Leblanc
Chief Announcer: Viateur Bernard
Chief Engineer: Fernand Turcotte

Cbv
Quebec—Est. 1934
Trans-Canada-Dominion
CBC—French Network
Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Broadcasting Corp.
Business Address: Palais Montcalm, Ottawa, Ont.
Phone Number: 8155
Studio Address: Palais Montcalm
Transmitter Location: Charlesbourg, P. Q.
Time on the Air: 8 a.m. to 11:30 p.m.
News Service: CP; BUP
Representatives: C. B. C.; O. Renaud

Personnel
CBC President: Dr. Augustin Frigon
Station Manager: Maurice Valiquette
CBC Publicity Director: Leopold Houle
CBC Commercial Manager: O. Renaud
Chief Engineer: Charles Frenette

Chrc
Quebec—Est. 1926
Frequency: 800 Kc. Power: 1000 Watts
Owned-Operated By: CHRC Ltd.
Address: 11 Buade St.
Phone Number: 2-8177
Transmitter Location: St. Louis Rd., St. Foy, P. Q.
Time on the Air: 7:30 a.m. to midnight
Transcription Service: Lang-Worth Representative: Adam J. Young, Jr., Inc. (U.S.A.); Jos. A. Hardy & Co., Ltd. (Canada)

Personnel
President: Hervé Baribeau
Station Manager: J. N. Thivierge
Commercial Mgr.-Program Director: A. Pelletier
Promotion Director: Miss Odile Thivierge
Chief Engineer: Arsene Nadeau

Ckcv
Quebec—Est. 1924
Canadian Broadcasting Corporation
Trans-Canada & Dominion
Frequency: 1340 Kc. Power: 250 Watts
QUEBEC

Owned-Operated By..............CKVC, Ltd.  
Address  ..........142 St. John St.  
Phone Number  .........2-1585  
Transmitter Location  ..254 Marguerite-Bourgeois Ave.  
Time on the Air  .......16 hours  
News Service  ........Canadian Press  
Transcription Service  ...World Broadcasting System; U.T.S.  
Representative ........Radio Representatives, Ltd. (Canada); Weed & Co. (U.S.A.)

Personnel

President  ..........H. Baribeau  
Station Manager  ..........Paul Lepage  
Program-Publicity Director  ..........Leon Lachance  
Commercial-Promotion Mgr.  ..........Lucien A. Bernier  
Production Mgr. & Chief Ann.  ..........Leon Lachance  
Musical Director  ..........Beatrice Paquet  
Record m.c.  ..........Marcel Leboeuf  
Chief Engineers  ..........Albert Duberger, Marcel Belanger

CJBR

RIMOUSKI—EST. 1937

CBC

Frequency: 900 Kc.  
Power: 5000 Watts  
Owned-Operated By..........Central Public Service Corp., Ltd.  
Address  ..........1 St. John St.  
Phone Number  ..........396  
Transmitter Location  ..........Notre-Dame du Sacre Coeur  
Time on the Air  ..........7:45 a.m. to 11:30 p.m.; Sundays, 8:45 a.m. to 11:30 p.m.  
Newspaper Affiliation  ..........Le Progres du Golfe, L'Echo du Bas St. Laurent  
News Service  ..........CBC and Laurentian News  
Representatives  ..........Stovin & Wright (Toronto); Adam J. Young, Jr. (U.S.A.)

Personnel

President  ..........J. A. Brillant  
Vice-Pres. and General Mgr.  ..........G. A. Lavoie  
Chief Engineer  ..........F. C. Doak  

(Call Letters to Be Assigned)

RIVIERE DU LOUP

Frequency: 1400 Kc.  
Power: 250 Watts

CKRN

ROUYN-NORANDA—EST. 1939

Quebec

Frequency: 1400 Kc.  
Power: 250 Watts  
Owned By  ..........La Cie de Radiodiffusion Rouyn Noranda Ltee.  
Business Address  ..........Reilly Bldg.  
Phone Number  ..........1400  
Studio Address  ..........Reilly Bldg.  
Transmitter Location  ..........Reilly Building  
Time on the Air  ..........7:30 a.m. to 11:30 p.m.  
News Service  ..........PN  
Representative  ..........National Broadcast Sales

Personnel

Chief Executive  ..........Roland Beaupre  
Commercial Manager  ..........Allan Rogerson

CHGB

SAINTE ANNE DE LA POCATIERE  
EST. 1938

CBC

Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Operated By  ..........G. Thomas Desjardins  
Address  ..........Ste. Anne de la Pocatiere, Co., Kamouraska, P. Q.  
Phone Numbers  ..........20; 24  
Transmitter Location  ..........East end of village  
Time on the Air  ..........7:30 a.m. to 11:30 p.m.; Sundays, 12:00 to 11:30 p.m.  
Newspaper Affiliation  ..........L’Action Catholique  
Transcription Service  ..........World Representative  ..........National Broadcast Sales

Personnel

Chief Owner  ..........G. T. Desjardins  
Sales Manager  ..........G. T. Desjardins  
Sales Promotion Manager  ..........Antoine Freue  
Program Publicity  ..........Alvien Dube  
Chief Engineer  ..........A. Dube

CHLT

SHERBROOKE—EST. 1937

Canadian Broadcasting Corp.  
Dominion Network

Frequency: 1240 Kc.  
Power: 250 Watts  
Owned-Operated By  ..........La Tribune, Ltee  
Business Address  ..........3 Marquette Street  
Phone Numbers  ..........2071; 2072  
Studio Address  ..........3 Marquette St.  
Transmitter Location  ..........King St., East  
Newspaper Affiliation  ..........La Tribune, Ltee.  
Transcription Service  ..........NBC Thesaurus; United Transcribed System  
Representative  ..........J. A. Hardy, Contreal  
Publicity Director  ..........E. I. Lefebvre, Magog

Personnel

President  ..........Hon. Jacob Nicol  
Manager  ..........A. Gauthier  
Promotion Director  ..........Jeanne Tremblay  
Commercial Manager  ..........Roland E. Bayeur  
Publicity Director  ..........J. L. Gauthier

CKTS

SHERBROOKE—EST. 1946

Dominion

Frequency: 1240 Kc.  
Power: 250 Watts  
Owned-Operated By  ..........Telegram Printing & Broadcasting Co., Ltd.  
Address  ..........3 Marquette St.  

659
QUEBEC-SASKATCHEWAN

PHONE NUMBER ........................................... 971
Representative .................................. Radio Representatives

PERSONNEL
Chief Executive .................................. Senator Charles B. Howard
General Manager .................................. A. Gauthier

CJSO
SOREL—EST. 1944
Frequency: 1400 Kc. ........ Power: 100 Watts
Phone Number ..................... 2477 ou 540
Business Address ............. 72 du Roi St.
Representative .................. Radio Representatives
Transmitter Location ......... St. Joseph De Sorel
Time on the Air ................. 8 a.m. to 9:30 p.m. daily:
Sunday, 11 a.m. to 9:30 p.m.
Transcription Service ........ World

PERSONNEL
President .............. J. A. Villeneuve
General & Station Manager ...... Aubin Morin
Program Director-Production Manager .... Gerard Boulay
Chief Announcer .......... Gerard Boulay
Musical Director .......... George Codling
Chief Engineer .......... J. A. Villeneuve

CHLN
TROIS-RIVIERES (THREE RIVERS)—
EST. 1937
Frequency: 1450 Kc. ........ Power: 250 Watts
Owned-Operated By .......... Le Nouvelliste, Ltd.

CKVD
VAL D’OR—EST. 1939
CANADIAN BROADCASTING CORP.
Frequency: 1230 Kc. ........ Power: 100 Watts
Owned By .......... La Voix d’Abitibi Cie, Ltd.
Operated By ........ Northern Broadcasting & Publishing, Ltd.
Address ................. Val D’Or
Phone Number .......... 500
Studio Address .......... Third Ave.
Transmitter Location .... Third Ave.
Time on the Air .......... 8 a.m. to 11:30 p.m.
News Service ........ Canadian Press

PERSONNEL
Chief Executive .......... Roland Beaudy
Station Manager .......... Jean Legault

SASKATCHEWAN

CHAB
MOOSE JAW—EST. 1935
CBC—DOMINION NETWORK
Frequency: 800 Kc. ........ Power: 1000 Watts
Owned-Operated By .......... CHAB, Ltd.
Address ................ Grant Hall Hotel
Phone Number ................. 2634
Transmitter Location .......... Boahorn, Sask.
Time on the Air ........ 6 a.m. to 11:45 p.m.;
Sun., 7 a.m. to 11:45 p.m.
News Service .......... British UP
Transcription Service ........ Lang-Worth & U.T.S.
Representative .......... All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

PERSONNEL
President .......... A. E. Jocobsen
Station Manager .......... H. C. Buchanan
Sales Manager .......... Glen Turnier
Sales Promotion Manager .. Graham Henderson
Assistant Manager & Program Director .... J. S. Boyling

CMB
PRINCE ALBERT—EST. 1934
DOMINION
Frequency: 900 Kc. ........ Power: 5000 Watts
Owned-Operated By .......... Central Broadcasting System, Ltd.
Address ................ Sanderson Building
Phone Number .......... 2621
Transmitter Location .......... 7½ miles south of city
on Highway No. 2
Time on the Air ........ 6:00 a.m. to 12:00 midnight;
Sundays, 8:00 a.m. to 11:30 p.m.
News Service .......... British UP
Transcription Service ........ Fiesaurus
Representative .......... All-Canada Radio Facilities
Weed & Co. (USA)

PERSONNEL
Chief Executive .......... L. E. Moffatt

Production Manager .......... Bob Giles
Record M. C. ................. Jim Cloak
C K C
REGINA—EST. 1922
TRANS—CANADA

Frequency: 620 Kc., Power: 5000 Watts
Owned By: The Regina Leader-Post, Ltd.
Operated By: All-Canada Radio Facilities, Ltd.
Address: Leader Post Bldg.
Phone Number: 8525
Transmitter Location: Pilot Butte
Time on the Air: 6:30 a.m. to 11:30 p.m.
News Service: The Regina Leader-Post

C K R M
REGINA—EST. 1926
CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 980 Kc., Power: 1000 Watts
Owned-Operated By Transcanada Communications, Limited
Business Address: 1819 Cornwall St.
Phone Number: 7631
Studio Address: Fidelity Life Bldg.
Transmitter Location: Victoria Plains, Sask.
Time on the Air: 17 Hours Daily
News Service: Press News
Transcription Service: Lang-Worth & World L.S.
Representative: All-Canada Radio Facilities, Ltd. (Canada); Wood & Co. (U.S.A.)

C F Q C
SASKATOON—EST. 1923
CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 600 Kc., Power: 5,000 Watts
Owned-Operated By: A. A. Murphy & Sons, Limited

C B K
WATROUS—EST. 1939
CANADIAN BROADCASTING CORP.
TRANS-CANADA NETWORK

Frequency: 540 Kc., Power: 5000 Watts
Owned-Operated By: Canadian Broadcasting Corp.
Business Address: 300 Manitoba Telephone Bldg., Winnipeg, Manitoba
Phone Number: 97261
News Service: CP, BUP
Transmitter Location: Watrous, Sask.
Time on the Air: 7:35 a.m. to 12:34 a.m.
News Service: CBC
Representative: F. A. Weir, 55 York St.
Toronto, Ont., CBC

C J G X
YORKTON—EST. 1927
CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 940 Kc., Power: 1000 Watts
Owned-Operated By: Yorkton Broadcasting Co., Ltd.
Address: Smith-Mackay Bldg.
Phone Number: 324
Remote Studios: Dawson Richardson Bldg., Winnipeg, Manitoba
Transmitter Location: Yorkton
Time on the Air: 17 Hours
News Service: BUP
Transcription Service: World, U. T. S.
Representatives: Stovin & Wright (Canada); Adam J. Young, Jr. (U.S.A.)

Personnel

C K C
President: A. A. Murphy
Station-Commercial Manager: Vernon Dalin
Chief Engineer: Len Hoskins

C K R M
General Manager: Dr. Augustin Frigon
Station Manager: James R. Finlay
CBC Commercial Manager (Toronto): E. A. Weir
Chief Engineer: R. L. Punsdon

C F Q C
President: Victor Sifton
Station Manager: Wm. A. Speers
Commercial Manager: Bruce M. Pirie
Chief Engineer: W. McDonald

C B K
President: A. A. Murphy
Station-Commercial Manager: Vernon Dallin
Chief Engineer: Len Hoskins

C J G X
President: A. L. Garside
General Manager: A. L. Garside
Commercial-Promotion Mgr.: Douglas McBride
Chief Engineer: Art Mills
The new transcribed
BARRY WOOD SHOW

It's new! It's exciting! Fifteen minutes of the smoothest music ever available for local and regional sponsors. Currently produced in New York on a five-per-week schedule. Already sold in 76 markets.

FREDERIC W. ZIV COMPANY
1529 MADISON ROAD
CINCINNATI, OHIO
NEW YORK · CHICAGO · HOLLYWOOD
PRODUCTION

* Program Producers

Transcription Companies

Music
ASSOCIATED offers MOST Hours of the Best RADIO Music...program material that really pays off!

When you compare transcribed libraries, it's not just the big names that count...it's topnotch showmanship all along the line. That's how a library helps you sell—helps your clients sell!

Break down the number of playing hours into paying hours and you'll find ASSOCIATED ranks first! For ASSOCIATED gives you these powerful advantages:

1. You can offer advertisers greater program value than other local stations...more and bigger proven attractions, on ASSOCIATED's incomparable, vertically-cut transcriptions.

2. With these features, you can hold big audiences at low cost against high-budget network competition.

Yes, there are a lot of good reasons why ASSOCIATED has gained more new subscribers in the past few months than in any period in its history. Today, write for the new ASSOCIATED BOOKLET. Plenty of worthwhile information—no obligation.

Associated Program Service
25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music...a plus for AM, a must for FM
PROGRAM PRODUCERS

Advance Television Pictures Service, Inc.
729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5600. President Chas. A. Alicote; Secretary-Treasurer, F. E. Miles. SERVICES OFFERED: Production of film programs, stock shot film library, cutting rooms, private projection theaters, and distribution of motion pictures for television stations.

Advertisers Recordings Limited

Advertisers Recording Service, Inc.
118 West 57th Street, New York, N. Y. Phone, Circle 6-0141-0142; President, James A. Miller; Secretary-Treasurer, George R. Smith; Secretary E. B. McCutcheon. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

Air Features, Inc.

Alton Alexander
1270 Sixth Ave., New York, N. Y. Phone, Columnus 5-8132. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs ad writers.

American Broadcasting Company
University Building, Seattle 1, Wash. Executive Producer, John Milton; Program Head, Lorrie Lyn; Accounts Manager, Lionel Lennox; Chief Engineer, E. J. Reilly. SERVICES OFFERED: Acoustical studios for rehearsal available to producers, recorders and producers of transcriptions; developers of radio programs—live and transcribed.

American Institute of Food Products
509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-7146. President, Dr. Walter H. Eddy; General Manager, Robert A. Bories. SERVICES OFFERED: Origination, writing and production of programs specializing in food and kindred accounts. ("Food and Home Forum" participating program on WOR, New York). Also "For Women Only" participating program on WHN, New York City, featuring Ella Mason.

American-Jewish Broadcasting Co.
86 Chambers St., New York, N. Y. Phones, WOrth 2-3322, REctor 2-5841. President, Herman Younglieb; Secretary, Ann Barbinel. SERVICES OFFERED: Program production, script and transcription libra-v.

American Royal Productions
7928 Michigan Ave., Oakland 3, Calif. Phone, Trinidad 6115. M. Scott Weakley, Manager; M. W. Mugan, Producer. SERVICES OFFERED: Commercial recording and transcription service, dramatized announcements, custom-built shows, high-fidelity domestic and international short-wave aircheck service.

F. D. Anderson
Suite 319-22 Paul Brown Bldg., St. Louis, Mo. Phone, Garfield 1055. Manager, F. D. Anderson. SERVICES OFFERED: Program and spot announcement production on local participating programs.
YOU'D BE PROUD, TOO

In the first TWELVE Hooperated programs for five years . . .

First of ALL radio’s anti-crime programs for four years . . .

Winner of the Distinguished Merit Award of the National Conference of Christians and Jews, as the outstanding network series of 1945.

"MR. DISTRICT ATTORNEY"

Produced and directed by Edward A. Byron

Written by Mr. Byron and Robert J. Shaw

Sponsored by Bristol-Myers on NBC

Agency: Doherty, Clifford & Shenfield

BYRON PRODUCTIONS, Inc.
730 Fifth Ave., New York 19, N. Y.

Jerry Franken, Promotion
Arts Recording Studios
29 West 57th St., New York, N. Y. Phone, Plaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, phonograph master recordings, motion picture sound recording.

ASCAP Radio Program Service
American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza, New York, N. Y. Phone, Columbus 5-7464. Director, Richard F. Frohlich; Script Editor, Virgina Shea. SERVICES OFFERED: Production of syndicated scripts for use with live-talent for recorded musical programs, program-aids. Script service is furnished free of charge to all ASCAP licensed stations.

Associated Broadcasting Co., Ltd.
Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3235. President, M. Maxwell; Vice-President, M. Feldman; Secretary-Treasurer, F. Maxwell; Sales Director, H. Rittenberg; Program Director, S. Vineberg; Script Director, B. Stewart; Talent Director, Miss Fitzgerald; French Director, J. O. Denis; French Scripts, R. Cabanna; Syndicated Transcription Dept., R. O. Stevenson; Recording Department, J. Feldman. BRANCH OFFICE: 45 Richmond St. W., Toronto, Can. Phone, Adelaide 3248. Manager, K. H. Gregory. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

Associated Program Service, Inc.
25 W. 45th St., New York, N. Y. Phone, Bryant 9-0845. Harry E. Houghton, President and Chairman of the Board; John R. Andrus, Vice-President and Treasurer. SERVICES OFFERED: Transcription Library (vertical).

Associated Radio-Television Productions
Empire State Bldg., New York 18, New York. Phone, Longacre 3-7040. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Production of television film.

Associated Releases
P. O. Box 1213, Hollywood, Calif. Phone, Hillside 0101. Producer, and General Manager, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, George Herdan. SERVICES OFFERED: Package shows, spot announcement production; custom-built transcriptions, scripts.

Ann Barbinel
54 Riverside Drive, New York, N. Y. Phone, ENdico 2-4351. SERVICES OFFERED: Creation and production of Radio and Television programs; casting; custom-built package shows.

Basch Radio Productions

Batchelor Enterprises, Inc.
30 Rockefeller Plaza, New York, N. Y. Phone, Circle 6-4224. President, Walter Batchelor; Secretary-Treasurer, Henry H. Daagand. SERVICES OFFERED: Program production.

Baudry-Harwood Radio Productions
1318 Sherbrooke St., East, Montreal, Que., Canada. Phone Falkiak 2465. Partners, Mrs. Edouard Baudry, Ll., R. W. Harwood; Radio Director, Rolland Bedard; Script Writers, René O. Boivin, A. E. Morin. SERVICES OFFERED: Scripts, program production, translations, scripts, recordings.
The BEST In
TRANSCRIBED PROGRAMS

For 16 years we have served agencies, stations, and sponsors. Our transcribed programs play on about 600 stations. If the type of show you wish is not listed below, let us build it for you.

SYNDICATED SHOWS NOW AVAILABLE

<table>
<thead>
<tr>
<th>Show Name</th>
<th>Duration</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;THE THEATRE OF FAMOUS RADIO PLAYERS&quot;</td>
<td>1/2-hour</td>
<td>26</td>
</tr>
<tr>
<td>&quot;EAT-ITORIALLY SPEAKING&quot;</td>
<td>1/4-hour</td>
<td>78</td>
</tr>
<tr>
<td>&quot;REAL ROMANCES&quot;</td>
<td>1/4-hour</td>
<td>52</td>
</tr>
<tr>
<td>&quot;SONGS OF CHEER &amp; COMFORT&quot;</td>
<td>1/4-hour</td>
<td>52</td>
</tr>
<tr>
<td>&quot;THE VAGABOND ADVENTURER&quot;</td>
<td>1/4-hour</td>
<td>39</td>
</tr>
<tr>
<td>&quot;UNSOLVED MYSTERIES&quot;</td>
<td>1/4-hour</td>
<td>39</td>
</tr>
<tr>
<td>&quot;ONE I'LL NEVER FORGET&quot;</td>
<td>5-minute</td>
<td>156</td>
</tr>
<tr>
<td>&quot;TWILIGHT TALES&quot;</td>
<td>1/4-hour</td>
<td>94</td>
</tr>
<tr>
<td>&quot;DAN DUNN, SECRET OPERATIVE No. 48&quot;</td>
<td>1/4-hour</td>
<td>78</td>
</tr>
<tr>
<td>&quot;FUN WITH MUSIC&quot;</td>
<td>1/4-hour</td>
<td>26</td>
</tr>
<tr>
<td>&quot;UNCLE JIMMY&quot;</td>
<td>1/4-hour</td>
<td>156</td>
</tr>
<tr>
<td>&quot;FAMOUS MOTHERS&quot;</td>
<td>5-minute</td>
<td>78</td>
</tr>
<tr>
<td>&quot;JERRY &amp; SKY, THE MELODY MEN&quot;</td>
<td>5-minute</td>
<td>208</td>
</tr>
<tr>
<td>&quot;IMPERIAL LEADER&quot;</td>
<td>1/4-hour</td>
<td>52</td>
</tr>
<tr>
<td>&quot;HISTORY IN THE MAKING&quot;</td>
<td>1/4-hour</td>
<td>52</td>
</tr>
<tr>
<td>&quot;FURS ON PARADE&quot;</td>
<td>1/4-hour</td>
<td>26</td>
</tr>
<tr>
<td>&quot;A CHRISTMAS CAROL&quot;</td>
<td>1/2-hour</td>
<td>1</td>
</tr>
<tr>
<td>&quot;ADVENTURES IN CHRISTMASTREE GROVE&quot;</td>
<td>1/4-hour</td>
<td>15</td>
</tr>
<tr>
<td>&quot;SANTA'S MAGIC CHRISTMAS TREE&quot;</td>
<td>1/4-hour</td>
<td>15</td>
</tr>
</tbody>
</table>

Exclusive to One Sponsor in a City—Write or Wire for Audition Samples and Data

KASPER-GORDON, Incorporated, 140 Boylston Street, Boston 16, Mass.

One of The Country's Largest Program Producers
Marcel Baulu—Laboratoire De Redaction
1434 West St. Catherine St., Montreal, Que. Phone, Lancaster 9572. Owner, Marcel Baulu; Translator-Secretary, Madeleine Painchaud.

Beck Recording Studios
1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, R. Castle Brown; SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings; complete service in the production of sound film in black and white and in natural color.

Walter Biddick Co.

G. C. Bird & Associates
1745 N. Gramercy Place, Hollywood 28, Calif. Phone, Hempsted 1753. General Manager, G. C. Bird. SERVICES OFFERED: Transcribed radio programs, (open end), available to stations, agencies and sponsors.

Fritz Blocki Productions

Joseph Bloom
19 West 44th St., New York, N. Y. Phone, VANDERBILT 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts, musical jingles.

Bost Records Co.
29 West 57th St., New York 19, N. Y. Phone, PLaza 8-8676. Owner, R. Steiner; Business Manager, H. H. Borchardt; Secretary-Treasurer, John Babb. SERVICES OFFERED: Transcriptions, phonograph records, studio facilities: AM, FM and television "off the air" recordings, production and recording of transcribed programs, spot announcements, audition records and pressings.

Richard Bradley & Associates
20 North Wacker Drive, Chicago, Ill. Phone, Randolph 9697. President, Richard Bradley; Secretary-Treasurer, B. J. Tunick. SERVICES OFFERED: Program production, air-checks, script service, studios, film projection service, transcribed productions.

Brandt Production Service
2063 E. 23rd St., Brooklyn, N. Y. Phone, SHEEPSHEAD 3-3075. Associates, Ruth and Mae Brandt. SERVICES OFFERED: Program production, scripts, radio commercials, musical jingles, television scripts.

Broadcast Productions
25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Owner and Director, John Stamford; Assistant Director, Bryce Talbot; Secy.-Treas., Loretta Clusman. SERVICES OFFERED: Program building, time buying, dramatic production, transcription building, directing and recording, continuity-writing, spot-writing and placement.

Broadcasting Program Service
45 West 45th St., New York, N. Y. Phone, BRYANT 9-4324. Manager, Herbert Rosen. SERVICES OFFERED: Transcribed programs, sound effects library, script service, foreign language programs for all South American and European countries.

Carl Byoir & Associates

Byron Productions, Inc.
730 Fifth Ave., New York, N. Y. Phone, CIRCLE 6-2677. Owner-President, Edward A. Byron; Casting Director, Sylvia Lowy; Publicity Director, Jerry Franken. SERVICES OFFERED: Package programs.
Stanley J. Wolf

RADIO PRODUCTIONS

LIVE AND TRANSCRIBED

1. Modern high-fidelity recording equipment.
2. Air, line, and studio transcriptions. 24 hour service.
3. Luxurious studio, Johnsmawville acoustics, completely equipped for all kinds of radio production.
4. "Next door" location. Immediate delivery.

Rockhill Radio, Inc.

18 East 50th
ELdorado 5-1860
**The Caples Company**

535 Fifth Avenue, N. Y. 17, N. Y. Phone, LEXington 8-0850. Hudson F. Meyer, Vice-President; Ruth D. Folster, Space-Time Buyer; Charles Fritzsch, Production Manager. BRANCH OFFICES: 225 East Erie St., Chicago, Ill., Phone, Superior 6016, R. N. Hartsing. Vice-President, 1504 Dodge St., Omaha, Nebraska, Phone, Jackson 1107, L. M. Branch, Vice-President, 412 West 6th St., Los Angeles, California, Phone, Mutual 4145, Arthur Caron, Manager. SERVICES OFFERED: Complete radio and television services and staff. Programs for both media prepared and executed.

**Carr & Stark, Inc.**

366 Madison Ave., New York, N. Y. Phone, MURray Hill 2-2636. Charles Stark, President; Thomas S. Carr, Vice-President. SERVICES OFFERED: Complete radio and television services and staff, programs for both media prepared and executed, scripts, programs built and produced, time buying, transcription building for retail or national spot campaigns, open end transcriptions, syndicated shows, musical jingles.

**The Bruce Chapman Co.**

145 West 41st St., New York 18, N. Y. Phone, WISconsin 7-9244. President, Bruce Chapman; Program Director, Dan Morley; Editor, Cecil Secrest; Production Manager, Quentin Gulliver. REPRESENTATIVE: Charles Forrester, 21 Brookline Avenue, Boston 15, Mass. Phone, Commonwealth 0800. SERVICES OFFERED: Program production, commercial scripts, package shows.

**Mary D. Chase**

234 West 44th St., New York 18, N. Y. Phone CHicking 4-5141. Mary D. Chase, Program Producer; Edward Hall, General Manager. SERVICES OFFERED: Package shows (live and transcribed), ideas, scripts, production for radio and television.

**Christensen Radio Services**

306 S. Wabash Ave., Chicago, Ill. Phone Webster 7795. Manager, Carle A. Christensen; Sales Manager, John Kumler. SERVICES OFFERED: Recording, scripts, talent, program production, sound-slide.

**Leslie Clucas**


**Ted Collins Corporation**

1819 Broadway, New York, N. Y. Phone, Circle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller. Writers, Jean Holloway and Jane Tompkins. SERVICES OFFERED: Program building and producing.

**Russell C. Comer Radio Productions**

15 West 10th St., Kansas City, Mo. Phone, Harrison 3904. President, Russell C. Comer; Vice-President, John C. Fehlandt; Treasurer, Cecil W. Trapp; Secretary, Mrs. Russell C. Comer. SERVICES OFFERED: Production of syndicated programs and serials.

**Commercial Broadcasting Services, Ltd.**

Concourse Bldg., Toronto, Ont., Canada. Phone, Elgin 2625. President, E. A. Byworth; Vice-President, H. R. Johnston; Secretary-Treasurer, A. G. Irwin; Program & Script Department, S. K. Smith. SERVICES OFFERED: Live talent productions, syndicate transcriptions, custom recordings, time placements.

**The Jack L. Cooper Radio Advertising Service**

1335 West 111th Place, Chicago, Ill. Phone, Beverly 2056. Managing Director, Jack L. Cooper. BRANCH OFFICE: 14 N. Western Ave., Chicago 12, Ill. Phone, Monroe 9060. "Gertrude R. Cooper, Secretary-Musical Director.

**Louis G. Cowan, Inc.**

250 W. 57th St., New York, N. Y. Phone, Circle 6-4864. Louis G. Cowan, President; Alfred L. Hollender, Vice-President; Joseph W. Bailey, General Manager; Daniel Saidenberg, Music Director; Eliza Merrill Hickok, Publicity Director; Rachel Stevenson, Research Director; Mary Watt, Program Coordinator. BRANCH OFFICE: 8 S. Michigan Ave., Chicago, Ill. Phone, Randolph 2202. John B. Lewellen, Vice-President. SERVICES OFFERED: Production package programs for network broadcasting, production transcription programs, program consultants.
AIR FEATURES, Inc.
247 PARK AVENUE
NEW YORK CITY
Cruger Radio Productions
5800 Carlton Way, Hollywood 28, Calif. Phone, HEmpstead 8254. General Manager, Paul Cruger; Art Director, Elmer Davis; Musical Director, Darrel Calker; Production and Talent, John Carrington; Script Editor, Charlie Paul; Writers, Walter Jensen, Al Hill, Jr. BRANCH OFFICE: 25 West 70th St., N. Y. 23, N. Y. Executive-in-Charge, Emil Zubryn.

Patrick Michael Cuming Television Productions
(Stage 8) 6530 Sunset Blvd., Hollywood, Calif. Phone, Hillside 5915. Patrick Michael Cuming, In-Charge-of-Production; Marcia Drake, Associate on Production; William E. Smith, Telecinographer; Bert Wrench, Telecine Editor; Arthur Eddy, Director of Public Relations. SERVICES OFFERED: Production of telecine films and live-action teleserials, telefeatures, and telecommercial spots.

Damon Transcription Laboratory & Sound Service
1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. Owner, Victor Damon; General Manager, B. J. Humphries. SERVICES OFFERED: Studio and portable transcribing, re-recordings and vinylite pressings, program and announcement production, sound amplification equipment leased.

Mac Davis Sports Features
1 Montgomery Place, Brooklyn, New York. Phone, NEvins 8-4374. Director, Mac Davis. SERVICES OFFERED: Complete building service for all types of sports programs, ideas, scripts, talent, production of live and transcribed shows for national, regional or local use, syndicated sports-script service.

Jerry Devine Productions
230 Park Ave., New York, N. Y. Phone, MUrray Hill 4-4243.

Dominion Broadcasting Co.
4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland. Production Manager, Stan Francis; Script Department, Rex Weyman. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

Harry S. Dube
1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

East Texas State Teachers College
Commerce, Texas. W. W. Freeman, Maude Webster, Roy Johnson. SERVICES OFFERED: Recordings and scripts for educational purposes.

Eccles Disc Recordings, Inc.

B. Ellis Associates Radio Productions
11 East 44th St., New York 17, N. Y. Phone, MUrray Hill 2-7862-3. Bruce Ellis, Director. SERVICES OFFERED: Custom-built programs, syndicated recorded programs, package shows, script service, commercial copywriting, program consultants, transcriptions.

W. M. Ellsworth
75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.
LOUIS G. COWAN
Incorporated

Network productions

Transcriptions

Radio Consultants

16 mm. Films

New York 19
250 West 57th Street, Circle 6-4864

Chicago 3
8 South Michigan Avenue, Randolph 2022
Empire Broadcasting Corporation
480 Lexington Ave., New York, N. Y.
Phone, PLaza 8-3360. President-Treasurer, Helen D. Kelleher; Vice-President, Fred de Jaeger; Secretary, Arthur Lubo.
SERVICES OFFERED: Transcription and production of transcribed shows.

Exclusive Radio Features Company, Ltd.
14 McCaul St., Toronto, Ont., Canada.
Phone, Adelaide 5112. President, George W. Halman; Alfred J. Lewis, Manager.
SERVICES OFFERED: Syndicate transcriptions, library service, custom recording and production.

Fadiman Associates, Ltd.
1501 Broadway, New York, N. Y.
Phone, LAcKawanna 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman.
SERVICES OFFERED: Program production.

Fanchon & Marco (F & M Stageshows, Inc.)
1501 Broadway, New York, N. Y.
Phone, Chickering 4-3956. Radio Director, Charles E. Toffler. SERVICES OFFERED: Production, talent, Package Shows.

Fenton Productions
38 E. 57th Street, New York 22, N. Y.
Phone, PLaza 3-1030. Mildred Fenton, Kay Elliot, Mark Goodson, Grace King.
SERVICES OFFERED: Package Productions.

Film Associates Co.
440 E. Schantz Ave., Dayton 9, Ohio.
Phone, Walnut 2164. Owner, E. Ray Arn, Jr.; Sound Engineer, R. D. Higgs; Director, J. Swank.
SERVICES OFFERED: Transcriptions, off-the-air checks, slide film recordings. Producers of industrial motion pictures.

Five-Minute Features
822 South Park View, Los Angeles, Calif. Director, Cal Frederick (Services, Script).

Harry E. Foster Agencies Limited
SERVICES OFFERED: General Advertising Agency with a complete radio department including production facilities for "live" talent programs, transcribed shows, flashes, spots, 15 minute "strip" programs, variety and symphonic broadcasts.

Paul M. Frailey Productions
123 S. Broad St., Philadelphia, Pa.
Phone, Pennypacker 8450. Owner, Paul M. Frailey; Manager, M. L. Sanderson.
SERVICES OFFERED: Dramatizations, electrical recordings, complete production, radio shows.

Frederick Bros. Agency, Inc.
1270 Sixth Ave., New York, N. Y.

Frontenac Broadcasting Agency
394 Bay St., Toronto, Ont. Phone, Waverly 4635. G. J. Carter, Managing Director; R. Munro, Account Executive; A. R. Robertson, Account Executive; R. Howe, Account Executive; June Beavan, Continuity Editor. REPRESENTATIVE: Harry S. Goodman, 19 East, 53rd St., New York, N. Y. SERVICES OFFERED: Program production, sales of air time, transcriptions.
Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York, N. Y. Phone, MURray Hill 4-6148. President, Allen A. Funt (on leave with U. S. armed forces); Vice-President, Dorothy Funt; Manager, Jack Farnell. SERVICES OFFERED: Syndicated programs, program production.

Gale, Inc.

48 West 48th St., New York, N. Y. Phone number LONgacre 3-0350. President, Moe Gale. SERVICES OFFERED: Producers of package radio shows and live talent.

General Amusement Corp.


General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, PROSpect 4900. President, Donald C. Jones; Production Manager, Robert Haviland. BRANCH OFFICE: 518 Buhl Bldg., Detroit, Mich. Phone, CHerry 0400. Manager, Donald C. Jones. SERVICES OFFERED: Custom-built transcriptions, production, script, recording talent, off-the-wire and off-the-air recordings.

William Gernanutt

6330 West Olympic Blvd., Los Angeles 36, Calif. Phone, WYoming 6021. SERVICES OFFERED: Package shows, production.

John Gibbs & Co.

9 Rockefeller Plaza, New York 20, N. Y. Phone, COLUMbus 5-6402. Owner, John Gibbs. SERVICES OFFERED: Program production, scripts, talent representation.

Arthur M. Godfrey Productions

808 Earle Bldg., Washington 4, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Arthur Godfrey Package.

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, WICKersham 2-3338. Harry S. Goodman, General Manager-Program Director; William Fender, Assistant Program Director; H. Knuth, Production Manager; E. Goodman, Sales Manager. BRANCH OFFICE: 206 S. Spring St., Los Angeles, Calif. George Ruthenberg, West Coast Manager. SERVICES OFFERED: Syndicated transcribed shows. Custom-built programs and spot announcements. Live program packages and Television programs.

Gordon Broadcasting & Publishing Co.


Gordoni Radio Productions

John Guedel Radio Productions

1680 North Vine Street, Hollywood 28, Calif. Phone, Granite 4185. Executive Producer, John Guedel; Production Manager, Irvin Atkins; Script Editor, Walter Guedel; Assistant Producer, Gertrude Borne; Business Manager, Eleanor Brockhoff; Expediter, Evelyn Neff; Publicity, Irvin Atkins; Children Supervisor, Virginia Barnett; Writers, John Murray, Jack Stanley, Walter Guedel, Poot Pray, John Guedel.

Melchor Guzman Co., Inc.

45 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 7-8624. Vice-President in charge, A. M. Martinez.

Leland Hayward, Inc.

(MCA Management, Ltd.)


George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Recording Engineer, Gene Romer; Musical Director, Al Marsico. SERVICES OFFERED: Program production, continuity, recording, transcriptions, transcribed spot announcement production, air checks, slide film recordings.

Arthur Henley

88-04 63rd Drive, Forest Hills, N. Y. Phone, HA vemeyer 3-6729. SERVICES OFFERED: Creation and production of package shows, spot announcements, scripts.

Hispano Spanish Broadcasting Co.

105 E. 1st Street, Los Angeles 12, Calif. Phone, Mi 4433. President-General Manager, Tony Sein; Vice-President-Secretary, H. Valenzuela; Musical Director, Fortuno Tinoco; Script Department, Beatriz Gurrola; Technical Department, J. I. Medina. SERVICES OFFERED: Spanish program production or participation.

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. William F. Holland, Owner-Buyer; D. E. Holland, Office Manager; B. J. Holland, Production Manager.

Hollywood Transcriptions


Lu Howard Radio Productions, 1874 Broadway, New York, N. Y. Phone, Circle 6-4288. President, Lucille Howard; Vice-President and Treasurer, David S. Bernard; Vice-President and Secretary, Sunny S. Banks; General Manager, Douglas M. H. Chalmers. SERVICES OFFERED: Radio production, transcriptions, script service, package and custom built shows, personal and representative of talent.

Hummert Radio Features


Inter-California Broadcasting System

253 Broadway, Los Angeles 12, Calif. Phone, Mutual 2758. Manager, Gustavo Paist Moran; Sales Manager, Juan Ortis; Secretary-Continuity Writer, Margaret Lamar. SERVICES OFFERED: Production of Spanish Language Programs over Radio Station XEGM.

International Productions, Ltd.

King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6376. Gordon Forsyth, In Charge of All Production; A. R. Tidy, Radio Executive; R. J. Sloane, Recording and Transcription Division; R. Flook Sound Engineer & Public Address Equipment; Gordon Howard,
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Superior 0100, Ext. 326

36 West 44th Street—N. Y. C.
Murray Hill 2-8198-9
Script & Commercial Copy Writer; Edith Roynon, Script Production. SERVICES OFFERED: International Productions is formed for the production of radio programs, both live and transcribed. Other activities range from flash announcements to one hour symphony programs.

*International Radio & Television Features*
152 E. 53rd St., New York, N. Y. Phone, Plaza 5-5781. Managing Director, Jack H. Lloyd. SERVICES OFFERED: Production of live and transcribed programs, jingles and spot announcements for radio and television, program ideas and consultation, package shows, foreign language continuity.

*Harry R. Jacobs Productions*
8820 Sunset Blvd., Los Angeles 46, Calif. Phone, Crestview 5-2871. President, Harry R. Jacobs; Sales Manager, Bernice Lawrence.

*Estella H. Karn*
49 West 45th St., New York, N. Y. Phone, VAnderbilt 6-3860. SERVICES OFFERED: Program production.

*Kasper-Gordon Studios, Inc.*
140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Office Manager, Robert W. Graham; Recording Manager, Richard Hutchinson; Production and Talent, Vernon W. Rich; Production and Scripts, Wilfred S. Baetz. BRANCH OFFICE: 1121 Vermont Ave., N.W., Washington, D. C. Phone, District 1640, Harry Penn, Joe Tate, Eugene Rosen. SERVICES OFFERED: Custom built live talent and transcribed shows; syndicated transcribed programs; studio recordings; air checks; remote recordings; musical library; production; scripts.

*Kaye-Martin Productions, Inc.*
36 W. 44th St., New York, N. Y. Phone, MUrray Hill 2-8198. BRANCH OFFICE: Tribune Tower, Chicago, Ill.

*Kent-Johnson, Inc.*
34 West 53rd St., New York 18, N. Y. Phone, PLaza 3-7246. President, Alan Kent; Executive Vice-President, Austen Croom-Johnson. SERVICES OFFERED: Program and spot announcement production. Program consultants.

*Kermit-Raymond Corporation*

*Sam Kerner, Inc.*
8272 Sunset Boulevard, Hollywood 46, Calif. Phone, Hempstead 1813. President, Sam Kerner. SERVICES OFFERED: Manage radio artists and programs; personal representative of talent, writers, directors, etc.

*Bob Kerr*
1270 Avenue of Americas, New York, N. Y. Phone COLUMbus 5-8651. Arthur Miller, Publicity. SERVICES OFFERED: Radio production and talent representation.
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1700 Stroh Bldg., Detroit 26, Mich.
Phone, Cherry 8321. President-Treasurer, George W. Trendle; Vice-President, John H. King; General Manager-Secretary, H. Allen Campbell; Assistant Secretary, Howard O. Pierce; Advertising-Sales Promotion-Publicity Manager, William J. Hendricks. REPRESENTATIVE: Station WOOD, National Bank Bldg., Grand Rapids, Mich. Phone, 94211; Stanley W. Barnett, Manager.

Raymond Knight Productions, Inc.
44 W. 44th St., New York, N. Y. Phone, MUrray Hill 2-8060.

Landau Broadcasting Service
270 Broadway, New York, N. Y. Phone, REctor 2-5341. Program Director, Herman Younglieb.

C. O. Langlois, Inc.
Steinway Hall, 113 W. 57th St., New York, N. Y. Phone, Circle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

Don Lee Productions
5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. Recording Supervisor, Clifford C. McDonald. SERVICES OFFERED: Recording, program production.

The W. E. Long Co.
155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. L. R. Wolfe, President; E. J. Sperry, Director of Radio; C. T. Sweeney, Office Manager; Harold R. Gingrich, Chief of Copy; Paul Quam, Hollywood Producer.

Phillips H. Lord, Inc.
HENRY SOUVAINÉ, INC.

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EDWARD WOLF
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C. P. MacGregor
729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Treasurer, Paul Quan. SERVICES OFFERED: Transcription library productions; dramatic and musical programs; recording studios.

The Ted Mack Co.
4 E. 53rd St., New York 22, N. Y. Phone, PLaza 5-3285-6-7. Owner-Manager, Ted Mack; Associate, Arnold Rittenberg; General Sales Manager, Vernon B. Gray; Writers, Virginia McGlynn, E. Curtis; Producers, Ted Mack, Paul La Porte; Musical Director, John Gart. BRANCH OFFICE: 222 Huron St., Toledo, Ohio. Phone, Main 1863. Paul Spor, Ohio Rep. SERVICES OFFERED: Complete production of Transcriptions and package shows, research and commercial copy service.

Haven MacQuarrie Ideas
3017 Vista Crest Drive, Hollywood 28, Calif. Phone, GR 1423. General Manager, Haven MacQuarrie. SERVICES OFFERED: Radio shows created, produced, and written.

Alexander McQueen
185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Script Writer, E. R. Junge. SERVICES OFFERED: Program productions, scripts, research, spot announcements.

Management Corp. of America
745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Vice-President, Herbert I. Rosenthal; Vice-President, Jack Bertell. SERVICES OFFERED: Program production, package shows.

Fred C. Mertens and Associates
323 South Soboba St., Helmet, Calif. Phone, Helmet 4769. Fred C. Mertens, President; George L Price, Program and Scripts Departments; Stuart S. Shackelton, Sales; T. H. Smith, Secretary. BRANCH OFFICE: 946 S. Normandie Ave., Los Angeles, Calif. Phone, Federal 7372, George L Price. SERVICES OFFERED: Program productions, transcriptions, commercial copy service.

A complete organization geared to serve agencies in the production and presentation of outstanding radio programs.

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New York 22, PLaza 5-3560-3561
Charles Michelson Radio Transcriptions
67 West 44th St., New York, N. Y. Phone, Murray Hill 2-3376. President, Charles Michelson; Export Manager, A. Michelson. REPRESENTATIVES: 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Manager, Philip Johnson; South First & Second Sts., Richmond, Ind. Phone, 1117. Manager, Harry Gennett, Jr. SERVICES OFFERED: Transcribed program representative, sound effect record library, distributor of transcribed programs (“The Shadow,” Gennett-Speedy-Q sound effects records, Earnshaw Radio Productions, Walter Biddick Co., Radio Transcriptions Co. of America, Transcription Record Albums Co.).

Michelson & Sternberg, Inc.
67 W. 44th St., New York, N. Y. Phone, Murray Hill 2-5421. President-Secretary, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

Microphone Playhouse
151 North Craig St., Pittsburgh, Pa. Phone, Schenley 2221. Director, Marjory Stewart; Assistant Director, Hully McFarland; Executive Secretary, Edith R. Russell; Secretary, Helen Maher; Sound Technician, George Meyer. SERVICES OFFERED: Program production and announcers training.

Allan Miller Agency
Suite 308 Bell Bldg., Toledo, Ohio. Phone, Garfield 8603-4. Allan H. Miller, President-General Manager. SERVICES OFFERED: Package shows, live talent and transcriptions.

Moonbeams Broadcasts, Inc.
8 West 45th St., New York 19, N. Y. Phone, Murray Hill 2-7471, 7472. President and Treasurer, George Shackleys Secretary-General Manager, Lillian Stewart. SERVICES OFFERED: Musical and script programs, talent.

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William Morris Agency, Inc.

Carlton E. Morse Productions
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Motion Picture Productions, Inc.
(General Broadcasting System, Inc.)
620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. President-General Manager, Donald C. Jones; Secretary & Office Manager, J. J. Lloyd; Sound Technician, Robt. Haviland; Director, C. A. Meyers; Editorial, Robert A. Godley.

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Originator of

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"THE MARRIAGE CLUB"
"DO YOU WANT TO BE AN ACTOR"

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745 Fifth Ave., New York, N. Y.
Phone, Wickersham 2-8900. Vice-President, David A. Werblin; Vice-President, A. Bart McHugh; Vice-President, Charles Miller; Vice-President-Director, Harold Hackett; Vice-President, Herb Rosenthal.
OTHER OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Vice-President, Maurie Lipsey; MCA Square, Beverly Hills, Calif.
Phone, Bradshaw 2211. President, J. C. Stein; Vice-President, Taft Schreiber, 610 Book Bldg., Detroit, Mich.
Phone, Randolph 2604; Union Commercial Bldg., Cleveland, Ohio.
Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas.
Phone 2-1448. Manager, Norman Steppe.
SERVICES OFFERED: Production, package shows, talent.

Muzak Corporation
151 W. 46th St., New York, N. Y.
Phone, BRYant 9-1246. Harry E. Houghton, President and Chairman of the Board; K. R. Smith, Vice-President; John R. Andrus, Vice-President and Treasurer. SERVICES OFFERED: Vertical and lateral recordings, studio and off-the-line recordings, recording service for advertisers and agencies, custom-built recordings, pressing and processing.

E. K. Nadel
1600 Broadway, New York, N. Y.
Phone, Circle 6-8861. General Manager, Tom Kirby; Art Department Manager, Frank Smith; Treasurer, Marian Mack.

Music Maker Productions
154 E. Erie St., Chicago, Ill. Phone, Delaware 5686. Owner, Wendell Hall.
SERVICES OFFERED: Complete service on musical spot programs. Wendell Hall, 5 minute and 15 minute, one-man show transcriptions.

Fenton Productions
38 E. 57th St., New York City
PL. 3-1030
Management
CENTURY ARTISTS
**NBC Radio-Recording Division**


**National Concert & Artists Corp.**

711 Fifth Ave., New York, N. Y. Phone, PLaza 3-0820. President, Alfred H. Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Vice-President, Daniel S. Tuthill; Secretary-Treasurer, Thomas Reilly. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 4042. Manager, Sam Harrington, 9059 Sunset Blvd., Los Angeles, Calif. Phone, Superior 8303. Executive-in-Charge, Alexander Haas. SERVICES OFFERED: Program production, talent management.

**National Radio Advertising Agency**

4005 Mary Ellen Ave., North Hollywood, Calif. Phone, State 4-4813. President, D. D. Crawford; Vice-President, J. D. Crawford. SERVICES OFFERED: Producers and distributors of transcribed programs.

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**HOLLYWOOD**

689
National Radio Features
100 State St., Albany 7, N. Y. Phone, 4-8226, 2-7854. Allen I. Stock, General Manager; Virginia D. Mann, Office Manager; R. Wilbur Smith, District Manager. SERVICES OFFERED: Special promotions and individualized campaigns for Radio Stations, "with specially produced, constructed and recorded radio productions carrying magnetic ideas, that bring both new listening audience, plenty of mail and additional prestige for the radio station. Sold to industrial, professional and business firms who ordinarily never use the radio or buy time from their immediate station." Now, "Veterans of Victory" produced in behalf of the veterans.

Neblett Radio Productions
360 North Michigan Ave., Chicago 1, Ill. Phone, Central 4144. Owner, John Neblett; Sales Promotion Manager, Ruth Miller. SERVICES OFFERED: Producers of transcribed and live talent programs.

Lilian Okun, Inc.
2 West 67th St., New York, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, package programs, scripts.

Pan American Broadcasting Co.

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The Optimist Program
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Allan Miller Agency
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Toledo 2, Ohio
Leo J. Paulin & Associates
1627 "K" St., N.W., Washington 9, D. C. Phone, National 9349. SERVICES OFFERED: Program ideas, production, scripts. Featuring programs with a "Washington angle." Specialist in custom built programs for trade groups.

Peterson Radio Productions
1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. Producer-Director, Donald Peterson; Script Writers, Stanley Whitman, Leonard Allen, Jean Eickes; Engineer, M. P. Fruchty. SERVICES OFFERED: Production of religious programs, recording.

Polish Broadcasting Bureau
754 Fillmore Ave., Buffalo, N. Y. Phone, Cleveland 6876. Owner, Joseph F. Mikolajczak; Secretary, Emily A. Mikolajczak; Matt Korpanty, Program Director; Walter Orezelski, Translator and Editor. SERVICES OFFERED: Program production (Polish).

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COAST-TO-COAST*

(We have one program left
if you want to take a chance.)

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2,000 letters a week  
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3033 Locust St., St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Desloge, President-Treasurer; John G. Cella, Vice-President; Wilson Dalzell, Secretary-Assistant Treasurer. SERVICES OFFERED: Producing and recording of custom-built transcriptions and phonograph records.

**Press Association, Inc. (A. P. Radio Productions)**

50 Rockefeller Plaza, New York, N. Y. Phone, CIRCLE 7-7363. William J. Mac-Cambridge, General Manager; Oliver Gramling, Assistant General Manager; Paul Girard, Executive Producer; Alexander Leftwich, Jr., Director. BRANCH OFFICES: Located in 100 principal cities. SERVICES OFFERED: Net work, local and transcribed radio programs.

**George Logan Price, Inc.**

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEDERAL 7372. President, G. L. Price. SERVICES OFFERED: Transcribed programs, program production, transcription library, scripts and continuity, commercial copy.

**Prockter Radio Production, Inc.**


**Progressive Radio Advertising Co.**

260 E. 161st St., New York, N. Y. Phone, MELrose 5-5522. Lido Belli, Owner-Producer-Director. SERVICES OFFERED: Italian language programs, production and talent.

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64 Wellington St., West Toronto, Ont., Canada. Phone, Waverly 2036. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Transcription Supervisor, Frances Morrison. BRANCH OFFICE: 8011 112th Ave., Edmonton, Alberta. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Syndicated transcriptions.

Radio Events, Inc.
535 Fifth Ave., New York 17, N. Y. Phone, Murray Hill 6-3487. Managing Director, Martin Lawrence. SERVICES OFFERED: Production, scripts, casting.

Radio Features of America
37 West 46th St., New York 19, N. Y. Phone, Bryant 9-9622. Executive Director, Alma Sandra Munsell; Director of Programs and Production, Oliver W. Nicoll. SERVICES OFFERED: Program production and consultation, package live shows, syndicated transcriptions, scripts, talent.

Radio Production Service
501 Madison Ave., New York, N. Y. Phone, Plaza 3-8940. Irene Beasley, General Manager; Helen Porretto, Assistant General Manager. SERVICES OFFERED: Complete radio package shows, live or transcribed.

Radio Program Management

Radio Programme Producers
1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1182. Producers, Paul L'Anglais, Simon L'Anglais; Associate Producers, Gil Wall, B. Hogue, Jac Des Baillets; Secretary-Treasurer, Roger Gauvin. BRANCH OFFICE: Hotel Statler, Buffalo, N. Y. Producer, Gilbert Wall. SERVICES OFFERED: Program production, recording.
**Religious News Service**

381 Fourth Ave., New York, N. Y. Phone, MUrray Hill 4-1463. Managing Editor, Louis Minsky. SERVICES OFFERED: Production of weekly religious news scripts.

- Richman-Sandford Productions

10 East 43rd St., New York 17, N. Y. Phone, MUrray Hill 2-5854. Owners, Bill Richman and Howard Richman; Personnel Director, Rita Katzer; Research Director, Howard T. Longfellow; Supervising Director, Howard Richman; Supervising Writer, Bill Richman; Music Director, Hal Levey. SERVICES OFFERED: Radio and television program production, transcriptions, script service, "package" and custom-built shows, writers' representatives, international script and program service.

**Robinson Recording Laboratories**


- Rockhill Radio

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. Stanley J. Wolf, President; Emanuel H. Wolf, Vice-President. BRANCH OFFICE: 188 West Randolph St., Chicago, Ill. SERVICES OFFERED: Live and transcribed program production.

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A. Bester, Writer
A. Helfer, Announcer

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**Rocky Mountain Radio Council**

21 East 18th Ave., Denver, Colo. Phone, Keystone 5806. Jack Weir Lewis, Production Director; Thomas H. Harvey, Engineer; Bob Fitzmorris, Engineer; Nancy Reid, Secretary. SERVICES OFFERED: Production of Public Service programs in Colorado and Wyoming. This organization works with its member agencies, consisting of educational and civic organizations, colleges, public schools systems, etc.

**Runyon-Guggenheim Enterprises**


**Saltimieras Radio Advertisers**

6912 South Western Ave., Chicago 36, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltimieras; Musical Director, Pearl Johanson; Music Librarian, Matilda Kuoga; Business Manager, Julia Saliner. SERVICES OFFERED: Program production (fully-talented programs) in English and in foreign languages.

**James L. Saphier Agency**


**Joseph C. Schramm Studios**

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Director, Joseph C. Schramm; Supervisor, Josephine Martinez. SERVICES OFFERED: Program production, recording, off air checks.

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Friday 8:30-9:00 P.M., Mutual, coast-to-coast. Program Director: WNEW, N. Y. Publicity: FRED STENGEL
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**Sellers Co.**

912 Commerce St., Dallas, Texas. Phone, C-5978. Manager, J. E. Sellers. SERVICES OFFERED: Transcripting recording-programs produced for transcriptions and for live broadcasts several hours daily. Large recorded Hillbilly Library from which programs may be recorded to advertisers' requirements.

**Sesac, Inc.**


**Edward Sloman Productions**

1654 Cherokee Ave., Hollywood 28, Calif. Phone, Granite 6412. Producer-Director, Edward Sloman; Charles Whittaker, Writer; Mrs. Edward Bryant, Advertising Copy Writer. SERVICES OFFERED: Transcribed radio productions in half-hour, fifteen minutes and five minute programs. Also produce transcribed programs to order.

**J. Hall Smith Recording Studios**

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. Owner-Manager, J. Hall Smith; Scripts, Douglas Wright; Sales Representative, W. S. Tygard; Office Manager, H. L. Theodore.

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30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-7337. President, Richard Stark; Executive Vice-President, Fred Weihe; Vice-President, Hazel Weihe; Secretary-Treasurer, William Meeder. SERVICES OFFERED: Program builders, producers, and consultants.

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- Auditions, spot announcements and all associated services.
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151 W. 74th St., New York, N. Y.  
Phone, TRafalgar 7-4695. SERVICES OFFERED: Program production, scripts.

**Syndicated Radio Productions**  

**Telecast Productions, Inc.**  
101—5th Avenue, New York 3, N. Y.  
Phone, ALgonquin 4-4300. President, Myron Zobel; Secretary, E. A. Freeman; Treasurer, William S. Greene, Jr. SERVICES OFFERED: Package shows for radio and television.

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**Time, Inc.**  
9 Rockefeller Plaza, New York, N. Y.  
Phone, Circle 5-4400. Director of Radio Programs Department, Frank C. Morris. SERVICES OFFERED: Transcribed programs, Time Views the News-a-Monday through Friday newscast.

**Transamerican Broadcasting & Television Corp.**  
1 East 54th St., New York, N. Y.  
Phone, PLaza 5-9800. President, John L. Clark. SERVICES OFFERED: Live and transcribed programs.

**Transcribed Radio Shows**  
2 West 47th St., New York, N. Y.  
Phone, Longacre 5-3440. President, M. E. Moore. SERVICES OFFERED: Custom-built shows, spot announcements, production, listener participation, transcribed programs, script writing.

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LOUIS M. HEYWARD  
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*** STAR TIME  
*** SPORTS STAR SPECIAL  
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699
Transvideo Film Productions, Inc.

112 Park Ave., New York 17, N. Y.
Phone, Murray Hill 4-6628-9. Herbert Sandler, President; Ethel Sandler, Vice-President-Secretary; Beatrice P. Cunningham, Treasurer-Production Manager. SERVICES OFFERED: Television film production exclusively. Complete production facilities for agencies and sponsors for television trailers, hitch-hikes and spot announcements as well as complete television programs on films. Television transcriptions produced in accord with the critical technical requirements of Television Film scanning. 24 Hour film coverage for television stations. Television audition transcriptions.

United Press Radio Shows

220 East 42nd St., New York, N. Y.
Phone, Murray Hill 2-0400. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio of news service, news scripts, news research.

United States Recording Co.

1121 Vermont Ave., N. W., Washington, D. C.
Phone, District 1640. General Manager, Joseph Tait; Business Manager, Rhoda Golden; Chief Engineer, John J. Davis. SERVICES OFFERED: Recording and transcription service, script and production service, air checks of domestic and shortwave broadcasts.

Universal Radio Productions

8853 Beverly Blvd., Hollywood 28, Calif. Phone, Crestview 1-5275. Sales Manager, Edmund Johnson; Production Manager and Director, Les Mitchel; Office Manager, Jack Brandt. BRANCH OFFICE, 430 N. Michigan Ave., Chicago, Ill. Phone Superior 3933. SERVICES OFFERED: Complete and open-end transcription service.

Thomas J. Valentino, Inc.

1600 Broadway, New York, N. Y.
Phone, Circle 6-4675. Production Manager, Thomas J. Valentino; Secretary, Elsie G. Valentine; Director, D. J. Valentine. SERVICES OFFERED: Custom transcriptions, recordings on wax or film, sound effects library.

Videor Productions (Div. of Videor Enterprises)

1629 Chestnut St., Philadelphia, Pa.
Phone, Rittenhouse 6378. Franklin O. Pease, General Manager; Al J. Monck, Director of Production. SERVICES OFFERED: Program production, script service, Radio and Television program brokers.

Chick Vincent & Company

509 Madison Avenue, New York, N. Y.
Phone, ELdorado 5-0734. Producer and Director, Chick Vincent; Casting Director, Natalie Ortof; Controller, Seymour Schneider. SERVICES OFFERED: Package producers.

Owen Vinson & Co.


J. Franklyn Viola & Co.

152 West 42nd St., New York, N. Y.
Phone, CHickering 4-3254. Manager, J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs, transcriptions.

WADC Cleveland Studios

241 Euclid Ave., Cleveland, Ohio.
Phones DI. 7571, DI 0056. Partners, James J. Rattay and Paul Faut. SERVICES OFFERED: Production and transmission of foreign-language religious and English programs.

Tom Wallace Radio Productions

366 Madison Ave., New York, N. Y.
Phone, Murray Hill 2-2836. Owner, Tom Wallace. SERVICES OFFERED: Package radio shows.

Ed. J. Weber

156 West 44th St., New York 18, N. Y.
Phone, BRyant 9-6624. General Manager of "Can You Top This?"
CARL WESTER & COMPANY
360 N. Michigan Ave., Chicago, Ill.
Phone, Randolph 6922. President, Carl Wester. SERVICES OFFERED: Program production.

ROGER WHITE
Productions, Inc.
Hotel Beverly, 125 E. 50th St., New York, N. Y. Phone, PLaza 5-3560. Radio Producer, Roger White; Program Director, Marilyn Brant; Talent and Casting Director, Kermit Schafer. SERVICES OFFERED: Complete organization geared to serve agencies in production and presentation of outstanding radio programs.

LOU WINSTON: Radio Producers of Hollywood
908 No. Western Ave., Hollywood 27, Calif. Phone, Hollywood 6506. Owner, Lou R. Winston; Assistant Manager, Miss R. Baxter. SERVICES OFFERED: PM producers, transcribed feature open end productions. Leased for broadcasting to stations, individual shows, a group of shows, or the complete catalogue.

WOLF ASSOCIATES, INC.

WORLD BROADCASTING SYSTEM, INC.
(Subsidiary of Decca Records, Inc.)
711 Fifth Ave., New York, N. Y. Phone, Wickersham 2-2100. President, P. L. Deutsch; Executive Vice-President, A. J. Kendrick; Secretary, Milton Diamond; Treasurer, M. R. Rackmil; Station Relations Manager, A. B. Sambrook; Manager, Program-production, Herb Gordon; Sales Promotion Manager, Steve Girard; Chief Engineer, Charles Lauda, Jr.; Radio Director, John N. Gunn. BRANCH OFFICES: Chicago, 301 East Erie St., Chicago 11, Ill. Phone, Superior 9114. W. C. Hutchings, resident manager; Hollywood 1000. N. Seward St., Hollywood, Calif.

CARTER WRIGHT RADIO TELEVISION STUDIOS
1655 N. Cherokee Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Owner; Patricia Powers, Secretary. SERVICES OFFERED: Transcriptions—all types, production, advertising copy, script service, furnishing writers, directors, producers and talent, both vocal and dramatic-school.

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Acoustic Equipment Company
323 Walton Building, Atlanta, Ga. Phone, Walnut 6714. Owner and Manager, P. C. Bangs. SERVICES OFFERED: Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

Advertisers Recordings Ltd.

Advertisers Recording Service, Inc.
113 West 57th St., New York, N. Y. Phone, Circle 6-0141. (For detailed information see listing under Program Producers).

All-Canada Radio Facilities Limited

Allied Record Mfg. Co.

American Royal Productions
7928 Michigan Ave., Oakland 3, Calif. Phone, Higate 5433. M. Scott Weakley, Manager; M. W. Mungan, Producer. SERVICES OFFERED: Commercial recording and transcription service, dramatized announcements, custom-built shows, fidelity domestic and international short-wave aircheck service.

Arts Recording Studios & Recording Co.
29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. (For detailed information see listing under Program Producers).

Asch Recording Studios
117 West 46th St., New York 19, N. Y. Phone, BRyant 9-3137. President, Moe Asch; Office Manager, M. Distler. SERVICES OFFERED: Off-the-air and off-the-line transcriptions, commercial records, transcriptions, recordings and production.

Associated Program Service, Inc.
25 W. 45th St., New York, N. Y. Phone, Bryant 9-0845. Harry E. Houghton, President and Chairman of the Board; John R. Andrus, Vice-President and Treasurer. SERVICES OFFERED: Transcription Library (vertical).

Associated Radio-Television Productions
11 West 42nd St., New York 18, N. Y. Phone, LO 5-3710. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox.
NBC THESAURUS, NBC SYNDICATED PROGRAMS ... NBC CUSTOM-BUILT RECORDING—three distinct services to the radio industry, advertising agencies and advertisers ... and in all three of these NBC Radio-Recording fields it's easy to recognize the same incomparable talent, casting, directing, engineering and ultra-modern facilities identified with NBC Network shows ... the same unfailing popularity.

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**Allen Roth and the Symphony of Melody**
... brilliant orchestral arrangements ... superb vocals.

**The Jumpin' Jacks with Patti Dugan**
... one of the greatest assemblages of jazz musicians on the air today.

**Music Hall Varieties**
... early and delightful vaudeville arrangements directed by "Professor" Patrick Ciricillo.

**The Salon Concert Players**
Max Hollander and 25 network musicians present concert favorites.

**Norman Cloutier and His Memorable Music**
with 25 outstanding strings of NBC Symphony Orchestra.

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ART VAN DAMME QUINTET WITH LOUISE CARLYLE... the biggest, little musical on record.

FIVE MINUTE MYSTERIES... midget package with a giant punch... clever production pattern.

TOBE’S TOPICS... Tobe, fashion authority, discusses subjects of feminine interest.

MERCER McLEOD, THE MAN WITH THE STORY... dramatizes strange and unusual tales.

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Columbus 5-8552
Audio-Scriptions, Inc.  
1619 Broadway, New York 19, N. Y.  
Phone, Circle 7-7690. Manager, Ezekiel Rabinowitz. SERVICES OFFERED: Recordings and electrical transcriptions at the studio and on-the-spot; library of voices.

G. C. Bird & Associates  
1745 N. Gramercy Place, Hollywood 28, Calif. Phone, Hollywood 3981 and HEmstead 1753. (For detailed information see listing under Program Producers.)

Bost Records Co.  
29 West 57th St., New York 19, N. Y.  
Phone, PLaza 3-8676. (For detailed information see listing under Program Producers.)

Carr & Stark, Inc.  
366 Madison Ave., New York, N. Y.  
Phone, Murray Hill 2-2636. Charles Stark, President; Thomas S. Carr, Vice-President. SERVICES OFFERED: Transcribed programs, individually tailored spot announcements for broadcast purposes; new series of open end syndicated shows for local sponsorship.

Christensen Radio Services  
306 S. Wabash Ave., Chicago, Ill.  
Phone, Webster 7795. (For detailed information see listing under Program Producers.)

Columbia Recording Corporation  
(A Subsidiary of the Columbia Broadcasting System)  
799 Seventh Ave., New York, N. Y.  
Phone, Circle 5-7300. President, Edward Wallerstein; Vice-President and General Manager, Mefford R. Runyon; General Manager, Transcription Department, Robert J. Clarkson; Advertising Manager, James Flora. BRANCH OFFICES: 6624 Romaine St., Hollywood, Calif. Phone, Granite 4134. Manager, Andrew J. Schrade; 410 N. Michigan Ave., Chicago, Ill. Phone, Whitehall 6000. Manager, Girard D. Ellis. SERVICES OFFERED: Recording, processing and manufacture of all types of electrical transcriptions; manufacture and distribution of Columbia and Okeh records.

Consolidated Sound Laboratories  
Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton; Sales Manager, R. C. Shive; Production Manager, Harvey Lamb. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

Continental Engineering Co.  
3880 N. Port Washington Ave., Milwaukee 12, Wisc. Phone, Edg. 8300. President, K. W. Kennedy; Vice-President, A. F. Jurack; Secretary-Treasurer, Anne Blankenheim. SERVICES OFFERED: Commercial recording, distributors of sound and inter-office equipment, and electronic devices.

Patrick Michael Cunning Television Productions—Stage 8  
6530 Sunset Blvd., Hollywood, Calif. Phone, Hillside 5915. (For detailed information see listing under Program Producers.)

Damon Transcription Laboratory & Sound Service  
1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. (For detailed information see listing Program Producers.)

Decca Records, Inc.  
50 West 57th St., New York, N. Y.  
Phone, Columbus 5-2300. President, Jack Kapp; Manager Transcription Division, Edward Strauss. BRANCH OFFICES: Boston, Buffalo, Richmond, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham, Miami. SERVICES OFFERED: Custom-built electrical transcription records. Owners of WORLD BROADCASTING SYSTEM, INC., transcription services, 711 Fifth Ave., New York 22, N. Y.

Disco Recording Co., Inc.  
334 Arcade Bldg., St. Louis 1, Mo. Phone, Chestnut 5937. President, Harry V. Cheshire; General Manager, Gordon Sherman; Chief Engineer, Fred F. Schopf. SERVICES OFFERED: Production of programs and commercial announcements, studio recordings, portable recordings, off-the-line and off-the-air recordings, audition records, phonograph records, open end and package transcriptions.
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Don Lee Productions
5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Radio, Television, FM Producers.)

Eccles Disc Recordings, Inc.
6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. (For detailed information see listing under Program Producers.)

Electro-Vox Recording Studios

B. Ellis Associates Radio Productions
11 East 44th St., New York 17, N. Y. Phone, MUrray Hill 2-7662-3. (For detailed information see listing under Program Producers.)

Empire Broadcasting Corporation
480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. (For detailed information see listing under Radio, Television, FM Producers.)

Essex Broadcasters, Inc.
3300 Union Guardian Bldg., Detroit 26, Mich. Phone, Cadillac 7200. Manager-Director, J. E. Campeau; Engineer, Robert Henderson. SERVICES OFFERED: Transcriptions.

Exclusive Radio Features Ltd.
14 McCaul St., Toronto 2B, Ont., Canada. Phone, ADelaide 5112. President, George W. Halnan; Manager, Alfred J. Lewis. SERVICES OFFERED: Instantaneous recording, tailor made spots, or shows, script writing. A transcription service, The United Transcribed System, subscription list of 37 Canadian Radio Stations, Syndicated Shows available for sponsorship.

Carl Fischer Inc. Miracoustic Recording Studios
119 West 57th St., New York 19, N. Y. Phone, CIircle 7-2965-6-7. Fred Herbert-Oettgen, Recording Director; Walter W. Voss, Chief Engineer; Hal Michael; Asst Director; Robert Scheuing, Sales Promotion; Max Rittershausen, Branch Manager, Carl Fischer, Inc. SERVICE OFFERED: Professional and personal studio recordings, Electrical transcriptions, sound library, prop dept., off-the-air and off-line recordings, copies and master recordings, 2 studios, Western Electric and Presto equipment, Orthacoustic, CRS, NAB, location recording in or outdoors, Day-Night-Sunday service, Emergency Telephone: REgent 4-2190.

Frankay & Jackson
48 West 48th St., New York, N. Y. Phone, LONgacre 5-0242. President, Harry Jackson; Vice-President, Frank Fay. SERVICES OFFERED: Transcription, off-the-air recordings, pressings, rehearsals, all studio facilities.

General Broadcasting System
Rockefeller Bldg., Cleveland 13, Ohio. Phone, Prospect 4900. (For detailed information see listing under Program Producers.)

Harry S. Goodman Radio Productions
19 East 53rd St., New York, N. Y. Phone, WICKersham 2-3338-9. (For detailed information see listing under Program Producers.)

Donald C. Hallenbeck
562 Broadway, Albany, N. Y. Phone, 3-7724. Owner, Donald C. Hallenbeck; SERVICES OFFERED: Studio recordings, transcriptions, off-the-air recordings.

George Heid Productions
132 Seventh St., Pittsburgh, Pa. Phone, GRant 3696. (For detailed information see listing under Program Producers.)

William F. Holland Agency
Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. (For detailed information see listing under Program Producers.)

Lu Howard Radio Productions
1674 Broadway, New York, N. Y. Phone, CIircle 6-4268. (For detailed information see listing under Radio, Television and FM Producers.)
C. P. Mac Gregor

HOLLYWOOD 5, CALIF.

710
Intercontinental Engineering Equipment Co.
101 Park Ave., New York 17, N. Y.
Phone, CAledonia 5-7530. Mark E. Rosenstock, operator. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

Harry R. Jacobs Productions
8820 Sunset Blvd., Los Angeles 46, Calif. Phone, Crestview 5-2871. President, Harry R. Jacobs; Sales Manager, Bernice Lawrence.

Jimmy Jones Recording Studios
(Affiliated with Carter Wright Radio Television Studios)
1655 N. Cherokee Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Jimmie M. Jones, Manager. SERVICES OFFERED: Professional, commercial, and home recordings. Complete broadcast facilities, recordings by air or direct line from Radio Central; specializing in re-recording and special effect records.

Kasper-Gordon Studios, Inc.
140 Boylston St., Boston 16, Mass.
Phone, Devonshire 7557. Edwin H. Kasper, President-Production Manager; Aaron S. Bloom, Treasurer-Commercial Director. SERVICES OFFERED: Recording studios, air checks, talent, custom-built shows (live and transcribed), jingles, spots, syndicated open-end shows on discs, musical library, production, scripts.

Kermit-Raymond Corporation
8 East 52nd St., New York, N. Y.
Phone, ELdorado 5-5511. (For detailed information see listing under Program Producers.)

Keystone Broadcasting System, Inc.
580 Fifth Avenue
New York, N. Y.
Phone, LOngacre 3-2221

President Michael M. Sillerman
Vice-President Arthur Wolf
Vice-President William Wolf
Secretary-Treasurer Sidney J. Wolf
Asst. Secretary Joseph Bayer

Offices
580 Fifth Ave., New York, N. Y.
Phone, LOngacre 3-2221

President Michael M. Sillerman
Director of Station Relations, Mort Adams
Sales & Promotion Consultant Alvin Austin
Statistician Irene Douglas
Office Manager Rosita Seale
Account Executive Albert F. Dykes
Account Executive Noel Rhys

134 North La Salle St.
Chicago, Ill.
Phone, State 4590
Secretary-Treasurer Sidney J. Wolfe
Account Executive Elizabeth M. Mueller
Western Sales Manager Naylor Rogers

6331 Hollywood Blvd.
Hollywood, Calif.
Phone, Hempstead 5338
Program Director Ralph W. Harker

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering beyond-Metropolitan markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 210 affiliated stations. The network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the beyond-Metropolitan markets intensively, in a single transaction, by means of electrical transcription. The System offers its facilities in block network time periods from one hour down to five minutes, and also makes available announcement periods down to twenty-five word length.

KMTR Recording Studios
(Recording Division—KMTR)
1000 Cahuenga Blvd., Hollywood 38, Calif. Phone, Hillside 1161. Gen. Mgr., K. O. Tinkham; Recording Manager, Lyman M. Smith; Recording Engineer, Rex D. Kepple; Asst. Recording Engineer, Karl Bonawitz, Jr. SERVICES OFFERED: Complete recording and transcription service including masters and pressings, studio recordings, two mobile units operating on self-contained D.C. current as well as exterior A.C.

The W. E. Long Company
155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. L. R. Wolfe, President; E. J. Sperry, Director of Radio; Robert
S. Graham, Supervisor Syndicated Transcriptions. SERVICES OFFERED: Transcribed radio shows, musical library, script shows, telephone-money shows, transcribed spot announcements for wholesale bakery accounts and radio stations. All services are performed for local independent bakers and local independent radio stations only.

C. P. MacGregor
729 S. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. (For detailed information see listing under Program Producers.)

The Ted Mack Company
4 E. 53rd St., New York 22, N. Y. Phone, Plaza 5-3285-6-7. Owner-Manager, Ted Mack; Associate, Arnold Rittenberg; General Sales Manager, Vernon B. Gray; Writers, Virginia McGlynn, Elliott Curtis; Producers, Ted Mack, Paul La Porte: Musical Director, John Gart. BRANCH OFFICE: 22 Huron St., Toledo, Ohio, Phone, Main 1863, Paul Spor, Ohio Rep. SERVICES OFFERED: Novelty spot announcements. Transcribed: dramatic, strip, musical and variety shows. Scripts and ideas submitted to conform with any specified requirements.

Major Records Company
1800 Broadway, New York, N. Y. Phone, Circle 6-4675 and 4676. President, Thomas J. Valentino; Secretary, Elsie F. Valentino. SERVICES OFFERED: Sound-effect record library.

McDonald Recording & Engineering Service
415 N. Harper St., Los Angeles, Calif. Phone, Wyoming 0302. Manager, Clifford C. McDonald; Engineer, M. Hamilton Collins. SERVICES OFFERED: Recording, transcriptions, air-checks, recording studios.

Mercury Recording Studios
232 E. Erie St., Chicago, Ill. Phone, Delaware 4786. Owner, Jack Brinkley; Studio Manager, Maxine M. Brinkley. SERVICES OFFERED: Commercial and private transcriptions and recordings for audition and broadcast. Instantaneous acetates and pressings. Complete open-end shows for local and regional sponsorship. Scripts. Production service.
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Calif. Phone Graystone 8700. Manager, Robert Z. Morrison. SERVICES OFFERED: NBC THESAURUS (musical program service); NBC SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows, etc.); NBC CUSTOM-BUILT PROGRAMS (for regional and national spot advertisers); Reference, audition or off-the-line recording for advertisers, agencies or talent, NBC Orthoacoustic transcriptions.

Eugene P. O’Fallon, Inc.
Albany Hotel, Denver 2, Colo. Phone, Keystone 0178. Manager, Gene O’Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

Pearl-Tone Recording Studios
309 Plymouth Bldg., Des Moines 9, Ia. Phone, 3-3626. Proprietor, Sidney J. Pearlman; Recorder, Joseph Gering; Production, Rose Adler; Music, Helen Gale. SERVICES OFFERED: Air-checks, recording, dubbing, transcriptions.

REEVES SOUND STUDIOS INC.
1600 B’way, New York 19, N. Y. CIRCLE 6-6686

Complete Film and Disc Recording Facilities
Peterson Radio Productions
1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. (For detailed information see listing under Program Producers.)

Ralph L. Power
767 Castelar St., Los Angeles 12, Calif., Phone, Mutual 5277. Ralph L. Power, Owner. BRANCH OFFICE: 210 W. 7th St., Los Angeles 14, Calif., Phone, Madison 4221. SERVICES OFFERED: Exporter and importer of transcribed programs and script.

Premier Radio Enterprises, Inc.
3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Dealoge, President and Treasurer; John G. Cella, Vice-President; Wilson Dalzell, Secretary and Assistant Treasurer; Rollie R. Williams, Production Manager. SERVICES OFFERED: Recording and producing of custom-built transcriptions, phonograph records, wax and film recordings, sales presentations.

Press Association, Inc.
(A. P. Radio Productions)
50 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-7363. William J. MacCambridge, General Manager; Oliver Gramling, Assistant General Manager; Paul Girard, Executive Producer; Alexander Leftwich, Jr., Director. BRANCH OFFICES: Offices in 100 principal cities. SERVICES OFFERED: Network, Local and transcribed programs.

George Logan Price, Inc.
946 South Normandie Ave., Los Angeles 6, Calif. Phone, FDeral 7372. George Logan Price, President; S. M. Lauch, Sales Manager. SERVICES OFFERED: Transcribed shows, custom-tailored scripts, casting, production, commercials.

Radio Features of America
37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers.)

Radio Producers of Hollywood: Lou R. Winston

Radio Recorders

Radio Recording Studio
Boston Bldg., 443 S. Fourth St., Louisville 2, Ky. Phone, Jackson 7808. George Wiederhold, Manager. SERVICES OFFERED: Recording service, off-the-air checks, program production, talent booking, vocal and speech instruction for radio.

Radio Recording Studios
1244 Carmen Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings, portable recordings, air-checks.

RCA-Victor Division, Radio Corporation of America

Reeves Sound Studios, Inc.
1600 Broadway, New York, N. Y. Phone, CIRCLE 6-6886. President, Hazard E. Reeves; Chief Engineer, Lyman J. Wiggin; General Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, W. R. Hicks, Charles Campbell, Albert Gramaglia. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, location recording, film synchronizing, complete film recording services.
**Rockhill Radio**

18 East 50th St., New York, N. Y. Phone, Eldorado 5-1860. Stanley J. Wolf, President; Everett Rosenthal, Recording Manager. SERVICES OFFERED: Recording facilities of all kinds. Studio and off-the-line work a specialty.

- **G. Schirmer, Inc.**
  3 East 43rd St., New York, N. Y. Phone, MURray Hill 2-8100. President, Gustave Schirmer; Secretary, Helen Fitzpatrick; Chief Recording Engineer, R. V. Hyndman; Recording Engineer, Hugh Gunther; Accompanist-Coach, Ruth Baldwin. SERVICES OFFERED: Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

- **Script Associates**
  822 S. Park View, Los Angeles, Calif. Phone, C-5978. (For detailed information see listing under Program Producers).

- **Sellers, Inc.**
  912 Commerce St., Dallas, Texas. Phone, C-5978. (For detailed information see listing under Program Producers).

- **Service Programs**
  535 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 6-5489. (For detailed information see listing under Program Producers).

- **SESAC, Inc.**
  475 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. SERVICES OFFERED: Licensing use of copyrighted music, Transcription Library, Syndicated transcribed tailor-made programs for advertisers.

- **Harry Smith Recordings**
  2 West 46th St., New York, N. Y. Phone, MEdallion 3-2996. Owner-Recording Engineer, Harry Smith; Manager, Robert E. Scheuing. SERVICES OFFERED: Transcription, air checks, off-the-air and studio recordings, commercial records and portable recording facilities.

**Sound Recording Service**

76 Brookwood Rd., Rochester 10, N. Y. Phone, Culver 5548. Manager, George S. Driscoll. SERVICES OFFERED: Broadcast and audition recordings and transcriptions, air-checks.

**Sound Studios, Incorporated**


**Standard Radio**


**Studio & Artists Recorders**

6107 Sunset Blvd., Hollywood, Calif. Phone, Hillside 8241. General Manager, Mack Finston; Engineer, Jerry Hayman; Assistant Manager, Iva W. Case. SERVICES OFFERED: Studio recordings, air-checks, line-checks, transcriptions.

**Syndicated Radio Productions**

L. S. Toogood Recording Co.  
(Also known as Chicago Recording Co.)  
221 N. La Salle St., Chicago, Ill. Phone, CEntral 5275. President, L. S. Toogood; Secretary, Jane Fogelsanger. SERVICES OFFERED: Manufacture of electrical transcriptions.

Tel-A-Recordings, Inc.  

Transcribed Radio Shows  
2 West 47th St., New York, N. Y. Phone, LONgacre 5-3440. M. E. Moore, President; E. Mack, General Manager; Buddie Moore, Assistant to president. SERVICES OFFERED: Custom built Radio Programs, spots and jingles. Syndicated shows for any sponsor available.

Transtudio Corp.  
473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (For detailed information see listing under Program Producers).

United Broadcasting Co.  
201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Matthew Hoffman. SERVICES OFFERED: Transcriptions, studio program production, off-the-air and off-the-line recordings, spot announcement service, mobile recordings.

United Transcribed System  
14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, John H. Part. SERVICES OFFERED: Transcriptions, phonograph records, scripts, production.

Universal Music Co.  
1203 S. Main St., Los Angeles, Calif. Phone, PRespect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings and air check.

Universal Recording Co., Inc.  
1270 Sixth Ave., New York, N. Y. Phone, Circle 5-4895. Office Manager, Vera Maillet; Recording Manager, R. M. Baruch. SERVICES OFFERED: Transcriptions; off-the-air and off-the-line recordings; master and studio recordings; audition records.

Thomas J. Valentino, Inc.  
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Ascap, as a symbol of quality, makes available to its licensees the finest repertoire of popular, folk, serious and religious music.

And, through its affiliation with the leading foreign performing right societies, ascap provides the foremost musical works of all nations.

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The American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York 20, N. Y.
THE American Society of Composers, Authors and Publishers, the leading performing
right society in the United States, is an unincorporated, non-profit, voluntary asso-
ciation. The Society, which is the oldest American performing right society, has a total
membership of 1,707 writers and 234 publishers; during the past year 91 writers and
20 publishers have become active members.

During 1945 the Society renegotiated contracts with the leading performing right
societies of Europe, and was also successful in obtaining agreements with Latin-
American societies. In this way Ascap continues to provide a richer and more compre-
hensive repertoire of music, not only of the native American field, but also the music
of other nations.

The Society has completed its first year of licensing in the symphonic, concert and
recital field. In accordance with its regular policy, it is the goal of the Society to
provide through its licensing activities in this field of music, sufficient financial encour-
agement to those talented men and women writing the serious music of our country,
so that they may continue in their chosen profession.

The Members of the Society have, during 1945, turned over to Ascap their television
rights. Although these rights have yet to be fully defined, it is the conclusion of the
membership that their society act on their behalf in obtaining whatever rights accrue to
them.

On December 9th the Society, through the cooperation of the Electric Hour and the
Prudential Family Hour, paid tribute to the memory of its beloved member, the late
Jerome Kern. The program, which was headed by Oscar Hammerstein II, included
Nelson Eddy, Bing Crosby, Judy Garland, Hildegard, Patrice Munsel, Dinah Shore,
Frank Sinatra, Jack Smith, Earl Wrightson, and the orchestras of Robert Armbruster
and Al Goodman. No finer tribute could be paid to the memory of a music man than the
one which President Harry S. Truman sent to Oscar Hammerstein II in the following
wire, which was read over the CBS Network:

"I am among the grateful millions who have played and listened to the music of
Jerome Kern, and I wish to be among those of his fellow Americans who pay him tribute
today. His melodies, surviving him, will live in our voices and warm our hearts for
many years to come for they are the kind of simple, honest songs that belong to no time
or fashion. The man who gave them to us has earned a lasting place in his nation's
memory."

The following are the officers of the Society: Deems Taylor, president; Gustave
Schrimer and Oscar Hammerstein II, vice presidents; George W. Meyer, secretary;
Donald Gray, assistant secretary; J. J. Bregman, treasurer; Irving Caesar, assistant
treasurer; Schwartz & Frohlich, general counsel.

The twenty-four directors are: Stanley Adams, Fred E. Ahlert, Louis Bernstein,
Saul Bornstein, J. J. Bregman, Gene Buck, Irving Caesar, Max Dreyfus, Walter S.
Fischer, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John
Robbins, Richard Rodgers, Lester Santly, Gustave Schirmer, Herman Starr and Deems
Taylor.

The administrative officers are John G. Paine, general manager; Herman Green-
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troller; Richard F. Frohlich, director of public and customer relations; Herman
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Scope: The AMP repertoire, representing 45 U.S. and European catalogs, has now been increased to include 500,700 titles, of which approximately 18,700 are copyrights. Copyright registration in Washington is in the name of AMP as owner. Ranging from symphonic works to dance music, including concert works for ensemble, solo instruments and voice, its repertoire constitutes a flexible and rich source of distinctive music for radio program builders.

AMP licenses: Licenses cover performing rights, “small” (i.e., strictly musical) and “grand” (i.e., musical-dramatic.) AMP’s radio license is unique in that it covers “small” and “grand” rights under a single fee. The radio license stipulates that: (1) the monthly fee shall be equal to a station’s highest quarter-hour rate card; (2) that AMP will sell the licensee any music (covered by the license) which is for sale, and rent such music as is not for sale; (3) that AMP will indemnify the licensee against claims arising from the use of music covered by the license.

AMP licensees: The national networks, the principal regional networks and most of the important independent radio stations are holders of AMP licenses.

AMP headquarters: 25 West 45th Street, New York City. Telephone BRyant 9-0845. Cable address: MUSICPUB—NEWYORK.

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<td>Bluestone-Bernard Music Publishers</td>
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<td>Arrow Music Press, Inc.</td>
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<td>Art Melody Studios</td>
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<td>Artistic Songs</td>
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<td>Cheatham, Frederick C.</td>
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<td>Brent, Stanford F.</td>
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<td>Bagot, Frank</td>
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Cochran, Wally
Cole Corporation, M. M.
Cole, Jonnie
Collins, Francis Joseph
Collwill Corporation
Columbia Music Publishers
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Commercial Music, Inc.
Commonwealth Music Co.
Concert & Radio Music Co.
Connell-Wilkins
Continental Music Company
Continental Music Publications Co.
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Cooper Music, Inc.
Connelly, James P.
Cornell Music Company
Coronet Songs
Country Music
Covais Music Co.
Crestwood Publications
Cridland, Dorothy
Crocker, Al
Crokin, Patrick A.
Crosby, Everett N., Ltd.
Crosley, Marshall, Publishing Co.
Cross & Winge (American Music, Inc.)
Cross Music Company
Cross, Samuel Avery
Crossroads Music Co.
Crowe, Edward
Crowe, Edward, and Pyle, Pete
Crowell, Beulah
Crowell Music Pub.
Crown Music Co., Inc., Ltd.
Crown Music Company
Croxtone Pub. Co.
Cundy-Bettony Company, Inc.
Daniels Music Publishing Co.
Dan-Pell Songs
Darrell, Jack Music Publishers
Davidson & Maxon Music Publishers
Davis, Glenn S.
Davis, Louis A.
Davis & Ostergard
Dawn Music Co.
De Cimber Music Pub.
De Metris Music
De Santis, Francis
Debin Music Company
Del Cal Theatres, Inc.
Dellon, Harold Music Co.
Deluge Music Co.
Dependable Publications
Derby Tunes
Desmoni, Martin J.
Deutsch, Ruth
Devoe, Jack
Dexter, Al, Music Publishing Company
Dexter, Al & Paris, James
Diamond Music Company
Dinehart Music Co.
Dixie Music Publishing Company
Doak, Charles A.
Dolan, Ann
Doraine Music Publishing Co.
Dorset Publications
Dot Music Publishers
Douglas Publishing Company
Downey & Szama
Drake, Ethel
Dream Music
Dreamo Music Publications
Du Val Music Publishing Co.
Dube, J. Emile
Duckworth, Daisy
Duren, Hubert E.
Dynamic Music Company
Earle, William P. S.
Eastern Music Publications
Eastern Publications
Ecmma Music Company
Echoes Of Victory Music Publishing Company
Edgin, G. W.
Elite Music, Inc.
Elliott, Lewis
Embassy Music Corp.
Emcée Publishing Company
Empire Publishing Company
Encore Music Publications, Inc.
Englewood Music House
Enos, Clyde
Enterprise Publications
Esquire Music Co.
Essex Music Publishing Co.
Eternity Publications
Excelsior Music Publishing Co.
Fanataska Music Publishing Co.
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Feast and Hoffman
Fehrenbaker, Mona
Feiler, Maurice
Fifer, C. Arthur
Fillerdelphia Music Company
Film Music Producers
Fine Songs
Fletcher Publishing Company
Florida Music Co.
Follo Music Co.
Focks, Pauline
Ford Music, Inc.
Forest Glen Music Publishers
Forzi, Frank
Foster, Robert E.
Fountain Music Company
Fox-Maya Music Company
Fragos-Moore, Incorporated
France Music, Inc.
Franciosa Song Publications
Franco-American Publications
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Freed & Hall Music Publishers
Freeman, A. E.
Freeman Associates
Freeman Music Company
Frequent Publications
Frey, Fran & Company
Friedley, Lowell G. & Company
Friedman, Arthur
Friedman, Isidor G.
Frisch, Frank L.
Frye-Ryan-Frankel, Inc.
Fumea, Tom
G. & W. Music Publishers, Inc.
G. D. S. Music Publishers
G. M. S. Music Publishing Co.
G. V. C. Music Publishing Co.
Gaal, Charles J., & Co.
Gabler, C. J.
Gaertner, Herb V.
Gait-Way Music Company
Gale, Bill
Gamma Music, Inc.
Gardner, J. C.
Gehrmans, Carl Music Forlag
General Music Publications
Gil-Rod Music Publishing Co.
Girardi, Joseph
Giurnarra, Minnie
Glen Publishers
Globe Publications
Golden Melody Music Company
Golden Tune Publishers
Goldstein, Maurice
Graham, Gaston
Gordon Music Publisher
Graham Music Company
Great Western Music Co.
Greater New York Music Corp.
Green Music Publications
Greene-Revel, Incorporated
Greenwood, Livingston
Grimes Music Publishers
Grum, Matthew W., Jr.
Grunes, David J.
Guinand, Clinton
Gussie, Adeline T.
Guy Publishing Company, The
Habeestro, Albert W.
Hains, P. L.
Halmac Co.
Hankins, Holmes, Pub.
Hanna & Co. Music Compositions
Harding, Frank Music House
Hardtner, Alice D.
Hargrow, Paul S.
Harmony House
Harmony Music Publishers
Harrington, Clare
Harris & Lane Publications
Hartmann & Van Horn
Haun, Dal E. Company
Hawaii Conservatory Pub. Co.
Hawkins, Leland R.
Hay, Bob
Herrold, Lloyd
Hicks, Alberta K.
Hill, Christine
Hill Music Publishing Company
Hilliard-Currie Music Publishers
Hills, Johnny
Hinds, Hayden & Eldredge, Inc.
Hines, John
Hippensiel, Harold F.
Hit Parade Publications
Hoffman, Carrie
Holdsworth, Elmer
Hollywood Hit Publishers
Hollywood Melody Publishing Company
Hollywood Music Sales
Hopkins, Earle C.
Horan, Nell
Horoscopes In Song
Horvath, Joseph
House Of Carleton
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Howard, Jack Publications
Hub Publishing Company
Hughes, Harold F.
Humphries, Bruce, Inc.
Hunter's Music House
Huttig, Charles M.
Hynnes Music Co.
Ideal Music Publishing Co.
Ieldson, Harry
Immortal Music Publishing Co.
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Inco Music Company
Independent Music Publishers
Indigo Music, Inc.
Ineman, James
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Jahnke Publishing Company
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Jill Music Co.
Jo-Ann Music Company
Johnson, Claude
Johnson, Elizabeth
Johnson, Harry H.
Jones, J. Grayson Music Co.

Joseph Music
Kammen, J. J., Music Company
Kampas, Wm. T.
Karch, Hank
Karr, Jerome J.
Kaymusic Publishers
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Keller, Leo D.
Kelly Music Publications
Kelly, William A.
Kelton-Romm Music Company
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Kessel, George J.
Key City Music Publishing Co.
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Keystone Music Co.
King-Del Music Publishers
Kinkade's Songs
Knight Publishing Co.
Knobloch, M. H.
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Krygier, Joseph
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Lynn, E. A., Publishing Company
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MacFarlane, Thomas M.

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Magnolia Music Company
Majestic Music Co.
Mallory Music Publications
Maloney, William
Mandeville, Loretta
Manhattan Music Company
Mank's, Chaw, Blue Ribbon Music Co.
Manning Music Co.
Marchant, J. C., Publications
Marcy, Victor
Maresh Music Company
Marino Music Co.
Marion and Son Publishing Co.
Marks, Edward B., Music Corp.
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Martin, Jack "Tex"
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Mayhams Music Company
Mayo Music Corp.
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McClaren, Everett F.
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McDonald Music Company, The
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Med-Rik Music Publishing Company
Mellow Music Publishing Company
Mele Music Co.
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Melody Lane, Inc.
Melody Moderne, Inc.
Melody Music Company
Melody Music Publications
Melody Song Bureau
Memorie Music Publishing Co.
Memphis Music Publishers, Inc.
Mercury Music
Merico Music Company
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Miami Music Publishers
Micor Publishing Company
Millburn Music Publishers, Inc.
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Miller-Grau
Mode Music Publishing Co.
Modern Melodies Publishing Co.
Modern Standard Music Co.
Monarch Music Company
Monroe Music Company
Moon Ray Music Publishers
Morrison & Ewing
Motor City Music Publishers
Mount Vernon Publications
Mountain Music Company
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Movieland Music Publishers
Mullin, Mary J.
Murray Music Company
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Music-Makers Publishing Co.
Musico
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National Association For Blind Composers, Inc.
National Association of Broadcasters
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Nationwide Songs, Inc.
New Era Music Corporation
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Normay Music Company
Oahu Publishing Company
Oriole Tunes
Out West Music Publisher, The
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Pacific Music Publications
Paty Publishing Company, The
Pearl Music Company, Inc.
Peer International Corporation
Peerless Music Publishing Co.
Phono-Tunes Music Company
Plamor Music Company
Pnd, Frank Music Company
Pargie, Debin & Friedman, Inc.
Portland Music Company, The
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Preview Music Co.
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R. R. Publishers
Radio Music Company (Cal.)
Radio Music Publishers
Rainbow Music Publishers
Ray Music Publishing Company
Record Music Publishing Co.
Regent Music Corp.
Remarque Music Publishing Co.
Republic Music Corporation
Rhapsody Publications
Rialto Music Publishers
Richmond Melodies
Richter, Dr. William B.
Ricordi, G., & Co.
Rion, Johnny
Rousseau Publishing Co.
Royal Music Publishing Company
Ruby Music Co.
Rudell Music Publishing Co.
Salamanca Music Pub.
Scala Music Publishers
Scheuerle Bros. Music Publishers
Schilling, Arthur E.
Schirmer, E. C., Music Co.
Schumann Music Company
Shattuck Publishers
Shelby Music Publishing Co.
Sheldon-Mitchell Publishing Corp.
Shelhamer, Ben., Jr.
Shermack Company
Siegel & Dahle
Simmons, Ross Publisher
Singer, Murray Music Publishing Co.
Singmore Music Publishers
'Skylark Songs
Smith, Jerry
Society Of Jewish Composers, Publishers and Songwriters
Song Shop, The
Song-Tex Music Company
Standard Publications
Stark Music Printing Company
Starlight Music Company
Steele, Ted Publishing Co.
Stern, Jos. W., & Co.
Steven, Arthur Publications
Stover Music Company
Stratton, A. D., Music Co.
Striplin, Mary A.
Stroube, Walter A.
Sun Ray Music Publishers
Sunnyside Music Publications
Sunshine Music Company
Superior Melodies Publishing Co.
Sweet Music Publications
Swing Music Publishers
Symbolic Music Publishing Co.
Syncopation Songs
Syndicate Music Publishers, Inc.
Tait-Douglas, Frederick
Tele-Mus Publishing Company, Inc.
Televise Music Company
The "440" Music Publishing Company

Three Boys Music Company, The
Tiffany Music Co.
Timberland Publishing Co.
Time Music Co.
Times Square Music Co.
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Tomkins, Clarence F.
Tomkins, Clarence & Cuff, Paul
Trans-America Music Publishers
Transatlantic Music Company
Transradio Music, Inc.
Treasure Chest Publications
20th Century Music Publishers
Tyrone Publications
U. S. and International Music Pub.
U. S. Music, Inc.
United Music, Inc.
University Music Co.
Urban Publications
Valentine Music Publications
Valiant Music Company
Van Brunt Publishing Company
Vance Music Company
Vanguard Songs
Variety Music Company
Vee Bee Music Co.
Vernon Music Publishers
Vistor Publishing Company, Inc.
Victory Music Company
Wabash Music Company
Wade, Franklin, Publications
Waldorf Music Company
Warner Studio
Washburn, Rozella T.
Waters Music Publishing Co.
Webster Music Company
Wemar Music Corporation
Wesjay Music Corp.
West Coast Music Publishers
West Phila. Music Centre
Westmore Music Corp.
Westmount Music, Inc.
White Way Music Company
Whitney, F. E., Publications
Williams & Williams
Willis-Woodward Music Co.
Wilson Publishing Co.
Winters, Leo., Inc.
Witro Music Publishing Co.
Wizell, Murray Music Company
Woodland Music Company
Woods Music Co.
World Wide American Classics
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Wright Publishing Company
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Our plans for further advancement in 1946 and the years to come are motivated by our pledge for better service to the Entertainment Industry with greater production of "The Best Music In America."
Accordian Music Publishing Co.; New York
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Deiro, Pietro
Albright Music Company (See National Music Company, Inc.)
Alford, Harry L.; Chicago
Alkire Publications, Eddie; Easton, Pa.
Altschuler, J. (See "P.W.P.")
Arct, M.; Warsaw
Ashmall Company, Wm. E. (See McLaughlin & Reilly Co.)
Augsburg Publishing House, Minneapolis, Minn.
Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
Barnes, A. S., and Company, Inc.; New York
Barnhouse Company, C. L.; Oskaloosa, Ia.
Barwicki, K. T. (See "P.W.P.")
Beirly Company (See Chart Music Publishing House, Inc.)
Bendix Publishing Corp. (See National Music Co., Inc.)
Berge Music Co. (See McLaughlin & Reilly Co.)
Braun, Hubert J.; Chicago
including:
Braun Music Co.
Braun Organization, The
Broadcast Music Publishers (See National Music Company, Inc.)
Brumley, Albert E.; Powell, Mo.
Bryant Music Company; New York
Calbo, N.; Barcelona (compositions as per list issued)
Capitol Music Co. (See National Music Company, Inc.)
Catholic Music Co. (See McLaughlin & Reilly Co.)
Central Music Co. (See Ramsey, Will M.)
Chart Music Publishing House, Inc.; Chicago
including:
Beirly Company, Alfred
Coanacher, B.
Huffer, Fred K.
Littig Music Publishing Co., Frank Warde, Harry
Warner, F. Eugene
Western Accordion Music Company
Clef Music Co.; New York
Coanacher, B. (See Chart Music Publishing House, Inc.)
Composers Press, Inc., The; New York
Concord Music Publishing Co., Inc.; New York
Culla, Antonio; Barcelona (compositions as per list issued)
Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
Deiro, Pietro (See Accordian Music Publishing Co.)
Denison & Company, T. S.; Chicago
Di Bella, O.; New York
Do Re Mi Fa Casa Editora de Musica (See Ediciones Internacionales Fermata)
Ediciones Fermata (See Ediciones Internacionales Fermata)
Ediciones Internacionales Fermata; Buenos Aires (South American Publications)
including:
Ediciones Musicales Pampa
Do Re Mi Fa Casa Editora de Musica
Ediciones Musicales Pampa (See Ediciones Internacionales Fermata)
Ediciones Rodoch (C. Rodriguez); Bilbao (compositions as per list issued)
Ediciones A. Urmeneta; Barcelona (compositions as per list issued)
Edition "Jastrzab" (See "P.W.P.")
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Rudnickiy, Walery
"W.J.R."
Rzepecki, J.
Editions "Olympia" (See "P.W.P.")
Edition Pro Arte (See "P.W.P.")
Eulenburg, Ltd.; Ernst; London
Fairbank Company, H. W. (See National Music Co., Inc.)
Fermata (See Ediciones Internacionales Fermata)
Ferrill, J. W. (See Quartet Music Company)
Firm Foundation Publishing House; Austin, Tex.
including:
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Gebethner & Wolff; Warsaw
Georgi & Vitak Music Co. (See Vitakelsnik Co.)
Gilbert Music Company (See McLaughlin & Reilly Co.)
Gornston, David; New York

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Gospel Music Publications (See Hathaway, Franklin Earl)
Grantzowsky, F.; Warsaw

Haberer-Helasco, Hermann; Madrid-Lisbon
including:
Soluunastra Publications
Hall Music Co., The; Maryville, Tenn.
Hall & McCreary Co.; Chicago
Hanson, E. Eddy (See National Music Company, Inc.)
including:
Harmonie Publications, Rondo Publications
Hart's Music Company (See National Music Co., Inc.)
Hartford Music Co., The; Hot Springs, Ark.
Hathaway, Franklin Earl, Music Publisher; Chicago
including:
Gospel Music Publications
Helasco (See Haberer-Helasco)
Henson Music Publisher, J. M.; Atlanta, Ga.
including:
Morris-Henson Music Co.
Southern Music Flute Co.
Hoffman Company, Raymond A.; Chicago
Holbrooke, Josef (See Modern Music Library)
Huffer, Fred K. (See Chart Music Publishing House, Inc.)

Idzikowski, Leon., Warsaw
Idzikowski, M., Warsaw

Jastrzab (See Edition “Jastrzab”)
Jewell Music Co., Fred; Worthington, Ind.

Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
Kelman Music Corp.; New York
King Music House, Inc., K. L.; Fort Keene, Inc., Hank; South Coventry, Conn.
Dodge, Ia.
Kjos Music Co., Neil A.; Chicago
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Max and Beatrice Krone
Krachtus, John; Chicago
Krone, Max & Beatrice (See Kjos Music Co.)

Lebendiger, Henryk (See Ediciones Internacionales Fermata)
Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)
Liturgical Music Company (See McLaughlin & Reilly Co.)
Liturgical Music Press, Inc.; New York
McLaughlin & Reilly Co.; Boston
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John Singenberger
Otto Singenberger
Gilbert Music Company
Modern Music Library, Josef Holbrooke; London
Mora, Jose; Barcelona (compositions as per list issued)
Morris-Henson Music Co. (See Henson Music Publisher, J. M.)
Music Press, Inc.; New York
Music Products Corporation (See Pallma Music Products)

National Music Co.; Fort Worth, Texas
National Music Co., Inc.; Chicago
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Bendix Publishing Corp.
Broadcast Music Publishers (See E. Eddy Hanson)
Capitol Music Co.
Fairbank Company, H. W.
Hart’s Music Company
Popular Music Publications
Select Music Company
Standard Music Co. (See Eddie Hanson)
Standard Songs (See Eddie Hanson)
Windsor Music Company
also including compositions taken over from:
E. Eddy Hanson
Nattrass-Schenck, Inc., New York
Network Music Publishers (See Top Music Publishers, Inc.)
Nowa Scena; Warsaw

Olympia (See Editions “Olympia”)
Orduna, Leopoldo; Barcelona (compositions as per list issued)

Pagani, O., & Bro.; New York
Pallma Music Products; Chicago
including:
Pallma Music Publisher, Frank
Music Products Corporation
Panella, Frank A.; Pittsburgh, Pa.
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 Wspolczes.
Nej; Warsaw (See “P.W.P.”)
SESAC PUBLISHERS

Popular Music Publications (See National Music Co., Inc.)
Pro Arte (See Editions Pro Arte)
“PWP” Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw
Quartet Music Company; Fort Worth, Texas
including:
J. E. Thomas
A. O. Thomas
J. W. Ferrill
Radio City Guitar Studio; New York
Ramsey, Will M.; Little Rock, Ark.
including:
Central Music Co.
Ramsey & Parker (See Firm Foundation Publishing House)
Revival Music Company, The; Searcy, Ark. including:
Walls, W. M.
Rodoch (See Ediciones Rodoch)
Rodriguez (See Ediciones Rodoch)
Rondo Publications (See Harmonia Edition)
Rudnicki, Walery (See Edition “Jastrzab”)
Rzepecki (See Edition “Jastrzab”)
Sacred Music Foundation, The; Seattle 7, Wash.
including:
Herbert G. Tovey
Sajewski, W. H.; Chicago
Schmidt Co., The Arthur P.; Boston
Schmitt Music Company, Paul A.; Minneapolis
Schuberth, Edward, & Co., Inc.; New York
Select Music Company (See National Music Company, Inc.)
Seyfarth, G. (See “P.W.P.”)
Simon, Frank; Middletown, Ohio
Singenberger, John (See McLaughlin & Reilly Co.)
Singenberger, Otto (See McLaughlin & Reilly Co.)
Sisk Music Company, The; Toccoa, Ga.
Smith Music Co., Inc., Wm. J.; New York
Solunastra (See Haberer-Helasco)
Southern Music Plate Co. (See Henson Music Publisher, J. M.)
Stamps-Baxter Music & Printing Company; Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.
including:
V. O. Stamps Music Company
Stamps Quartet Music Co., Dallas 1, Texas
Standard Music Company (See National Music Company, Inc.)
Standard Songs (See National Music Company, Inc.)
Stirling Music Publishing Co.; New York
including:
Avalon Music Publishing Co.
Tennessee Music and Printing Co.; Cleveland, Tenn.
Thomas, J. E.} (See Quartet Music Co.)
Thomas, A. O.} (See Quartet Music Co.)
Top Music Publishers, Inc.; New York
including:
Kanner Music Publishing Co.
Network Music Publishers
Tovey, Herbert G. (See Sacred Music Foundation, The)
Towarzystwo Wydawnicze Muzyki Polskiej; Warsaw (See “P.W.P.”)
Trio Music Co. (See Firm Foundation Publishing House)
Union De Compositores; Barcelona, Spain
Urgelnees, J.; Barcelona (compositions as per list issued)
Urmeneta (See Ediciones A. Urmeneta)
Vaughan, James D.; Lawrenceburg, Tenn.
Vitak-Elsnic Co.; Chicago
including:
Georgi and Vitak Music Co.
Walls, W. M. (See Revival Music Company)
Warde, Harry (See Chart Music Publishing House, Inc.)
Warner, F. Eugene (See Chart Music Publishing House, Inc.)
Warszawski Towarzystwo Muzykane (Warsaw Music Society); Warsaw
Weaner, Maxwell (See Weaner-Levant Publications)
Weaner-Levant Publications; New York
including:
Weaner, Maxwell
Western Accordion Music Company (See Chart Music Publishing House, Inc.)
Whitney, Blake Music Publishers; New York
Windsor Music Company (See National Music Company)
Winsett, R. E.; Dayton, Tenn.
“W.J.R.” (See Edition “Jastrzab”)
Yanguas, Mariano; Madrid (compositions as per list issued)
“Zaiks” Zwiżaku Autorow, Kampozytow I Wydawnic; Warsaw (Authors, Composers and Publishers Association of Poland) (See “P.W.P.”)
Zalewski, B. J.; Chicago

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ABBOTT, BUD
NBC — Abbott & Costello Show.

ABBOTT, HERSHALL
KRTN—Des Moines, Iowa.

ACE, GOODMAN
Easy Aces.

ACE, JANE
Easy Aces.

ADAMS, INGE
CBS—Light of the World.

ADRIAN, IRIS
NBC—Abbott & Costello.

ALBERT, GRACE
CBS — F.B.I. In Peace and War.

ALEXANDER, A. L.
MBS — A. L. Alexander's Mediation Board.

ALEXANDER, JOAN
CBS — The Second Mrs. Burton, A Woman's Life, MBS — Superman.

ALEY, ALBERT
ABC — Hop Harrigan, CBS — Let's Pretend.

ALLEN, ELLA
KFPW—Fort Smith, Ark.

ALLEN, FRED
NBC—Fred Allen Show.

ALLEN, GRACIE
NBC—Burns and Allen Show.

ALLEN, MARION
WPAP—Fort Worth, Texas.

ALLEN, ROSALIE
WNYC—New York.

ALLENBY, PEGGY
CBS—Life Can Be Beautiful, Rosemary.

ALLISON, JUNE
CBS—Rosemary.

ALLMAN, ELVIA
CBS—Blondie, Durante-Moore Show, NBC—Abbott & Costello.

ALT, JOAN
CBS—Those Websters.

AMECHE, DON

AMECHE, JIM
CBS—Power Box Theatre.

AMEERIN, JOHN
WSAI—Cincinnati, Ohio.

ANDERSON, EDDIE (ROCHESTER)
NBC—The Jack Benny Show.

ANDREWS, DR. ROY CHAPMAN
CBS—The Story of America.

ANDREWS SISTERS
ABC—Andrews Sisters Show.

ANTHONY, JOHN J.
MBS—The Goodwill Hour.

ARCHER, RICHARD
KDKA—Pittsburgh, Pa.

ARMFIELD, HILL
KCRA—Sacramento, Calif.

ARNOLD, EDITH
CBS—Crime Doctor.

ARQUETTE, CLIFF
ABC—Glamour Manor.

ARTHUR, JACK

ASCOT, RITA
MBS—The Guiding Light.

AUDLEY, ELEANOR
NBC—Road of Life.

AVERBACK, ARTIE
CBS—Jack Benny Show.

AUSTIN, STUFFY
CBS—Barnyard Follies.

AUTRY, GENE
CBS—Gene Autry Show.

B

BACKUS, JIM
ABC—The Alan Young Show.

BACON, MILTON
CBS—Time to Remember.

BAILEY, JACK
ABC — County Fair, CBS—Meet the Mrs., MBS—Queen for a Day.

BAIY, DONALD

BAKER, DON
CBS—Behind the Scenes At CBS.

BAKER, PHIL
CBS—Take It Or Leave It.

BAKER, WADE
CBS—Renfro Valley Folks.

BALKUM, VASSIE
WGBB—Goldsboro, N. C.

BALLAYER, HARRY

BARNES, PAUL
ABC—Coronet Front Page.

BARNEY, MARION
CBS—Rosemary.

BARRATT, TONY

BARRIER, EDGAR
The Saint.

BARRY, VIVIAN
CBS—The Romance of Helen Trent.

BARRYMORE, DIANA
CBS—The Jack Carson Show.

BARRYMORE, LIONEL
CBS—Mayor Of The Town.

BARTON, DOROTHY
WNBC—New Haven, Conn.

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MBS—Sweetheart Time.

BASQUETTE, JIM
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BATES, KARL
WOL—Washington, D. C.

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NBC—Right to Happiness.

BAUGHMAN, ELMER
WFAA—Dallas, Texas.

BEACH, BILL
March of Time, Kitty Foyle, Aldrich Family.

BEASLEY, IRENE
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BECK, JACKSON
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BEGLEY, ED
ABC—Adventures of Charlie Chan, Alan Young Show.

BEIHERENS, ELSIE
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BEIHERENS, JERRY
CBS—Renfro Valley Folks.

BELL, MARGARET V.

BELL, ORTH
KFH—Wichita, Kan.

BELL, RALPH
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BENDIX, WILLIAM
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BENEDARET, BEA
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BENIGNO, SAL

BENNETT, CONSTANCE
ABC.

BENNETT, PAT
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BENNY, JACK
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BERGEN, EDGAR
NBC—Bergen & Charlie McCarthy Show.

BERLE, MILTON

BERG, GERTRUDE

BILLSBURY, RYE

BINXON, CONRAD
CBS—Mayor Of The Town.
JACK CARSON

MARY MARGARET McBRIDE
"Columnist of the Air"
BISHOP, ADIELE
ABC—CBS—ABC.

BLACKBURN, ARLINE
NBC—Woman of America, NBC—Joyce Jordan, M.D.

BLACKBURN, JOYCE KNIGHT
WMBI, Chicago, Ill.

BLAINE, MARTIN

BLAIR, FRANK
WOL, Washington, D. C.

BLAKE, JUDY
CBS—Light Of the World.

BLANC, MEL
NBC—Judy Canova, Burns & Allen, Abbott & Costello, Bob Hope, Jack Benny.

BLANC, SHIRLEY
CBS—NBC.

BLOOM, MERVYN
NBC—Kaye Kasin’s College of Musical Knowledge.

BOLES, ATHENA LORDE
CBS—NBC.

BOLES, Jim

BOULTON, MILO
CBS—We, The People.

BOWE, GEORGE
WTIC, Hartford, Conn.

BOWES, KENNETH
WFIL, Syracuse, N. Y.

BRACKEN, EDDIE
NBC—Eddie Bracken Story.

BRADFIELD, ROD
MBS, Opy House Matinee.

BRADLEY, CURLEY
MBS—Tom Mix.

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CBS—Screen Guild Theatre.

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BRENEMAN, TOM
ABC—Breakfast In Hollywood.

BRENNER, TID
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BRENTON, CHEER
CBS—Ma Perkins.

BREULER, JACK
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BRICE, FANNY
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BRIGGS, DONALD
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BRITT, JUANITA
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BROCKOFF, ELEANOR
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BROWN, JOE E.

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BROWN, JOHN MASON
CBS—Of Men and Books.

BRUCE, NIGEL
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BRYSON, LYMAN
CBS—People’s Platform, CBS—Problems of Peace.

BUCKLEY, FLOYD
CBS—NBC—CBS.

BUKA, DONALD
CBS—The Sparrow and the Hawk.

BUNCE, ALAN
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BURKE, BILLIE
CBS—The Billie Burke Show.

BURKE, ROBERT
AC—Quiz Kids.

BURNS, BOB
NBC—The Bob Burns Show.

BURNS, GEORGE
NBC—Burns & Allen.

BUTLER, FRANK
CBS—The Sparrow and the Hawk.

BUTTERFIELD, HERB
CBS—Michael Scott Presents.

CAMPBELL, FLORA
CBS—The Strange Romance of Evelyn Winters.

CAMPBELL, PATSY
NBC—CBS.

CANOVA, JUDY
NBC—The Judy Canova Show.

CANTOR, CHARLES
Duffy’s Tavern.

CANTOR, EDDIE
NBC—Time to Smile.

CAPEL, PETER
NBC—Portia Faces Life.

CARD, CATHERINE
CBS—The Beulah Show.

CARGILL, RONALD
WNBC, New Haven, Conn.

CARIN, FRANCES
NBC—Woman of America, CBS—Big Town, Our Gal Sunday.

CARLTON, DEAN
CBS—The Sparrow and the Hawk, ABC—This Is Your F.B.I.

CARNEY, DON
WOR—Uncle Don.

CARNEY, JOE
WIP, Philadelphia, Pa.

CARPENTER, KEN
NBC—Kraft Music Hall.

CARROLL, GENE
WTAM, Cleveland, O.

CARSON, JACOBS
CBS—The Jack Carson Show.

AYE, A. P.
NBC—Road of Life.

CHAMBER, GARDE
WHK, Cleveland, O.

CHANEY, FRANCES
ABC—Terry and the Pirates.

CHAPEL, EUGENIE
CBS—Mr. Keen, Tracer of Lost Persons.

CHAPMAN, GEORGE
WNIC, New Haven, Conn.

CHASE, IKKA
MBS.

CHIMES, MICHAEL
WNEW—Time for Chimes.

CHOATE, HELEN
CBS—Rosemary.

CHRISTOPHY, M. OAKLEY
WTIC—Hartford, Conn.

CHRISTY, KEN
NBC—Meet Me At Parky’s.

CLAIRE, HELEN
NBC—CBS.

CLARK, COTTONSEED
KNX—Hollywood Barn Dance, CBS.

CLARK, LON
CBS—Mommie and the Men, MBS—Nick Carter.

CLARKE, PHIL

CLEARY, LEO
WMBR—Meet At Parky’s.

COFFMAN, BOB
KWLB, Globe, Ariz.

COLBERT, JEAN
CBS—Work Shop, Lux Theatre.

COLE, JONATHAN
CBS—Michael Scott Presents.

COLLINS, KAY
WEIM, Fitchburg, Mass.

COLLINS, TED
CBS—Kate Smith Sings.

COOLYER, BUD
ABC—The Mary Small-Junior Miss show, MBS—Superman.

COLMAN, RONALD
NBC—Jack Benny Show.

CONLON, PATRIK
ABC—Quiz Kids.

COLONNA, JERRY
NBC—Bob Hope Show.

CONRAD, PATI
CBS—Cimarron Tavern.

CONTE, JOHN
NBC—CBS.

COOGAN, RICHARD
CBS—Light of the World.
JACK
HALEY

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May I express my sincere thanks to the directors and agencies for thinking of me when casting their shows. I am grateful to them, not only for calling me so often, but for giving me the opportunity of playing so varied a number of parts. Once again many thanks.

Sincerely,

Tony Barrett

LEXington 2-1100
FROST, ALICE
NBC—Mr. and Mrs. North, CBS—Big Sister.

FRAMER, WALT

GAIR, SONDRA
WGN—Chicago, Ill.

GANNON, JOHN
ABC—Jack Armstrong.

GARNER, ADAM
NBC—The First Piano Quartet.

GARDE, BETTY
NBC—CBS.

GARDNER, ED
ABC—Duffy’s Tavern.

GORDON, BERT
ABC—Eddie Cantor Show.

GARGAN, BILL
ABC—Murry Will Out.

GARL, ARTHUR
NBC—CBS.

GENTRY, EDDIE
CBS—Barnyard Follies.

GERALD, ARA
CBS—Our Gal Sunday.

GIBBS, ISABELLE
NBC—Philip Morris Follies of 1946.

GIBSON, JOHN
CBS—Crime Photographer, ABC—Terry and the Pirates.

GILLEN, DOLORES
CBS—Mommie and the Man, NBC—Right to Happiness.

GILLISPIE, JEAN
ABC—Alan Young Show.

GOODARD, DON
NBC—Home Is What You Make It.

GODFREY, ARTHUR
CBS—Arthur Godfrey Show.

GODSCHALK, HELEN
KCRB, Enid, Okla.

GOFF, NORRIS (“TUFFY”)”
ABC—Lum ‘n’ Abner.

GOLDFEIN, BUELA
WSTV, Steubenville, O.

GOLDMAN, KATE
KRNT, Des Moines, Ia.

GORCEY, LEO
NBC—Bob Burns Show.

GORDON, VIRGINIA
NBC—Abbott & Costello.

GOREAU, LORRAINE
KVOL, Lafayette, La.

GOSDEN, FREEMAN
NBC—Amos ‘n’ Andy.

GOSS, JIM
ABC—Jack Armstrong.

GOTHARD, DAVID
CBS—The Romance of Helen Trent, NBC—Right to Happiness.

GOTTSHALC, NORMAN
CBS—Tena and Tim.

GRAHAM, JUDY
ABC—Quiz Kids.

GRAY, BILLY
NBC—Abbott & Costello, NBC—Eddie Cantor Show.

GRAY, STUART
WOL, Washington, D. C.

GRAEZA, WALTER
CBS—Crime Doctor.

GREEN, DOROTHY
WABC, WEAF, KJZ.

GREEN, EDDIE
NBC—Duffy’s Tavern, NBC—Amos ‘n’ Andy.

GREEN, WILLIAM
CBS—Those Websters.

GREENWOOD, CHARLOTTE
ABC—The Charlotte Greenwood Show.

GREY, BILL
CBS—Jack Kirkwood Show.

GRIGGS, JOHN
MBN—House of Mystery.

GRIFFEN, KEN
CBS—Michael Scott Presents.

GRiffin, BOB
ABC—Terry and the Pirates.

GRIGGS, JOHN
ABC—Dick Tracy.

GRIMES, JACK
CBS—Let’s Pretend, Mommie and the Men, Cimarron Tavern, NBC—Woman of America.

HAAG, ROBERT
ABC—The Sheriff, NBC—Woman of America.

Haley, Jack
NBC—Scalvest Village Store.

HANES, BOB
WGY, Schenectady, N. Y.

HARRIS PHIL
NBC—The Jack Benny Program.

HARRIS, TOM
CBS—The Jack Kirkwood Show.

HASTINGS, BOB
CBS—National Hillbilly Champions.

HATHAWAY, JOY
CBS—Amanda.

Hawk, BOB
CBS—The Bob Hawk Show.

HAYES, GABBY
ABC—Andrew Sisters.

HAYES, HELEN
CBS—The Helen Hayes Show.

HAYMES, DICK
NBC.

HEELEN, GLADYS
CBS—Tena and Tim.

HENDRICKSON, ROD
MBS—Adventures of Bulldog Drummond.

HENRITZEN, BETTY
WROL, Knoxville, Tenn.

HEpler, JANET
WHR, Cleveland, O.
ART LINKLETTER
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LA 4-1200
HERCULES, HEATHCLIFFE
NBC—The Teentimers Club.

HEREFORD, JOHNIE
CBS-NBC.

HERLIHY, ED
NBC.

HERRIOT, THOMAS
WJAP, Washington, Pa.

HERSHFIELD, HARRY
NBC—Can You Top This?

HERSHOLT, JEAN
CBS—Dr. Christian.

HICKS, GEORGE
ABC—Theatre Guild on the Air.

HIGHY, MARY JANE
CBS—The Romance of Helen Trent.

HILDEGARDE
NBC—Raleigh Room.

HILL, AL, JR.
NBC—Adventures of Bill Lance, Cited for Valor.

HILL, JOAN
KDKA, Pittsburgh, Pa.

HILLIARD, HARRIET
CBS—The Adventures of Ozzy and Harriet.

HILLIAS, PEG
CBS—Those Websters.

HIPPS, FRANK
KDKA, Pittsburgh, Pa.

HIPPS, PEARL
KDKA, Pittsburgh, Pa.

HOLBROOK, JOHN
CBS—Life Be Beautiful.

HOLDEN, FAIRLEY
CBS—Renfro Valley Folks.

HOLIDAY, STANLEY
WDSU, New Orleans, La.

HOLMES, AUDREY
CBS—The Garden Gate.

HOPE, BOB
NBC—The Pepsodent Show.

HOPKINS, BARRY
NBC—Women of America.

HOPPER, HEDDA
CBS.

HOWARD, EUNICE
NBC-CBS.

HORTON, EDWARD EVERETT
NBC.

HOUSE, NATHAN
WJPR, Greenville, Miss.

HOUSEMAN, KENNETH
WFEA, Manchester, N. H.

HOUSSON, JANE
CBS—Cimarron Tavern, NBC—Stella Dallas.

HOWARD, TOM
CBS—It Pays To Be Ignorant.

HOWE, QUINCY
CBS—This Living World.

HUBBARD, IRENE
CBS—Mr. Keen, Tracer of Lost Persons, NBC Portia Faces Life.

HUDSON, TOM
NBC—The Teentimers Club.

HUFLICK, RUDDE
NBC-MBS.

HULL, WARREN
CBS—Vox Pop.

HURT, MARLIN
CBS—The Beulah Show.

INGLISE, ELIZABETH

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IRELAN, JOHN

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NBC—Kay Kyser Show.

IVES, BURL
NBC.

IVES, RAYMOND, JR.

JACKSON, CHUBBY
ABC—The Woody Herman Show.

JACKSON, DALE
KDKA, Pittsburgh, Pa.

JAMISON, HOUSE
CBS—The Aldrich Family, Crime Doctor.

JANNEY, LEON
ABC—Adventures of Charlie Chan.

JARVIS, AL
KFWB, Los Angeles, Calif.—Make Believe Ballroom, Can You Tie That.

JEROME, ED
CBS—F.B.I. In Peace and War.

JOHNNY
NBC—Philip Morris Follies of 1946.

JOHNSON, PARKS
CBS, Vox Pop.

JOHNSON, RAYMOND
CBS—Inner Sanctum.

JONES, ROBERT
WJAP, Washington, Pa.

JORDAN, JIM
NBC—Fibber McGee & Molly.

JORDAN, MARION
NBC—Fibber McGee & Molly.

JORDAN, OWEN
CBS—Terry and the Pirates.

JORY, VICTOR
CBS.

JOSTYN, JAY
NBC—Mr. District Attorney.

JUNEMAN, JERRY
KNOE, Monroe, La.
ARTHUR GODFREY

Why Be Irritated? . . . Just

PARKYAKARKUS

...Light an Old Gold . . and

"MEET ME AT PARKY'S"

Sunday Night . . N.B.C.
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M.C. for Korn Kobbler Transcriptions

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<td>Two on a Clue, Evening in Paris, Aunt Jenny, Land of the Lost, Mr. Keen, My True Story, Second Husband, WOR Brownstone Theatre Television.</td>
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<td>The Romance of Helen Trent, A Woman's Life, ABC — David Harding Counterspy.</td>
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SOUNDIES
LIVE JINGLES
ROAD OF LIFE NBC
THE RIGHT TO HAPPINESS NBC
LIFE CAN BE BEAUTIFUL CBS
BRIGHT HORIZON CBS

CLEF AWARD CONCERT
CARNegie HALL, SEPT., 1945

Personal Direction—

PAUL KAPP
400 MADISON AVE. N. Y.
RADIO ARTISTS

McCAMBRIDGE, MERCEDES
CBS—Big Sister, Dick Tracy.

McCAMMON, BESS
CBS—The Romance of Helen Trent, NBC—Road of Life.

McCLAIN, B.B.
WFAA, Dallas, Tex.

McCOBB, KATE
CBS—The Strange Romance of Evelyn Winters.

McDONALD, HARRY
CBS—The Alan Young Show.

McERLAN, ED
KDKA, Pittsburgh, Pa.

McEVEY, TYLER
ABC—Glamour Manor.

MEGHAN, JAMES
MBS—The Adventures of the Falcon.

MEREDITH, JAY
ABC—Terry and the Pirates.

MERRILL, CLAUDIA
CBS—The Second Mrs. Burton.

MITCHELL, ALFRED
NBC—Right to Happiness.

MITCHELL, JAY
ABC—The Alan Young Show.

MORGAN, CLAUDIA
CBS—The Adventures of the Thin Man.

MOORE, CONSTANCE
ABC—Hollywood Mystery Time.

MOORE, DICK
WWJ, Detroit, Mich.

MOORE, GARRY
CBS—Jimmy Durante and Garry Moore Show.

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CHARLOTTE MANSON

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“MR. DISTRICT ATTORNEY”

ARTHUR Q. BRYAN
Waymond Wadcliffe
Doctor Gamble

LURENE TUTTLE
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* "Nicole" in "The Would-Be Gentlemen"
(with Bobby Clark)

ED BEGLEY
Title Role . . . "Charlie Chan" ABC
"Papa Dittenfeffer" . . . ABC
"Alan Young Show"
"Oscar Finch" . . . CBS
"Life Can Be Beautiful"

FRANK LOVEJOY
LA 4-1200

ROSALIE ALLEN
"Queen of the Yodelers"
"Jivin' the Corn"
"Prairie Stars"
WOV
Recording Artist
RADIO ARTISTS

PATTON, MARY  CBS—A Woman’s Life.
PAWLEY, EDWARD  CBS—Big Town.
PAYNE, VIRGINIA  CBS—Ma Perkins.
PEARCE, AL  NBC—CBS.
PEARMAN, FLORENCE  WBAP, Fort Worth, Tex.
PENSON, GEGE  NBC—The Skelton Scrapbook.
PERRY, HAL  NBC—The Great Gildersleeve.
PELLETIER, VINCENT  ABC—Curtain Time.
PERIANDRI, RAY  CBS—National Hillbilly Champions.
PERRIN, VICTOR  ABC—Remember Hour.
PERSONS, FERN  NBC—The Baxters.
PATRICK, RUTH  KSFO, San Francisco, Calif.
PETRIZZI, JACK  NBC—Masquerade.
PHILIPS, IRVING  KCRA, Sacramento, Calif.
PHILSON, BETTY  ABC—The Mary Small-Junior Miss Show.
PIERCE, MADELINE  NBC—Stella Dallas.
POULTON, LIONEL  KDRA, Pittsburgh, Pa.
PERRY, IRRVING  KCRA, Sacramento, Calif.
QUEEN, ROY  CBS—Barnyard Follies.
QUEEN, ROY  CBS—Barnyard Follies.
QUEEN, ROY  CBS—Barnyard Follies.
QUIZ KIDS  ABC.
QUIZ, PROFESSOR  NBC.
RAHT, KATHRYNE  CBS—The Aldrich Family.
RANDOLPH, AMANDA  NBC—Joyce Jordon, M. D., Ladies Be Seated.
RASKYN, SAM  NBC—CBS.
RATHBONE, BASIL  MBS—Adventures of Sherlock Holmes.
RAU, RUTH  NBC—The Guiding Light.
RAU, HELEN WAYNE  KDKA, Pittsburgh, Pa.
RAY, WADE  CBS—Barnyard Follies.
READ, SUE  NBC—CBS.
READICK, BOBBIE  CBS—Let’s Pretend.

ATHENA LORDE
Comedienne
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LA. 4-1200

STAATS COTSWORTH
LEx. 2-1100

AGNES MOOREHEAD
RADIO ARTISTS

READICK, FRANK
CBS—Crime Doctor.

REDD, ALAN
MBS—The Nebbs.

REED, TOBE
NBC—CBS.

REES, MARY MARKEN
NBC—Masquerade.

REID, DON
CBS—Jack Kirkwood Show.

REIG, HOWARD
WGY, Schenectady, N. Y.

REIHL, DAVID
KDKA, Pittsburgh, Pa.

REIHL, DONALD
KDKA, Pittsburgh, Pa.

REIHL, KAY
KDKA, Pittsburgh, Pa.

REINHEART, ALICE
CBS—Life Can Be Beautiful.

RELLER, ELIZABETH
NBC—Portia Faces Life.

REPAID, BILLY
WOL, Washington, D. C.

RHODES, BETTY
NBC—Meet Me at Parky's.

RICH, IRENE
Dear John.

RIGGS, TOMMY
Tommy Riggs & Betty Lou.

ROBBINS, FRED
WOV—"1280 Club."

ROBERTS, KEN
MBS—Quick as a Flash.

ROBERTS, ROD
ABC—Tennessee Jed.

ROBERTS, SANDY
ABC—Tennessee Jed.

ROBERTSON, ARNOLD
NBC—Road of Life.

ROBINSON, BARTLETT
NBC—Woman of America, Portia Faces Life.

ROGERS, ROY
MUTUAL—Don Lee.

ROLFS, MARY BETH
WOL, Washington, D. C.

ROMANO, MICHAEL
NBC—The Guiding Light.

ROSE, HELEN
KFXJ, Grand Junction, Colo.

ROSS, EARLE
NBC—The Great Gildersleeve.

ROSS, NORMA JEAN
NBC—The Guiding Light.

ROST, ELAINE
NBC—Right to Happiness.

ROWLES, POLLY
KDKA—WCAE, Pittsburgh, Pa.

ROZANNE, GERTA
ABC—Gerta and the Pirates.

RUSSELL, TODD
MBS—Double or Nothing.

RUTHERFORD, DOUG
CBS—F. B. I. in Peace and War.

RYAN, EDWARD
ABC—The Charlotte Greenwood Show.

RYAN, PATRICIA
CBS—Let's Pretend.

RYAN, LES
WCED, Dubois, Pa.

SACHS, ADELAIDE
KDKA, Pittsburgh, Pa.

SANDEFFER, EVA
WEUE, Reading, Pa.

SANDO, FLORENCE
KDKA, Pittsburgh, Pa.

SANFORD, FLORENCE
WGY, Schenectady, N. Y.

SCANLON, JOSEPH
WNHC, New Haven, Conn.

SCHNEE, THELMA
NBC—Joyce Jordon, M. D.

SCHREIBER, MIGNON
NBC—The Guiding Light.

SCHULZ, BETTY
WOL, Washington, D. C.

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GILBERT MACK
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WALLY MAHAR
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"MICHAEL SHAYNE"
(Mutual)

★
"MAISIE"
(CBS)

★
"SUSPENSE"
(CBS)

★
"ONE MAN'S FAMILY"
(NBC)

DON DOUGLAS
RADIO ARTISTS

SCIGLIANO, JOHN
KDKA, Pittsburgh, Pa.

SCOTT, ALEXANDER
CBS—The Music of Andre Kostelanetz.

SCOTT, FRANCES
It Takes a Woman, Fact or Fantasy, Let's Play Reporter.

SCHOOLY, ALEXANDER
CBS—The Strange Romance of Evelyn Winters.

SCOURBY, ALBERT
CBS—Road of Life.

SEARS, BILL
KUTA, Salt Lake City, Utah.

SELTZER, ART
MBS—Masquerade.

SERES, FLORINE
NBC—Doctors at Home.

SHAMES, RUTH
NBC—Masquerade.

SHARP, BETTY
KDKA, Pittsburgh, Pa.

SHARP, VIRGIL
KOIL, Omaha, Neb.

SHELDON, BETTY
WOL, Washington, D.C.

SHELDON, GEORGE
CBS—It Pays to Be Ignorant

SHEPHARD, ANN
CBS—Big Sister.

SHEPHARD, RILEY
ABC.

SHERMAN, VAL
CBS—The First Line.

SHERWOOD, SHERRY
WOL, Washington, D.C.

SHOCKLEY, MARIAN
CBS—Road of Life.

SHORE, DINAH
NBC—Dinah Shore’s Open House.

SHRINER, HERB
NBC—Philip Morris Follies of 1946.

SICKLES, WALTER
KDKA, Pittsburgh, Pa.

SIMMONS, BOB
CBS—Renfro Valley Folks.

SIMMS, GINNY
CBS—Ginny Simms Show.

SINGLETON, PENNY
CBS—Blondie.

SKELTON, RED
NBC—The Skelton Scrapbook.

SLATER, BILL
MBS.

SLATER, RALPH
The Ralph Slater Show.

SLATER, TOM
MBS.

SLOAN, JED
ABC—Tennessee Jed

SLOANE, EVERETT
ABC—The Listening Post.

SMITH, BETTY RUTH
CBS—Michael Scott Presents.

SMITH, FRED
WHK, Cleveland, O.

SMITH, KATE
CBS—Kate Smith Show, Kate Smith Speaks.

SMITH, SIDNEY
CBS—Rosemary.

SMITH, WONDERFUL
NBC—The Skelton Scrapbook

SMOLEN, VIVIAN
CBS—Our Gal Sunday.

SOREL, GUY
NBC—Road of Life.

SOUBIER, CLIFF
ABC—Curtain Time.

SPOUSE, OLAN
CBS—Bachelor’s Children, First Night.

SOUTHERN, ANN
CBS—Maisie.

SOUTHWICK, ELAINE
KSUE, Cedar City, Utah.

SPELLMAN, JERRY
CBS—Those Websters.

EASY ACES

Sideline

Easy Kayes

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BRET MORRISON
"THE SHADOW"
Narrator On
"LIGHT OF THE WORLD"
PL. 3-5916
LEX. 2-1100
RAD ARTISTS

SPIRA, DOROTHY
WSNY, Schenectady, N. Y.

STAFFORD, HANLEY
CBS—The Baby Snooks Show Blondie.

STANFORD, BOB
WFAA, Dallas, Tex.

STEHIL, EDGAR
NBC—Woman of America.

STERRETT, ANNE
NBC—Right to Happiness.

STEVENS, COOKSTOVE IKE
ABC—Tennessee Jed.

STEVENS, JULIE
CBS—The Romance of Helen Trent.

STEWART, CAROL
CBS—The Beulah Show.

STILMAN, REGINA
KDKA, Pittsburgh, Pa.

STONE, EZRA
CBS—The Aldrich Family.

STREETS, CURTIS
WGTC—Greenville, N. C.

STICKLAND, AMZIE
NBC—ABC.

STROZZI, KAY
NBC—Joyce Jordan, M. D.

STUDEBAKER, HUGH
CBS—Michael Scott Presents, Bachelor’s Children.

STUDLEY, ED
WOL, Washington, D. C.

SUBLEY, RAY
ABC—Curtain Time.

SULLIVAN, WILLIAM
WFEA, Manchester, N. H.

SWEET, MARION
ABC—Terry and the Pirates.

SWENSON, KARL
CBS—Our Gal Sunday.

SWINEFORD, JACK
NBC—Masquerade.

SYLVESTER, JOHN
CBS—A Woman’s Life, Valiant Lady.

TAYLOR, DEEMS
NBC—The RCA Victor Show.

TAYLOR, MARY LEE
CBS—Mary Lee Taylor.

TEDROW, IRENE
MBS—The Nepps.

TEMPLETON, ALEC

TELZEL, JOAN
NBC.

TERRY, JOY
NBC.

TERRY, RENEE
Betty & Buddy.

TETLEY, WALTER
NBC—Great Gildersleeve.

THOMAS, ANN
NBC—CBS—ABC.

THOMPSON, BARRY
ABC—Dick Tracy.

TIBOR, MARY LEE
WMOB, Mobile, Ala.

TINNEY, CAL
ABC—Relax With Cal Tinney.

TIPPETTS, TWAIN
KSUB, Cedar City, Utah.

TRAMMELL, LYNN
WRAP, Fort Worth, Tex.

TRAVIS, MICHAEL ANN
NBC—Philip Morris Follies of 1946.

TREACHER, ARTHUR
CBS—The Jack Carson Show

TREMAINE, LES
CBS—The Adventures of the Thin Man.

TRENT, SYBIL
CBS—Let’s Pretend.

TROTT, DINK
NBC—Life of Riley.

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Actor
Announcer

EDDIE "ROCHESTER" ANDERSON

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“Bob Hawk Camel Show”—CBS
LA 4-1200
TUTTLE, LURENE
CBS—Theatre of Romance.
Hollywood Star Time. This Is
My Best.
Mutual—Don Lee—Rogue's
Gallery.
NBC.

URCUOILI, JOSEPH
WSYR, Syracuse, N. Y.

URRY, FRANCES
WGN, Chicago, Ill.

UTTAL, FRED
ABC—Detect and Collect.

VAGUE, VERA
NBC—Bob Hope Show.

VALENTINE, GRACE
NBC—Stella Dallas.

VALENTINE, LEW
ABC—Curtain Time.

VALENTINE, LEWIS J.
ABC—Gang Busters.

VALLEE, RUDY
NBC—Rudy Vallee Show.

VAN DYKE, JAMES
NBC—Portia Faces Life, Wo-
man of America.
CBS—Rosemary.

VAN Roots, LUIS
CBS—Light of the World.

VASS, VIRGINIA
ABC—Glamour Manor.

VAUGHAN, BERYL
ABC—Curtain Time.
NBC—Masquerade.

VINTON, ARTHUR
CBS—Crime Doctor.

VOLA, VICKI
NBC—Mr. D. A.

VOLKMAN, LOIS
NBC—Road of Life.

VON ZELL, HARRY
NBC—Dinah Shore.
NBC—Eddie Cantor.

WADE, ERNESTINE
NBC—Amos 'N Andy.

WADE, FRED
WTIC, Hartford, Conn.

WADE, VIRGINIA
WCED, Dubois, Pa.

WALL, LUCILLE
NBC—Portia Faces Life.

WALLACE, WILLIAM
KRNT, Des Moines, Ia.

WALTMAN, ELMER
KDKA, Pittsburgh, Pa.

WARD, JACK
NBC.

WARD, PERRY
ABC—What's Doin' Ladies.

WARNER, GERTRUDE
CBS—The Adventures of El-
ery Queen, Perry Mason.

WARREN, MATT
WOL, Washington, D. C.

WEAVER, NED
MBS—Adventures of Bulldor
Drummond.

WEBB, JANE
CBS—Those Websters.
NBC—The Baxters.

WEBSTER, CHARLES
CBS—Life Can Be Beautiful.
Perry Mason.

WELLES, ORSON
ABC—Orson Welles' Almanac

WELLS, GINN
WSAI, Cincinnati, O.

WELLS, SARAJANE
ABC—Jack Armstrong.

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--- V ---

--- W ---

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his piano
and his orchestra
Orchestra Leaders
and
Musical Conductors
— their work during 1945

A

ADLAM, BASIL (Buzz)
ABC—Remember Hour.

ADRIAN, LOU
NBC—Billie Burke Show.

ALEXANDER, JEFF
ANTONINI, ALFREDO
CBS—Viva America.

ARDEN, VICTOR
NBC—Manhattan Merry Go Round.

ARMBRUSTER, ROBERT
NBC—Cavalcade of America. CBS—Electric Hour.

ARTZT, BILL
CBS—Blondie.

B

BAKALEINKOFF, C.
NBC—A Date With Judy.

BALLANTINE, ED.
ABC—The Breakfast Club.

BARGY, ROY
CBS—Durante-Moore Show.

BARKLE, HOWARD
NBC—Harvest of Stars. The Voice of Firestone.

BASIE, COUNT

BEL, FRANK
CBS—Coffee Club.

BENAVIE, SAMUEL
CBS—Motor City Melodies.

BERQUIST, "WHITEY"
NBC—The National Farm and Home Hour.

BLACK, FRANK DR.
NBC—General Motors Symphony of the Air. NBC—The Robert Merrill Show.

BLADE, JIMMY
NBC—Tin Pan Alley.

BLOCH, ROY
CBS—Crime Doctor, Powder Box Theatre.

BLACKTON, JAY

B

BONIME, JOSEPH
ABC—The Sheriff.

BORTEL, CLAUDE
CBS—Serenade From Syracuse.

BRADLEY, OSCAR
CBS—We The People.

BROWN, MAURICE
CBS—Let's Pretend, New Voices In Song.

BRUSLOFF, NAT

C

CALLOWAY, CAB

CARLE, FRANKIE

CARTER, RAY
ABC—Dick Tracy.

CASE, RUSS
MBS—The Fresh Up Show.

CATES, OPIE
NBC—Judy Canova, Old Gold. Meet Me at Parky's, His Honor The Barber.

CEPPOS, MAC
MBS.

CHERNAVSKY, JOSEF

CHITTISON, HERMAN
CBS—Casey, Press Photographer.

COLEMAN, EMIL
NBC

COBYS, BOB
CBS—The Bob Crosby Show.

D

DALE, TDE
CBS—Jimmy Carroll Singers.

DANT, CHARLES
ABC—The Charlotte Greenwood Show.

DAVIS, PHIL
ABC—Sunday Evening Party.

DEL CASTILLO, LLOYD
CBS—Stars Over Hollywood.

DITMAR, IVAN
ABC—Hedda Hopper.

DOLAN, ROBERT
NBC—Dinah Shore.

DORSEY, JIMMY

DORSEY, TOMMY
NBC—

DRAGON, CARMEN
CBS—The Baby Snooks Show.

ELLINGTON, DUKE

ENNIS, SKINNEY

F

FAIRCHILD, COOKIE

FAITH, PERCY
NBC—Carnation Contended Program.

FORRESTER, DAVID
NBC—The Skelton Scrapbook.

FRITTS, STAN

G

GABLE, BILL
CBS—County Fair.

GART, JON
MBC—ABC—

GILLETTE, MICKEY

GLUSKIN, LUD
NBC—Amos 'n' Andy. CBS—Suspense, Theatre of Romance.

GOBEL, DOLPH

GOODMAN, AL
CBS—The Family Hour.

GOODMAN, BENNY

GOOSENS, EUGENE
MBS—Cleveland Orchestra.

GOULD, MORTON

GRAY, JERRY

NBC—Phillip Morris Follies Of 1946.
"A Modern Musical Institution"

CHARLIE SPIVAK
and his Orchestra

VICTOR RECORDS

The Man Who Plays
The Sweetest Trumpet
In The World

Direction:
WM. MORRIS AGENCY

Composer, Arranger
and Interpreter of
America's Swing Classics

DUKE
ELLINGTON
and His ORCHESTRA

VICTOR RECORDS

Winner of
ESQUIRE'S GOLD AWARD
1944
and again in
1945

Direction:
WM. MORRIS AGENCY
<table>
<thead>
<tr>
<th>Name</th>
<th>Network</th>
<th>Program Details</th>
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</thead>
<tbody>
<tr>
<td>Himber, Richard</td>
<td>NBC</td>
<td>MBS—American Album of Familiar Music, Saturday Night Serenade.</td>
</tr>
<tr>
<td>Hoff, Carl</td>
<td>NBC</td>
<td>Abbott &amp; Costello, College of Musical Knowledge.</td>
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<tr>
<td>Hoffman, Harry</td>
<td></td>
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<tr>
<td>James, Harry</td>
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<tr>
<td>Jenkins, Gordon</td>
<td>CBS</td>
<td>The Dick Haymes Show, Bob Burns Show.</td>
</tr>
<tr>
<td>Jerome, Jerry</td>
<td>NBC</td>
<td>The Eileen Barton Show.</td>
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<tr>
<td>Jones, Spike</td>
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<tr>
<td>Katims, Milton</td>
<td>MBS</td>
<td>Woody Herman Show.</td>
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<tr>
<td>Kats, Bernard</td>
<td>ABC</td>
<td>The Music of Andre Kostelanetz.</td>
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<tr>
<td>Kean, Sam</td>
<td>ABC</td>
<td>Sammy Kay's Sunday</td>
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<tr>
<td>Kostelnatz</td>
<td>CBS</td>
<td>The Hobby Lobby.</td>
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<tr>
<td>Koussevitzky,</td>
<td>ABC</td>
<td>Boston Symphony Orchestra.</td>
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<tr>
<td>Krueger, Ben</td>
<td>NBC</td>
<td>Rudy Vallee.</td>
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<tr>
<td>Kyser, Kay</td>
<td>NBC</td>
<td>College of Musical Knowledge.</td>
</tr>
<tr>
<td>Lawrence, Elliot</td>
<td>CBS</td>
<td>The Elliot Lawrence Orchestra.</td>
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<tr>
<td></td>
<td>CBS</td>
<td>Listen to Lawrence.</td>
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</tbody>
</table>

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MUSICAL DIRECTOR AND ARRANGER
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Texaco Star Theatre—
Harvest of Stars—
The Voice of Firestone—
Norman Corwin—
Decca Records—
<table>
<thead>
<tr>
<th>Name</th>
<th>Network/Station</th>
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</thead>
<tbody>
<tr>
<td>LAVALLE, PAUL</td>
<td>NBC—City Service.</td>
</tr>
<tr>
<td>LEIBERT, DICK</td>
<td></td>
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<tr>
<td>LEINSDORF, ERIC</td>
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<tr>
<td>LEVEY, HAROLD</td>
<td>CBS—Armstrong's Theatre of Today,</td>
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<td></td>
<td>ABC—Theatre Guild On The Air.</td>
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<tr>
<td>LEVIN, SYLVAN</td>
<td>CBS—Great Moments In Music.</td>
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<tr>
<td>LEWIS, TED</td>
<td></td>
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<tr>
<td>LIGHT, Enoch</td>
<td>MBS—Songhits Magazine Program.</td>
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<tr>
<td>LOMBARDO, GUY</td>
<td>ABC—Musical Autographs.</td>
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<tr>
<td>LONG, JOHNNY</td>
<td>NBC—The Teentimers Club.</td>
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<tr>
<td>LOPEZ, VINCENT</td>
<td>MBS—Detect A Tune.</td>
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<tr>
<td>LUBIN, HARRY</td>
<td>ABC—Glamour Manor.</td>
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<tr>
<td>LYMAN, ABE</td>
<td>NBC—Waltz Time.</td>
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<tr>
<td>LYTELL, JIMMY</td>
<td>MBS—Songs By Morton Downey.</td>
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<tr>
<td>MALNECK, MATTY</td>
<td>CBS—The Billy Burke Show.</td>
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<tr>
<td></td>
<td>NBC—Duffy's Tavern.</td>
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<tr>
<td>MAMORSKY, MORRIS</td>
<td>NBC—The Eternal Light.</td>
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<tr>
<td>MARTIN, FREDDIE</td>
<td>CBS—The Jack Carson Show.</td>
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<tr>
<td>MATHEWS, THOMAS</td>
<td>CBS—Blue Jacket Choir.</td>
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<tr>
<td>MAUPIN, REX</td>
<td>ABC—Wake Up And Smile.</td>
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<tr>
<td>MAY, BILLY</td>
<td>CBS—Ozzie &amp; Harriet.</td>
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<tr>
<td>MENTYRE, HAL</td>
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<td>MEAKIN, J ack</td>
<td>NBC—The Great Gildersleeve.</td>
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<tr>
<td>MERLIN, VING</td>
<td>NBC—Solitaire Time.</td>
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<tr>
<td>MILLER, IRVING</td>
<td>CBS—Jack Kirkwood.</td>
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<tr>
<td>MILLER, BILLY</td>
<td>ABC—Fibber McGee &amp; Molly.</td>
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<tr>
<td>MILLS, FELIX</td>
<td>CBS—Burns And Allen.</td>
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<tr>
<td>MURRAY, LYN</td>
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<tr>
<td>NELSON, OZZIE</td>
<td>CBS—The Adventures of Ozzie &amp; Harriet.</td>
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<tr>
<td>NEWMAN, ALFRED</td>
<td>CBS—Hollywood Star Time.</td>
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<tr>
<td>NAVMAN, RUBY</td>
<td>CBS—Janet Davis, Songs, Danny O'Neill &amp; His Guest.</td>
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<tr>
<td>NOBLE, RAY</td>
<td>NBC—Chase &amp; Sanborn.</td>
</tr>
<tr>
<td>NOVAK, FRANK</td>
<td>NBC—Firehouse Follies, Van Camps Milk, MBS—Take It Easy.</td>
</tr>
<tr>
<td>NOVICK, NAT</td>
<td>CBS—It Pays To Be Ignorant</td>
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</tbody>
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**THANKS TO THE FOLKS IN SHOW BUSINESS and to RADIO DAILY FOR HELPING TO KEEP CAFE SOCIETY UPTOWN and DOWNTOWN CROWDED AND EXCITING**

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& his Orchestra
“Songs By Morton Downey”
for
Coca-Cola
WOR—MUTUAL
“Show Stoppers”
for the
Koret Co. of California

DON VOORHEES

1945
Bell “Telephone Hour”
“March of Time”
ORCHESTRA LEADERS

O

ORMANDY, EUGENE
CBS—Philadelphia Orchestra.

OSBORNE, WILL
NBC—Abbott & Costello.

P

PAIGE, RAYMOND
NBC—The RCA Victor Show.

PASTOR, TONY
NBC—The Teentimers Club.

PAUL, EDDIE
NBC—Sealtest Village Store.

PELLE, VICTOR
MBS—Double or Nothing.

PETRILLO, CAESAR
WBBM—Chicago.

PITT, MERLE
WNEW.

PRIMA, LOUIE

R

RAPH, TEDDY
ABC—Detect And Collect.

RENAUD, JAQUES

RICKY, AL
CBS—Mr. Keen, Tracer of Lost Persons.

RODZINSKI, AUTUR
CBS—New York Philharmonic.

ROTH, ALLEN
WEAF—Schaefer Revue.

S

SAVITT, JAN
ABC—The Louella Parsons Show.

SCHOEN, VIC
CBS—The Andrews Sisters Show.

SELL, PAUL
CBS—Gene Autry.

SHAFFER, LLOYD
NBC—Chesterfield Supper Club.

SHELDON, EARL
CBS—The Jack Smith Show.

SHIELDS, ROY

SILVER, LOU
CBS—Lux Radio Theatre.

SOSNIC, HARRY
NBC—Raleigh Room.

SPITALNY, PHIL
NBC—Hour of Charm.

SPIVAK, CHARLIE

STACK, ALBERT
CBS—The Beulla Show, Maisie.

STANLEY, BOB
MBS—

STEELE, TED
KMPC.

STEINER, FREDERICK

ABC—This Is Your FBI.

IRVING MILLER

Conductor-Arranger

The Jack Kirkwood Show

For

Procter & Gamble

CBS

CARL HOFF
ROY BARGY

Musical Conductor

DURANTE-MOORE SHOW

for

Rexall Drug Company

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Composer

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STERNEY, GEORGE

STEVENS, LEITH
KHJ—Dick Powell, Request Performance.

STOESS, WILLIAM

STORDAHL, AXEL
CBS—The Frank Sinatra Show.

SUES, LEONARD
NBC—Eddie Cantor.

SWEETEN, CLAUDE

SYLVERN, HANK
CBS—Arthur Godfrey Show.

T

TAYLOR, GILBERT
NBC—National Barn Dance.

TERRY, DAVE
CBS—Danny Kaye Show.

TOSCANINI, ARTURO
NBC—General Motors Symphony of the Air.

TRENDLER, BOB
MBS—Swing’s The Thing, Freedom of Opportunity.

TRIETSCH, KENN
NBC—National Barn Dance.

TROTTER, JOHN SCOTT
NBC—Kraft Music Hall.

V

VAN, CLEAVE
CBS—

VAN STEEDEN, PETER
CBS—The Bob Hawk Show.

VELAZCO, EMIL
VOORHEES, DON
NBC—Bell Telephone Hour.

W

WALLENSTEIN, ALFRED

WARD, CHARLES OTTO GABE
NBC—National Barn Dance.

WARD, JACK
NBC—

WARING, FRED
NBC—The Fred Waring Show.

WARNOW, MARK
CBS—Your Hit Parade.

WESTON, PAUL
CBS—The Joan Davis Show Swan Soap.

WHITE, JOHNNY
MBS—Sweetheart Time.

WHITEMAN, PAUL
ABC—Radio Hall of Fame.

WILLSON, MEREDITH
NBC—Burns & Allen Show.

WYLE, GEORGE
ABC—The Alan Young Show.

Y

YOUNG, VICTOR
NBC—The Westinghouse Program.

Z

ZIMMERMAN, HARRY
MBS—

HERMAN CHITISON

"Casey, Press Photographer"
CBS

"Lanny Ross Show"
CBS

Per. Mgt. Direction
Bob Coe Wm. Morris Agency

OPIE CATES

HIS CLARINET AND ORCHESTRA

Musical Director . . .

THE JUDY CANOVA SHOW—NBC
MEET ME AT PARKY’S—NBC
HIS HONOR THE BARBER—NBC

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Lyn Duddy
Publicity Representative

ANITA ELLIS

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NBC
Vocal Artists
— their work during 1945

A

ADAMS, JANE
WESX, Salem, Mass.

ADDISON, HENRY
WSSV, Petersburg, Va.

ADDY, CLYDE
KOIL, Omaha, Neb.

ALBANESE, LICIA
MBS—Treasure Hour of Song.

ALEXANDER, NICOLAI
KDKA, Pittsburgh, Pa.

ALEXANDER, TED
WWDC, Washington, D. C.

ALIFF, HAMILTON
WWVA, W. Wheeling, Va.

ALLEN, REX
WLS, Chicago, Illinois

ALLEN, RICHARD
WJAS, Pittsburgh, Pa.

ALLEN, ROSALIE
WOW, New York, N. Y.

ALLEN, STEVE
KFPW, Fort Smith, Ark.

ALLEN, SUSAN
ABC—Sammy Kaye's Sunday Serenade.

ALLEN, WALLACE
WJNC, Jacksonville, No. Car.

ALME, JEAN
WDAY, Fargo, N. Dak.

ALT, DOROTHY
WBEN, Buffalo, N. Y.

ALTEREZ, VIRGINIA
WHK, Cleveland, Ohio.

AMES, CAROL
CBS—Sing Along Club.

AMSTERDAM CHORUS
NBC—Waltz Time.

ANDERSON, AURORA LONG
WTMC, Ocala, Fla.

ANDERSON, ETHEL
KOOS, Coos Bay, Oregon.

ANDERSON, VERN
WJMC, Rice Lake, Wis.

ANDREWS SISTERS
ABC—Eight To The Bar Ranch.

ARNELL, AMY
MBS—Abbott & Costello.

ARNOLD, EDDIE
MBS—Opry House Matinee.

ARThUR, JACk
MBS.

AZZARO, AL
KDNA, Pittsburgh, Pa.

BAILEY, CECIL
WSM, Nashville, Tenn.

BAILEY, JAMES
WHEC, Rochester, N. Y.

BAKER, JACk
WSM, Nashville, Tenn.

BAKER, JERRY
WMCA, New York, N. Y.

ARROGAST, WaynE
WIBW, Topeka, Kan.

ARMEN, KAY
ABC—Wake Up And Smile.

ARNELL, AMY
MBS—Abbott & Costello.

ARNOLD, EDDIE
MBS—Opry House Matinee.

ARThUR, JACk
MBS.

AZZARO, AL
KDNA, Pittsburgh, Pa.

BAILEY, CECIL
WSM, Nashville, Tenn.

BAILEY, JAMES
WHEC, Rochester, N. Y.

BAKER, JACk
WSM, Nashville, Tenn.

BAKER, JERRY
WMCA, New York, N. Y.

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BALL, BETTY LOU
WAIR, Winston-Salem, N. C.
BARCLAY, BETTY
ABC—Sammy Kaye's Sunday Serenade
BARFIELD, WENDELL
WPTF, Raleigh, N. C.
BARKSDALE, EVERETT
CBS—The Jubalaires
BARNES, ROY
KPOW, Powell, Wyo.
BARRY, LEE
WMC, Memphis, Tenn.
BARTON, EILEEN
NBC—Eileen Barton Show.
BEECH, MARGARET
KALE, Portland, Ore.
BECKWITH, CLIFF
WPTF, Raleigh, N. C.
BENNETT SISTERS
WBIM, Chicago, Ill.
BUNCH, JACK
ABC—The Jack Bunch Show
BERG, FLORENCE
KDKA, Pittsburgh, Pa.
BERGER, GORDON
NBC—The Fred Waring Show
BETTS, JOHNNY
BEVERLY, ELAINE
KDKA, KQV, Pittsburgh, Pa.
BISHOP, ADELAIDE
BLACK, JUNE
WKRC, Cincinnati, Ohio.
BLACKWELL, BETTY
WSPA, Spartanburg, S. C.
BLUE MOUNTAIN GIRLS
CBS—Renfro Valley Folks
BODYCOMBE ROBERT
KDKA, Pittsburgh, Pa.
BOND, ANN
KOMA, Oklahoma City, Okla.
BUREN, CHARLIE
WELO, Tupelo, Miss.
BORGE, VICTOR
NBC, The Victor Borge Show
BOSCH, HELEN
WMBC, Chicago, Ill.
BOYLE, DICK
WHK, Cleveland, Ohio.
BRADDON, JOE
KFAA, Helena, Ark.
BRANEK, JOHN
WNBC, New Haven, Conn.
BRENNER, LARRY
KTBI, Tacoma, Wash.
BRINEY, MARY MARIE
KDKA, Pittsburgh, Pa.
BRINK, ROBERT
KTSN, San Antonio, Texas.
BRISCOE, HELEN MARIE
KOA, Denver, Colo.
BRITTO, PHIL
ABC, MBS.
BROOKS, DOROTHY
WTAM, Cleveland, Ohio.
BROOKS, JOAN
BROOKS, KIRBY
WIOD, Miami, Fla.
BROOKS, ORVILLE
CBS—The Jubalaires
BROOKS, THEODORE
CBS—The Jubalaires
BROWN, DICK
NBC—RCA Victor MBS—Dick Brown Show.
BROWN, RUSSELL
WBBS, Chicago, Illinois.
BRUSH, BRUCE
KUTA, Salt Lake City, Utah.
BRYANT, LOPPY
KDKA, Pittsburgh, Pa.
BRYANT, SLIM
KDKA, Pittsburgh, Pa.
BUNKHOUSE BOYS
ABC—Friendship Ranch
BURKE, JAN
KDKA, Pittsburgh, Pa.
BURT, WILLIAM
WWVA, Wheeling, W. Va.
BUSH, DON
WOWO, Fort Wayne, Ind.
BUTERA, VINCENT
WKPA, New Kensington, Pa.

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—C—

CACKLE SISTERS
MBS—Opry House Matinee.

CADETS QUARTET
ABC—The Breakfast Club.

CARLILE, LOUISE
ABC—Sunday Evening Party.

CARMICHAEL, HOAGY
NBC—Hoagy Carmichael Show.

CAROL SISTERS
WG-AR, Cleveland, Ohio.

CARPENTER, DONALD L.
KBIX, Muskogee, Okla.

CARPENTER, THELMA
NBC—The Eddie Cantor Show.

CARROLL, FRANCES
WIP, Philadelphia, Pa.

CARROLL, GEORGIA
NBC—College of Musical Knowledge.

CARROLL, GLORIA
WEEL—Boston.

CARROLL, JIMMY
CBS—Jimmy Carroll Shows.

CARROLL, MARTHA
WFBM, Indianapolis, Ind.

CARSON, JEANNIE LOU
WLS, Chicago, Ill.

CARTER, BOB
KDKA, Pittsburgh, Pa.

CASSELL, PETE
WWVA, Wheeling, W. Va.

CELSO VEGA QUINTET
CBS—Viva America.

CHADWICK, JEAN
KDKA, Pittsburgh, Pa.

CHAMBERS, VIRGIL
KFEL, Wichita, Kan.

CHANDLER, WILBUR
KRNT, Des Moines, Iowa.

CHARROTEERS
NBC—Kraft Music Hall.

CHAYRES, NESTOR MESTA
CBS—Viva America.

CHIAPPA, RUTH
WPAY, Portsmouth, Ohio.

CHILDS, LELAND
WSFA, Montgomery, Ala.

CHOKASIAN, LILLIAN
ABC—Hymns Of All Churches.

CHRISTIANSON, ILLIAN
WJTN, Jamestown, N. Y.

CHRISTIE, KEN
Jimmy Carroll Sings.

CHRISTIE, DIANE
NBC.

CROSBY, BOB
ABC—Ford Hour.

CRAWFORD, NAOMI
KWTO, Springfield, Mo.

CROOKS, RICHARD
NBC—The Voice of Firestone.

CROSS, TIM
WCAU, Philadelphia, Pa.

COX, HARLEY
KVOA, Tucson, Arizona.

COLLINS, JOYCE
KPAC, Port Arthur, Texas.

COMO, PERRY
NBC—Chesterfield Supper Club.

CANA, JUDY
NBC—The Judy Canova Show.

COON CREEK GIRLS
CBS—Renfro Valley Folks.

COOPER, JERRY
MBS, New York, N. Y.

CORDRY, VIRGINIA
WIBC, Indianapolis, Ind.

COREY, HELEN
KBON, Omaha, Neb.

COTTINGHAM, RUTH
NBC—The Fred Waring Show.

COURTNEY, DIANE
NBC.

COYLE, JERRY
WSNY, Schenectady, N. Y.

CROSBY, BING
NBC—Kraft Music Hall.

CROSBY, BOB
EBS—Ford Hour.

EILEEN BARTON
“Eileen Barton Show”

Eileen Barton
NBC

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<th>( \text{D} )</th>
<th>Vocal Artists</th>
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<tbody>
<tr>
<td>Daley, Cass</td>
<td>NBC—Pitch Bandwagon.</td>
</tr>
<tr>
<td>Dame, Claire</td>
<td>WFEA, Manchester, N. H.</td>
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<tr>
<td>Damsel, Mable</td>
<td>WMTC, Ocala, Fla.</td>
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<tr>
<td>Dana, Joe R.</td>
<td>KVOY, Phoenix, Ariz.</td>
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<tr>
<td>Darby, Edward</td>
<td>WEBR, Buffalo, N. Y.</td>
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<td>Darling, Denver</td>
<td>WNED, New York, N. Y.</td>
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<tr>
<td>Darrell, Elaine</td>
<td>WIBW, Topeka, Kan.</td>
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<tr>
<td>Daum, Margaret</td>
<td>NBC—American Album of Familiar Music.</td>
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<tr>
<td>Davies, Gwen</td>
<td>CBS—Janette Davis, Songs</td>
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<tr>
<td>Davis, Janette</td>
<td>MBS—The Fresh Up Show.</td>
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<tr>
<td>Davy, Ruth</td>
<td>WIBW, Topeka, Kan.</td>
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<tr>
<td>Dawdy, Maureen</td>
<td>WIBW, Topeka, Kan.</td>
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<tr>
<td>Day, Dennis</td>
<td>NBC.</td>
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<tr>
<td>Daye, Marilyn</td>
<td>WHN, Columbus, Ohio.</td>
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<td>Dayton, Carol</td>
<td>WJAS, Pittsburgh, Pa.</td>
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<tr>
<td>Dean, Eddie</td>
<td>Debord, Jerome</td>
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</tbody>
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| Delta Rhythm Boys | NBC—Amos 'N' Andy |
| De Marco Sisters | NBC—Fred Allen Show. |
| Demoss, Lyle | WOW, Omaha, Neb. |
| Dennny, Dave | WHN, New York, N. Y. |
| Dennehy, Edmund | WIBW, Topeka, Kan. |
| Dennis, Marjorie | WAPI, Birmingham, Ala. |
| Denton, Joe | WHAS, Louisville, Ky. |
| Desmond, Johnny | NBC—Philip Morris Follies of 1946. |
| Dick, Robert | WIBW, Topeka, Kan. |
| Dickenson, Jean | NBC—American Album of Familiar Music. |
| Dickey, Annamarie | CBS—Star Theater. |
| Dinwoodey, Annette | KSL, Salt Lake City, Utah. |
| Don Large Chorus | CBS—Motor City Melodies. |
| Don, Mildred | KDKA, Pittsburgh, Pa. |
| Donovan, Warde | NBC—The Eileen Barton Show. |
| NBC—Solitary Time. |

---

| Dossett, Laurence | KTSA, San Antonio, Texas. |
| Douglas, Michael | NBC—College of Musical Knowledge. |
| Downey, Morton | MBS—Songs by Morton Downey. |
| Dragonette, Jessica | CBS—Saturday Night Serenade. |
| Drake, George | WEF, St. Louis, Mo. |
| Duke, Tex | KKOK, Sweetwater, Texas. |
| Dunhaven, Jack | KIRO, Seattle, Wash. |
| Dunn, Bert | KMO, Tacoma, Wash. |
| Dunn, Reed | WWVA, Wheeling, W. Va. |
| Dutiel, Ulene | WPAY, Portsmouth, Ohio. |
| Dyer, Mary Mills | WAIR, Winston-Salem, N. C. |

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| Ebert, Dorothy | WCAO, Baltimore, Md. |
| Eddy, Nelson | CBS—Electric Hour. |
| Edwards, Joan | CBS—Your Hit Parade. |

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**BILLY PERRY**

10th Year

on

"Saturday Night Serenade"

...CBS... for PET MILK

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<table>
<thead>
<tr>
<th>VOCAL ARTISTS</th>
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<tbody>
<tr>
<td>EDWARDS, LEE</td>
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<tr>
<td>WWJ, Detroit, Mich.</td>
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<td>EIBECK, WALTER</td>
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<tr>
<td>KDKA, Pittsburgh, Pa.</td>
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<tr>
<td>ELLIS, ANITA</td>
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<tr>
<td>NBC—The Skylton Scrapbook.</td>
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<tr>
<td>MBC—Anita Ellis Sings.</td>
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<tr>
<td>ELLIS, BETTY</td>
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<tr>
<td>KXOK, St. Louis, Mo.</td>
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<tr>
<td>EMERALD, GENE</td>
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<tr>
<td>KRTN, Des Moines, Iowa.</td>
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<tr>
<td>ELLIS, ANITA</td>
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<tr>
<td>NBC—Anita Ellis Sing's.</td>
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<tr>
<td>ELLIS, BETTY</td>
</tr>
<tr>
<td>KXOK, St. Louis, Mo.</td>
</tr>
<tr>
<td>EMERALD, GENE</td>
</tr>
<tr>
<td>KRTN, Des Moines, Iowa.</td>
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<tr>
<td>EVANS, JEAN</td>
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<tr>
<td>WMC, Memphis, Tenn.</td>
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<tr>
<td>EVANS, MIRIAM</td>
</tr>
<tr>
<td>KRTN, Des Moines, Iowa.</td>
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</tbody>
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| FANSLER, DICK  |
| WIBC, Indianapolis, Ind. |
| FARNEY, JEAN  |
| WMCT, Cedar Rapids, Iowa. |
| FARRELL, EILEEN  |
| CBS—Eileen Farrell & the Columbia Concert Orch. |
| FARRERL, JIMMY  |
| CBS. |
| FAYE, Lucille  |
| WEBR, Buffalo, N. Y. |
| FEE, JANET  |
| KOA, Denver, Colorado. |

---

| FRANCIS, IRMA  |
| KPDN, Pampa, Texas. |
| FRIDAY, PAT  |
| NBC—The Victor Borge Show. |
| FRITTS, STAN  |
| ABC—Korn Krobbers. |
| FROOME, GALAN  |
| WBAL, Baltimore, Maryland. |
| FULTON, JACOB  |
| WBIM, Chicago, Ill. |
| FULTON, J. DICKSON  |
| KDKA, Pittsburgh, Pa. |

---

G

GAINES, ANDREW  |
| KOA, Denver, Colo. |
| GARDNER, JANE  |
| WFBF, Syracuse, N. Y. |
| GIBBS, GEORGIA  |
| WSPA, Spartanburg, S. C. |
| GIFFORD, LYNN E.  |
| WRK, Warren, Ohio. |

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GILBERT, CAROLYN  
WMAQ, Chicago, Ill.

GILMORE, ANNE  
KXOK, St. Louis, Mo.

GINYARD, J. C.  
CBS—The Jubalaires.

GIPSON, JACK  
WBAP, Fort Worth, Texas.

GIRTON, LOUIS  
WMAN, Mansfield, Ohio.

GLENN, MARTHA  
KDKA, Pittsburgh, Pa.

GOODMAN, GORDON  
NBC—The Fred Waring Show.

GORDON, JEAN  
KMOA, Oklahoma City, Okla.

GORDON, JEAw  
KOMA, Oklahoma City, Okla.

GORIN, IGOR  
NBC—The Voice of Firestone.

GOULD, MARIAN  
KDKA, Pittsburgh, Pa.

GRAHAM, BOB  
CBS—The Baby Snooks Show.

GRAHAM, WILLA DEEN  
WCBL, Columbus, Miss.

GRANT, HALE  
WGBB, Goldsboro, N. C.

GRANVILLE, BERT  
KXOK, St. Louis, Mo.

GREAT LAKES NAVAL TRAINING STATION CHORUS  
CBS—Blue Jacket Choir.

GREDO, JOE  
WGTM, Wilson, N. C.

GREENLEE, GERARD  
WMIB, Chicago, Ill.

GREER, HELEN  
WHAS, Louisville, Ky.

GRIFFIN, MERVYN  
KFRC, San Francisco, Calif.

GRIFFIN, RAY  
KDKA, Pittsburgh, Pa.

GROSH, ELSWORTH  
WDBJ, Roanoke, Va.

GUIDRY, DOC  
KVOL, Lafayette, La.

GWinn, William  
KFRC, San Francisco, Calif.

HAINES, CONNIE  
NBC—Abbott & Costello.

HALEY, NANCY  
WCAO, Baltimore, Maryland.

HALL, JIM  
WMBG, Richmond, Va.

HALLIDAY, GLORIA  
WBAL, Baltimore, Md.

HAMILTON, BERTA  
WALB, Albany, Ga.

HAMILTON, GUY  
WALB, Albany, Ga.

HAMILTON, JOE  
WLBJ, Bowling Green, Ky.

HANNA, VIRGINIA  
KDKA, Pittsburgh, Pa.

HANNON, BOB  
CBS—American Melody Hour.

HAPPY FATS  
KVOL, Lafayette, La.

HARRIS, TOM  
CBS—The Jack Kirwood Show.

HARVEY, JANE  
NBC—The Teentimers Club.

HAWLEY, LEN  
WHOC, Rochester, N. Y.

HAWTHORNE, PEPPER  
WMBD, Peoria, Ill.

HAYES, CLARENCE  
KGO, San Francisco, Calif.

HAYMES, DICK  
CBS—The Dick Haymes Show.

HAYWORTH, HERB  
WOVO, Fort Wayne, Ind.

HEID, GEORGE  
KDKA, Pittsburgh, Pa.

HEINZ, AL  
WHBC, Columbus, Ohio.

HELTON, EVA  
WGAU, Athens, Ga.

HENLEY HARMONY BOYS  
WSFA, Montgomery, Ala.

HENZIE, MARTHA  
KDKA, Pittsburgh, Pa.

HERRINGTON TRIO  
KWTX, Wichita Falls, Texas.

HILDEGARDE  
NBC—The Raleigh Room.

HILL, ELIZABETH  
WCAU, Philadelphia, Pa.

HILL, JACKIE  
KWK, St. Louis, Mo.

HINDS, BLAINE  
KDKA, Pittsburgh, Pa.
HINKLE, ED
WIBC, Indianapolis, Ind.

HIT PARADERS
CBS—Your Hit Parade.

HODGES, JOY
NBC.

HOLDER, MARY LEE
WPTF, Raleigh, N. C.

HOLLY, VERA
CBS—Viva America

HOLMES, W. J.
KDKA, Pittsburgh, Pa.

HOLMES, SALTY
ABC—Wake Up And Smile.

HOLTON, BRICK
KALE, Portland, Ore.

HONEY AND THE BEES QUARTET
NBC—The Fred Waring Show.

HOOKEY, BOBBY
MBS—Hookey Hall

HOOSIER HOT SHOTS
HOPKINS, DOC
WLS, Chicago, Ill.

HORNE, LENA

HUBERT, JOHN
CBS—The Four Clubmen

HUGHES, BOB
KDKA, Pittsburgh, Pa.

HUM AND STRUM
WOC, Boston, Mass.

HUMPHREYS, DOROTHY STEVENS
WBNS, Columbus, Ohio.

HUNTER, JACK
WCAU, Philadelphia, Penna.
CBS—Elliott Lawrence Orchestra.
CBS—Listen To Lawrence.

IKE AND HAP
KNYU, Logan, Utah.

INK SPOTS
IRVINE, GAYLE
KUTA, Salt Lake City, Utah.

JANIS, MARGARET
WOC, Boston, Mass.

JARVIS, IDA
WLAW, Lawrence, Mass.

JENKINS, ELSIE
KPOW, Powell, Wyo.

JOHNNY BOND TRIO
CBS—Gene Autry Show.

JOHNS, VIVIAN
KDKA, Pittsburgh, Pa.

JOHNSON, BARBARA
WOWO, Fort Wayne, Ind.

JOHNSON, CURTIS
KYSM, Mankato, Minn.

JOHNSON, MAL
WCED, Dubois, Pa.

JOHNSON, FAUL
WOC, Davenport, Ia.

JOHNSON, JEANNE
WKIX, Columbus, S. C.

JOHNS, BOBBIE
WWM, Ocala, Florida.

JOHNS, CURT
WALB, Albany, Ga.

JOHNS, GENE
WEWI, Boston, Mass.

JOHNSON, DEE
WNHC, New Haven, Conn.

THE JUBULAIRES
CBS—The Arthur Godfrey Show.

JUN, ROSE MARIE
WMT, Cedar Rapids, Ia.

KAY, BEATRICE
KAYE, SUZANNE
WFVA, Fredericksburg, Va.

KEDDINGTON, HUBERT
KSL, Salt Lake City, Utah.

KEN DARBY CHORUS
NBC—The Westinghouse Program.

KENNEDY, MARY
WPAT, Paterson, N. J.

KILLION, KAY
WGY, Schenectady, N. Y.

KINDER, BARBARA
KDKA, Pittsburgh, Pa.

KINDER, ELAINE
KDKA, Pittsburgh, Pa.

KINDER, SHIRLEY
KDKA, Pittsburgh, Pa.

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KING, LOUISE
WREG, Chicago, Ill.

KING, W. O.
WTOC, Savannah, Ga.

KIRBY, JOHN
KDKA, Pittsburgh.

KMI CHORUS
NBC—Kraft Music Hall.

KNIGHT, EVE
WITP, Philadelphia, Penna.

KNIGHT, EVELYN
CBS—Powder Box Theater.

KNIGHT, FELIX
ABC—Sunday Evening Party.

KNIGHT, JESS
WRBN, Warren, Ohio.

KNOPP, HELEN C.
KCGX, Sidney, Mont.

KOSLA, LADDIE
WICA, Astabula, Ohio.

L—

LA, DUKE, BILL
WDRB, Hartford, Conn.

LADV, CARL
CBS—Sing Along Club

LAND, DAN
ABC—Sing Along Club.

LAND, JACK
CBS—Sing Along Club.

LANDEG, FRANCES
ABC—Bob Hope Show

LANNY AND GINGER
Lanter, Glads

KGA and RHQ, Spokane, Wash.

LA, RAE, VIRGINIA
KTSA, San Antonio, Texas.

LARAWAY, CECIL
WRRC, Warren, Ohio.

LARKIN, NOEL, LEE
KOA, Denver, Colo.

LARSEN, VIRGINIA
KUSB, Cedar City, Utah.

LAWRENCE, ARLENE
KPOF, Denver, Colo.

LAWRENCE, BILL
WCAX, Pittsburgh, Pa.

LAWRENCE, EARL
WWNY, Watertown, N. Y.

LEE, ELSIE
WGBR, Goldsboro, N. C.

LEE NANCY
WWBO, Fort Wayne, Ind.

LEMASTER, MARY JANE
WMDB, Peoria, Ill.

LEWIS, MONICA
CBS.

LICKLIDER, BEULL
WICA, Astabula, Ohio.

LICKLIDER, MARY
KDKA, Pittsburgh, Pa.

LINDER, ART
KRLD, Dallas, Texas.

LOCKHART, JACK
WDAY, Fargo, N. Dak.

LOMBARDI, ROSEMARE
ABC—Musical Autographers.

LONG, ALICE
KDKA, Pittsburgh, Pa.

LORRAINE, KAY
WWNY, Waterford, N. Y.

LOUISIANA LOU
CBS—Night Time On The Trail.

LUCAS, CLEM
WCAB, Baltimore, Md.

LYN MURRAY SINGERS
CBS—Star Theater.

M—

MaccULLUM, JOHN
KDKA, Pittsburgh, Pa.

MaccGREGOR, EVELYN

MacKENNA, JEANNE
WMAQ, Chicago, Ill.

MACKAY, LOUISE
WFAA, Dallas, Texas.

MADERA, NOEL
KDKA, Pittsburgh, Pa.

MAISANO, NANCY
WNBC, New Haven, Conn.

MALOTTE, STANLEIGH
WAPI, Birmingham, Ala.

MANHATTAN CHORUS
NBC —— New York, N. Y.

MANN, MARION
ABC—The Breakfast Club.

MANN, PEGGY
MANNING, WILLIE
WGTC, Greenville, N. C.

MANSFIELD, RONNY
KFI—NBC.

MARKWELL, BERNIE
KDKA, Pittsburgh, Pa.

MARTEL, FRED
NBC —— Wednesday With You.

MARTIN, MRS. & MR. FRED
KFXJ, Grand Junction, Colo.

MARTIN, JAY
WINS, New York, N. Y.

MARTIN, NANCY
ABC—The Breakfast Club.

MARTIN, NORA
NBC —— Wednesday With You.

MARTIN, TED
WNEW, New York, N. Y.

MARY LOU
WDAY, Fargo, N. Dak.

MAY, JAMES
WETO, Savannah, Ga.

MAYERS, MARGERY
KDKA, Pittsburgh, Pa.

MAXWELL, MARILYN
KDKA, Pittsburgh, Pa.

MAXWELL, RICHARD
KDKA, Pittsburgh, Pa.

MAYNARD, TED
KOVO, Provo, Utah.

MAYO, LARRY
WNBC, New Haven, Conn.

McBRIDE, DICKIE
KSTJ, Houston, Texas.

McCONNELL, LOIS
KUSB, Cedar City, Utah.

McDOWELL, WILLIAM
KDKA, Pittsburgh, Pa.

McENEMY, DAVE
KTAI, San Antonio, Texas.

McFADDEN, GEORGE
CBS—The Jubilaires.

McGREGORY, SISTERS
WAVE, Erie, Pa.

McKEON, JEANNE
CBS —— The Jack Kirkwood Show.

McKINNEY, CARL J.
WGTC, Greenville, N. C.

McKINNEY, SISTERS
KWK, St. Louis, Mo.

MCNAMARA, MARIAN
KDKA, Pittsburgh, Pa.

McShay, DOLLY
KDKA, Pittsburgh, Pa.

MEAD SINGERS
KXO, Sweetwater, Texas.

MEARS, MARTHA
MELTON, JAMES
CBS—Star Theater.

MELVILLE, JUNE
WIOD, Miami, Florida.

MENARD, GREG
WLS, Chicago, Ill.

MERRIDGE, REG.
WGAR, Cleveland, Ohio.

MERRILL, RICHARD
NBC —— The Robert Merrill Show.

Messerzy, NORMAN
WLOP, Springfield, Ohio.

MERRY, MACK
WLG, Winona, Minn.

MILLER, WILLIAM
NBC —— Hymns Of All Churches.

MITCHELL, DOLLY
KDKA, Pittsburgh, Pa.

MITCHELL, JANE
WJJD, Chicago, Ill.

MITCHELL, JAY
WINS, New York, N. Y.

MORGAN, MARION
WBBM, Chicago, Ill.

MORRIS, BETTY ELLEN
KDKA, Pittsburgh, Pa.

MORRIS, CHARLOTTE
WJIR, Chicago, Ill.

MORRISON, BOB
KWTQ, Springfield, Mo.

MOWR, IZA
WJAN, Rochester, N. Y.

MORSE, LEE
WRCN, W. Va.

MURRAY,иль CREED
KDKA, Pittsburgh, Pa.

MURFREY, SISTERS
KDKA, Pittsburgh, Pa.

MURPHY, SISTERS
CBS—The Family Hour.

MUSICK, LINDA
KDKA, Pittsburgh, Pa.

MUSICK, LINDA
KDKA, Pittsburgh, Pa.

NATIONAL SISTERS
KDKA, Pittsburgh, Pa.

NATIONALISTS
KDKA, Pittsburgh, Pa.

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KDKA, Pittsburgh, Pa.

NATIONALISTS
KDKA, Pittsburgh, Pa.
NATIONAL QUARTET
KJZ, Fort Worth, Texas.
NEILSON, NANCY
WBDD, Roanoke, Va.
NETTING, PAUL
ABC—Hymns Of All Churches.
NEWBERT, PUG
EDM, Manhato, Minn.
NEWCOMER, EILEEN
WWVA, Wheeling, W. Va.
NEWCOMER, MAXINE
WWVA, Wheeling, W. Va.
NEWTON, ERNIE
MBS—Sweetheart Time.
NEWTON, KENNETH
EDEA, Pittsburgh, Pa.
NICHOLS, BETTY
WJBO, Baton Rouge, La.
NICHOLS, CLINTON
WLOE, Tupelo, Miss.
NICHOLS, JIMMY
WNHC, New Haven, Conn.
NOBLE, AL
KQV, Pittsburgh, Pa.
NORDQUIST, INGERBERG
NORTHCROSS, W. J. JR
WMC, Memphis, Tenn.
NORTEN, LILLIAN
WWJ, Detroit, Mich.
N——
O'CONNOR, DICK
NBC—Manhattan Merry Go Round.
O'CONNOR, WILLIAM
WLS, Chicago, Ill.
O' DAY, MICHAEL
WSPA, Spartanburg, S. C.
O'HALLORAN, HAL
ABC—Wake Up And Smile.
O'HEREN, DICK
WHK, Cleveland, Ohio.
OHMS, ELINOR
NBC—The Fred Waring Show.
OLD HICKORY SINGERS
MBS—Opry House Matinee.
OLSEN, JENNINGS
KDLX, Salt Lake City, Utah.
O'NEIL, DANNY
CBS—Day O'Neil And His Guests, Powder Box Theater.
ORTEGA, PATSY
KQW, San Jose, Calif.
O'SHEA, BILL
KOY, Phoenix, Ariz.
OSSLBRINK, Ardie L.
WLS, Chicago, Ill.
OWENS, JACK
ABC—The Breakfast Club.
NBC—Pin Pan Alley of the Air.
P——
PAIGE, RICHARD
WMAQ, Chicago, Ill.
PAR, HAROLD
WOW, Omaha, Nebr.
PARKER, FAYE
EDKA, Pittsburgh, Pa.
PARKER, FRANK
NBC—American Album of Familiar Music.
PARKER, FREDDA
WAV, St. Louis, Mo.
PARKER, BETTY LOU
WHAS, Louisville, Ky.
PATTERSON, CLIFFORD
KWTO, Springfield, Mo.
PATTERSON, LARRY
KCAU, Philadelphia, Pa.
PATTON, ROSALIND
CBS—Elliott Lawrence Orchestra?
Listen To Lawrence, CBS.
PILK, MONA
CBS—Monna Paul Show.
PETER, BETTY
WJAD, Fort Worth, Texas.
PERRY, JAN
CBS—Great Moments In Music.
PENRODGAST, JOHN
KJZ, Grand Junction, Colo.
PENNINGTON, EDNA
KPH, Wichita, Kans.
PERRY, BILL
CBS—Saturday Night Serenade.
PERRY, ROSE
WLEU, Erie, Pa.
PETERS, HENRY
WIBW, Topeka, Kans.
PHALEN, JACK
WBEN, Buffalo, N. Y.
PHILLIPS, SUE
WMF, Rapid City, S. Dak.
PICHÉ, MAURY
KYSM, Manhato, Minn.
PICKENS, JANE
CBS—American Melody Hour.
The Pied Pipers
CBS—The Frank Sinatra Show.
The Pigmires
CBS—Gene Autry Show.
PinskY, ANTHONY, A.
KGA, and KHQ, Spokane, Wash.
Plainmen Quartet
WFAA, Dallas, Texas.
Poleri, David
POP, JR. AND TUT
WFLA, Montgomery, Ala.
Port, Tommy
WMAQ, Chicago, Ill.
Powell, DICK
Price, AL
NBC—The Fred Waring Show.
Price, Howard
KDKA, Pittsburgh, Pa.
Richard, LLOYD
KOTA, Rapid City, S. Dak.
Prigmore, Jack
WFAS, Dallas, Texas.
Prince, Katie
WFAS, Dallas, Texas.
Pryor, Richard
KTBC, Austin, Texas.
Pullen, Virginia
WBAP, Fort Worth, Texas.
R——
Raffaelli, Angelo
WGN, Chicago, Ill.
Raitte, John
Randell, Joe
KKV, St. Louis, Mo.
Ray, Leah
MBS—Songs by Morton Downey.
Reed, Erma Mae
WDED, Dubois, Pa.
Reif, P B
CBS—The Four Clubmen.
KEESE, CLAUDE
CBS—The Four Clubmen.
REGAN, KATHLEEN
KVEW, St. Louis, Mo.
REID, BOB
WHAS, Louisville, Ky.
REID, DON
WKBW—Kirkwood Show.
REINHART, DICK
KOMA, Oklahoma City, Okla.
REYNOLDS, BRAD
Rhodes, Beryl
KABC—Meet Me at Pastey's.
Rhodes, George
KWTO, Springfield, Mo.
Richards, Vickie
KROG, STFOK
WCCT, Roanoke Rapids, N. C.
Ring, Bill
KWTO, Springfield, Mo.
KWCCT, Roanoke Rapids, N. C.
ROB, MURRY
KDKA, Pittsburgh, Pa.
Robbins, Claude
KVNU, Logan, Utah.
Robert, Larry
NBC—Manhattan Merry Go Round.
Robinson, Cal
WJJF, Herrin, Ill.
Rockwell, Mardi
KSO, Des Moines, Ia.
Rodney, Don
ABC—Musical Autographs.
Roe, Ray
WENS, Columbus, Ohio.
Rogers, Dave
KELO, Sioux Falls, S. Dak.
KSOO, Sioux Falls, S. Dak.
Rogers, Jasper
KPOP, Denver, Colo.
Rogers, Jimmy
WCCT, Roanoke Rapids, N. C.
Rogers, Roy
Mutual-Don Lee.
Romkos, The
KORA, Howard
WOWO, Fort Wayne, Ind.
Ross, Shirley
WB—Bob Burns Show.
Royal, Dan
KXXO, Sweetwater, Texas.
Russell, Andy
CBS—The Joan Davis Show.
Russell, Helen
CBS—Serenade from Syracuse.
Russell, J. D.
WLAG, La Grange, Ga.
RTledge, Floyd
KWTO, Springfield, Mo.
Ruvinoff, Nina
WTAM, Cleveland, Ohio.
Ryan, Danny
WSDM, Nashville, Tenn.
Ryan, Dennis
NBC—Manhattan Merry Go Round.
S——
Sala, Dorothy
KFFH, Wichita, Kans.
Sandin, Martha Jean
KTEI, Tacoma, Wash.
Saxon, Don
Scarborough, Elmer
Scheff, Walter
NBC—The Fred Waring Show.
News Commentators
—their work during 1945

-- A --

ADAMS, CHARLES F.
WMVA, Martinsville, Va.
ADAMS, FELIX
WHOT, South Bend, Ind.
ADAMS, FELIX D.
WISH, Indianapolis, Ind.
AGRONSKY, MARTIN
ABC-WMAL, Washington, D. C.
AIKEN, LOUIS
WINX, Washington, D. C.
ALDERMAN, JIM
WRR, Dallas, Tex.
ALDRICH, DARRAGH
WCCO, Minneapolis, Minn.
ALEXANDER, JOHN
KODY, North Platte, Neb.
ALLEN, CLIFF
WTOP, Washington, D. C.
ALLEN, IRWIN
KTRI, Sioux City, Ia.
ANDERSON, A. ROBERT
WSTV, Steubenville, O.
ANDREWS, JOHNNY
KCOA, Kilgore, Tex.
ARGALL, PHYLLIS
WGBS, Miami, Fla.
ARTHUR, BILLY
WJNC, Jacksonville, N. C.
AUSTAD, MARK
WWDC, Washington, D. C.

-- B --

BACK, GUNNAR
WTOP, Washington, D. C.
BAILEY, WILLIAM S.
KTHS, Hot Springs, Ark.
BAKER, ART
KFI, Los Angeles, Calif.—Art Baker's Note Book
BALLARD, DAVID
KGFJ, Los Angeles, Calif.
BALLARD, GEORGE
WAYS, Charlotte, N. C.
BALTER, SAM
ABC—Sam Balter Commentary
BANTA, DEAN
KGO, San Francisco, Calif.
BARKER, EDDIE
KMAC, San Antonio, Tex.
BARON, KARL
KYA, San Francisco, Calif.
BARRETT, TONY
WRBL, Columbus, Ga.
BARRINGTON, CHARLES
KIDY, Salt Lake City, Utah
BARRY, MRS. ALICE P.
KTSF, El Paso, Tex.
BARTON, WILLIAM
KVEC, San Luis Obispo, Calif.
BAUKHAGE, H. R.
ABC—Baukhage Talking
BAXTER, LIONAL
WAPI, Birmingham, Ala.
BEALL, JACK
WJZ, New York, N. Y.
BEARDSLEY, LEN
KKA, Seattle, Wash.
BEATTY, HAROLD
WML, Macon, Ga.
BEATTY, MORGAN
WRC, Washington, D. C.
BEECHAM, WALLACE
WAPI, Birmingham, Ala.
BELLE, JACK
WTCN, Minneapolis, Minn.
BELLOISE, MIKE
WMAN, Mansfield, O.

HARRY W. FLANNERY
Author of
"ASSIGNMENT TO BERLIN"
Lecturer
NEWS ANALYSIS, CBS, 5:30-5:45 P.M., MONDAY THRU SATURDAY
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WLS, Chicago, Ill.

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BERKOWITZ, MILTON
WHHD, Hartford, Conn.

BERRY, LESTER
KVOV, Redding, Calif.

BERRY, THOMAS DAVIS
WGCM, Biloxi-Gulfport, Miss.

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CARLSON, HUGO
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CARLTON, HOLLIS
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CARR, THOMAS
WGAA, Cedartown, Ga.

CARR, WES
KTNM, Tucumcari, N. M.

CARRINGTON, JOHN
WORD, Spartanburg, S. C.

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WCOV, Montgomery, Ala.

CARR, THOMAS
WGAA, Cedartown, Ga.

CARR, WES
KTNM, Tucumcari, N. M.
Daly, John
CBS—News and News Analysis

Daniel, John
KWSC, Pullman, Wash.

Daniel, John
WLOK, Lima, O.

Davenport, John
WAIM, Anderson, S. C.

Davids, Lou
WFMJ, Youngstown, O.

Davidson, Meade
WWRL, Woodside, N. Y.

Davidson, Randall
WAIM, Anderson, S. C.

Davis, Gary
WMFR, High Point, N. C.

Davis, John
WYSW, Pittsburgh, Pa.

Davis, Rex
WCKY, Cincinnati, O.

Davis, Richard Harding
WGTM, Wilson, N. C.

Dawes, Bill
WCKY, Cincinnati, O.

Day, Charles
WGAR, Cleveland, O.

Debnam, W. E.
WPTF, Raleigh, N. C.

Decker, Tom
KALE, Portland, Ore.

Denison, C. B.
WMRC, Greenville, S. C.

Denman, John
WJR, Detroit, Mich.

Des Autels, Van
KFAC, Los Angeles, Calif.

De Weese, Dallas
WTOL, Toledo, O.

Di Fanti, Luigi
WNBC, New Haven, Conn.

Dixon, Paula
WFCO, Cincinnati, O.

Dixon, Stanley
KRTN, Des Moines, Ia.

Dixon, Stanton A.
KICD, Spencer, Ia.

Donnell, Darrell
KFRC, San Francisco, Calif.

Doty, Dick
WCOP, Boston, Mass.

Douglas, Hugh
WCEIL, Chicago, Ill.

Driscoll, Maurice
KGEZ, Kalamazoo, Mont.

Dreier, Alex
WMAX, Chicago, Ill.

Drew, Al
WCBT, Roanoke Rapids, N. C.

Dunning, Owen
KOIN, Portland, Ore.

DuPont, Larry
WBAP, Fort Worth, Tex.

Earley, Charles
KDKA, Pittsburgh, Pa.

Edison, Joe
WBIC, Indianapolis, Ind.

Edmonson, Neal
KROW, Oakland, Calif.

Edwards, Curtis
WZCN, Minneapolis, Minn.

Edwards, Frank
WBIC, Indianapolis, Ind.

Eid, Lief
WBC, Washington, D. C.

Eilken, Al
KYA, San Francisco, Calif.

Ekins, H. R.
WSYR, Syracuse, N. Y.

Elliot, Major George
WBC—CBS World News

Elliott, Jim
WCCO, Boston, Mass.

Emmet, Christopher
WEVD, New York, N. Y.

Emich, Howard
WMAM, Marinette, Wis.

English, Al
WAML, Laurel, Miss.

Ensign, George
KJBS, San Francisco, Calif.

Estrella, Blanca
WIOD, Miami, Fla.

Evans, Bob
WTOP, Washington, D. C.

Evans, Clifford
WLIR, Brooklyn, N. Y.

Evans, Jones
WBAX, Wilkes-Barre, Pa.

Evans, Wick
KMOX, St. Louis, Mo.

Fabien, Louis
WSAY, Rochester, N. Y.

Fahy, A. A.
KABR, Aberdeen, S. Dak.

Feagin, Robert R.
WPDQ, Jacksonville, Fla.

Felton, William
WOSH, Oshkosh, Wis.
<table>
<thead>
<tr>
<th>Name</th>
<th>Station, City</th>
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<tbody>
<tr>
<td>Greene, Richard</td>
<td>WJTN, Jamestown, N.Y.</td>
</tr>
<tr>
<td>Gregory, Mark</td>
<td>KSTP, St. Paul, Minn.</td>
</tr>
<tr>
<td>Greer, David</td>
<td>KHQ-KGO, Spokane, Wash.</td>
</tr>
<tr>
<td>Griffin, Alexander</td>
<td>KTRH, Houston, Tex.</td>
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<tr>
<td>Gregory, Mark</td>
<td>KSTP, St. Paul, Minn.</td>
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<tr>
<td>Grew, David</td>
<td>KHQ-KGA, Spokane, Wash.</td>
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<td>Grier, Harry</td>
<td>KTRH, Houston, Tex.</td>
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<td>Griffin, Alexander</td>
<td>MBS-Griffin Reporting</td>
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<td>Gross, H.R.</td>
<td>KJEL, Waterloo, Ia.</td>
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<td>Hacker, Les</td>
<td>KVEC, San Luis Obispo, Calif.</td>
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<td>Hageman, Harold</td>
<td>WADC, Akron, O.</td>
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<td>Hale, Arthur</td>
<td>MBS—Arthur Hale, Your Richfield Reporter</td>
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<td>Haley, Herb</td>
<td>KGO, San Francisco, Calif.</td>
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<td>Hall, Hedley</td>
<td>KMVC, Marysville, Calif.</td>
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<td>Hall, Williams</td>
<td>KKEA, Los Angeles, Calif.</td>
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<tr>
<td>Hallock, Mel</td>
<td>KWYO, Sheridan, Wyo.</td>
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<tr>
<td>Hamilton, Joe</td>
<td>WLBJ, Bowling Green, Ky.</td>
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<td>Hanksins, Jack</td>
<td>WBBB, Burlington, N.C.</td>
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<td>Hansen, Carroll</td>
<td>KWQ, San Jose, Calif.</td>
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<td>Hardy, R.H.</td>
<td>KPAC, Port Arthur, Tex.</td>
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<td>Harkness, Richard</td>
<td>WRC, Washington, D.C.</td>
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<td>Harris, Lee</td>
<td>WTTM, Trenton, N.J.</td>
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<td>Harrover, Ben</td>
<td>KCRC, Enid, Okla.</td>
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<td>Harsch, Joe</td>
<td>WTOP, Washington, D.C.</td>
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<td>Hart, William</td>
<td>WPAY, Portsmouth, O.</td>
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<td>Haskett, George W.</td>
<td>WCNC, Elizabeth City, N.C.</td>
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<td>Haugner, Al</td>
<td>WMT, Cedar Rapids, Waterloo, Ia.</td>
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<td>Havens, Paul</td>
<td>WGG, Fort Wayne, Ind.</td>
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<td>Hayes, Glenn</td>
<td>WBML, Macon, Ga.</td>
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<tr>
<td>Head, Floyd</td>
<td>WMAQ, Chicago, Ill.</td>
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<td>Head, Ivan R.</td>
<td>KYSF, Santa Fe, N.M.</td>
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<td>Healey, James</td>
<td>WENY, Schenectady, N.Y.</td>
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<td>Healy, Jim</td>
<td>WHBC, Canton, O.</td>
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<td>Heatter, Gabriel</td>
<td>MBS-Falwell, Buffalo, N.Y.</td>
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<td>Heggie, Ray</td>
<td>KTUC, Tucson, Ariz.</td>
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<td>Heningway, Frank</td>
<td>NBC—Voice of the Nation.</td>
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<td>Hendrick, Cliff</td>
<td>KGHP, Pueblo, Colo.</td>
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<td>Hennessy, Ed J.</td>
<td>WBL, Columbus, Ga.</td>
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<td>Henry, Bill</td>
<td>WTOP, Washington, D.C.</td>
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<td>Henry, Michael</td>
<td>WTMV, East St. Louis, Ill.</td>
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<td>Hicks, Cap</td>
<td>WBEA, Rome, Ga.</td>
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<td>Hicks, Jack</td>
<td>WLBJ, Bowling Green, Ky.</td>
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<td>Higgins, Len</td>
<td>KSRO, Santa Rosa, Calif.</td>
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<td>Hill, Lillard</td>
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<td>Hix, Gil</td>
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<td>Hodge, Dr. F.A.</td>
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<td>Houlihan, Don</td>
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KMB—Eskine Johnson "in Hollywood

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KGVO, Missoula, Mont.

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WFLA, Tampa, Fla.

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KERV, Seattle, Wash.

JORGENSEN, ED.
KFI, Los Angeles, Calif.

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KWBU, Corpus Christi, Tex.

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KNFT, Palestine, Tex.
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KVOL, Lafayette, La.
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LEVY, MILTON
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WOL, Washington, D. C.
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KGFF, Shawnee, Okla.
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WSET, South Bend, Ind.
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KVI, Tacoma, Wash.
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KORN, Fremont, Neb.

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(Special writer for Mutual's coast-to-coast show for 3 years)

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Ksan, San Francisco, Calif.
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WHN, New York, N. Y.
Goldsbrough, Murray
WFMD, Frederick, Md.
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WPFT. Raleigh N. C.

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WIL. St. Louis, Mo.

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WESX. Salem, Mass.

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Wieg, New York, N. Y.

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O’Brien, Tommy
KKIC. Beaumont, Tex.

O’Connor, John
WLHN. Laconia, N. H.

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WROK. Rockford, Ill.

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WHT. New Bern, N. C.

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PARSONS, MARSHALL
WDOD. Chattanooga, Tenn.

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WOLF, Syracuse, N. Y.

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WMAQ. Chicago, Ill.

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POPE, EDWIN
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WLBB. Brooklyn, N. Y.

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— R —

RAND, TED
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RAWLIS, CHARLIE
WSLI. Jackson, Miss.

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WDSP. Panama City, Fla.

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KSL. Oakland, Calif.

REJEANIAN, ARAM
KVEC. San Luis Obispo, Calif.

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WFDP. Utica, Mich.

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WSON. Henderson, Ky.

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KKEO. Everett, Wash.
ROGERS, MARTY
WTR, Reading, Pa.

ROPPOLO, MICHAEL
KTB5, Shreveport, La.

ROSSEU, PAUL
WPRV, Joseph, Mo.

ROSE, JOE
RGMN, Honolulu, T. H.

ROTHKREM, BILL
WSYR, Syracuse, N. Y.

ROYALL, PAUL A.
KSL, Salt Lake City, Utah

RUGG, VIC
KANS, Wichita, Kans.

RUST, NATHAN D.
KPAI, Laredo, Tex.

S

SAGGAW, TIP
KBON, Omaha, Neb.

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SCHREIBER, MARK
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SCHULTZ, ALEX
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KOA, Denver, Colo.

SEXTON, MORGAN
KROS, Clinton, Ia.

SHAFER, MAX
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SHUDT, ROY
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SIMPSON, JACEK
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SLACK, BEN L., JR.
KVOA, Tucson, Ariz.

SLATER, BILL
MBS

SLOVIC, PETE
WGED, Gloversville, N. Y.

SMALLWOOD, STONEY
WOPJ, Bristol, Tenn.

SMITH, BOB
WOGY, Grand Rapids, Mich.

SMITH, FRED
WOW, Fort Wayne, Ind.

SMICK, TOMMY
WBMX, Macon, Ga.

SORENSEN, FRITZ
WFIN, Findlay, O.

SPENCER, LLOYD
KTNM, Tucumcari, N. M.

SPOKES, AL
WJFN, Jamestown, N. Y.

STANLEY, LARRY
KFXF, Wichita, Kans.

STEADMAN, BILL
WCOV, Montgomery, Ala.

STEEL, BOB
WTIC, Hartford, Conn.

STEELMAN, BOB
KOIL, Omaha, Neb.

STERIN, BILL
WBC

STEVENS, JACK
WLAW, Lawrence, Mass.

STEWART, M. D.
KNTD, Palestine, Tex.

STEWART, RUSSELL
KFI, Los Angeles, Calif.

STILLWELL, LYLE
KWKL, Longview, Wash.

STOUT, ALLEN
WROJ, Knoxville, Tenn.

SULLIVAN, CHARLES B.
WMC, Memphis, Tenn.

SUTER, WILLIAM
KELO, Mason City, Ia.

SUTHERLAND, BILL
KDKA, Pittsburgh, Pa.

TASHBERRY, BOB
WERC, Erie, Pa.

SWAN, BOB
KFI, Los Angeles, Calif.

T

TACY, E. N.
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WKRC, Cincinnati, O.

TAIBY, HARRY
WMJR, Jackson, Conn.

TAUB, SAM
WAG, Covington, Va.

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KKEY, Covington, Va.

TAYLOR, PAT
WMFR, High Point, N. C.

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TEMPLETON, R. L.
KPRC, San Francisco, Calif.

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WMTV, East St. Louis, Ill.

TERRY, BOB
WMEW, New York, N. Y.

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WSNY, Schenectady, N. Y.

THORNBURGH, RED
WASAI, Cincinnati, O.

THORPE, BUD
WOAI, San Antonio, Tex.

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KSUB, Cedar City, Utah

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KCQ, Pittsburgh, Pa.

TRUITT, ROLLIE
KWJJ, Portland, Ore.

TUCKER, JOE
WWXS, Pittsburgh, Pa.

TURNER, BOB
WHAM, Rochester, N. Y.

TURNER, JIM
WJCN, Elizabeth City, N. C.

TYSON, TY
WWJ, Detroit, Mich.

U

ULRICK, EDGAR C.
WLOK, Limo, O.

UNFERTH, DON
WIBR, Wisconsin Rapids, Wis.

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KXON, Barstow, Calif.

V

VANCE, HENRY
WAPI, Birmingham, Ala.

VENDT, AL
WATR, Waterbury, Conn.

W

WADDELL, WADE
KJBC, Austin, Tex.

WADDLE, KENNETH
WOKK, Wenatchee, Wash.

WAGNER, J. AY
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WICA, Ashtabula, O.

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WSAM, Saratoga, Mich.

WHITNEY, DON
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WJIZ, Clarksville, Tenn.

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WADC, Akron, O.

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WFMF, Wichita, Kans.

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WABP, Fort Worth, Tex.

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WOLF, HAL
KPO, San Francisco, Calif.

WOLFF, BOB
WINX, Washington, D. C.

WIGHT, JOHN
WAIR, Winston-Salem, N. C.

Y

YACK, GEORGE
WBAA, West Lafayette, Ind.

YANDIT, MAX
KGVO, Missoula, Mont.

YOUNG, J. J.
WERC, Erie, Pa.

Z

ZENNAH, CHARLES
WJRD, Tuscaloosa, Ala.
ACE, GOODMAN
CBS—Danny Kaye Show

ADAMS, W. J.
WHEC, Rochester, N. Y.

ADAMS, Wylie
ABC—Ted Malone Show

AINLEY, Joe
MBS—Freedom of Opportunity
MBS—Those Websters

ALBINGER, Al
WCOL, Columbus, Ohio

ALDRIDGE, William
WHAS, Louisville, Ky.

ALEXANDER, A. L.
MBS—A. L. Alexander’s Management Board

ALLEN, BETTI
WINX, Washington, D. C.

ALLEN, HENRY
WLAP, Lexington, Ky.

ALLINGER, Ralph
WFAS, White Plains, N. Y.

ALLISON, Robert
CBS—Invitation to Learning

AMREIN, John
WFCB, Cincinnati, Ohio

ANDERSON, Bob
KQQ & KGA, Spokane, Wash.

ANDREWS, Martin
ABC—My True Story

APEL, H. W.
WPAY, Portsmouth, Ohio

ARDEN, JAMES
WLOK, Lima, Ohio

ATKINSON, George
WXR, New York, N. Y.

AVERT, IRA
CBS—Armstrong Theatre of Today

— B —

BAILEY, ANGUS
WSAR, Fall River, Mass.

BAILEY, EDWIN
WMAQ, Chicago, Ill.

BAILEY, MELVIN
KEX, Portland, Ore.

BAKER, GEORGE
WRC, Washington, D. C.

BAKER, RAY
WITH, Baltimore, Md.

BARNES, Howard
CBS—Jambalaya

BARNES, JOHN
CBS—Michael Scott Presents

BARRETT, MAURICE
WHOM, Jersey City, N. J.

BAUGHMAN, ELMER
WFAA, Dallas, Texas

BEASLEY, IRENE
CBS—Irene Beasley, Neighbors Show

BECKER, JOHN
CBS—Time to Remember

BECKER, SANDY
CBS—Orfan Fantasies

BECKERMAN, LARRY
WTOP, Washington, D. C.

BELL, LIDO
KMO, Tacoma, Wash.

BERCH, Jack
ABC—Jack Berch Show

BERNARD, DON
CBS—Blondie

BERNS, LARRY
CBS—The Jack Carson Show

BERTHODT, MARY
KGO, Missoula, Mont.

BEST, EDNA
MBS—Adventures of Sherlock Holmes

BETHEL, FRED
CBS—Powder Box Theatre

BIEBER, F. E.
WWHT, Hartford, Conn.

BLACK, CHARLES
WSAI, Cincinnati, Ohio

BLACK, HOWARD
KOY, Phoenix, Ariz.

BLACK, J. A.
WGH, Newport News, Va.

BLAKE, HOWARD
CBS—Meet the Missus

BLADE, RANDY
WJJD, Chicago, Ill.

BLISS, TED
CBS—The Babo Snooks Show

BLOODWORTH, ED
ABC—What’s New, Mirth with Eddie Marr

BLOTTER, FRANK
WLW, Cincinnati, Ohio

BOCHAN, PETER
WNAB, Bridgerton, Conn.

BOLAND, JR., JOSEPH L.
ABC—The Doctors Talk It Over

BOOTH, VIRGIL C.
WHDL, Olean, N. Y.

BOOTHBY, JOHN D.
WEBR, Buffalo, N. Y.

BOWE, GEORGE
WTIC, Hartford, Conn.

BOWER, ROGER
WOR, New York, N. Y.

BOWMAN, PHIL
CBS—Ma Perkins

BOYD, AL
WLS, Chicago, Ill.

BROADSHAW, FRED
WPQ, Jacksonville, Fla.

BRATTAIN, JOE
NBC—Carnation Contested Program

BRENNAN, WILLIAM
CBS—The Jack Smith Show

BRONSON, EARL
ABC—Wake Up and Smile

BROWN, BOBBY
CBS—The First Line

BROWN, DENNIS
WDAK, Columbus, Ga.

BROWN, HAMAN
CBS—The Adventures of the Thin Man, Inner Sanctum

BROWN, KEITH
ABC—America’s Town Meeting

BROWN, MENDY
MBS—Adventures of Bulldog Drummond

BRUCE, DWIGHT J.
WTOP, Savannah, Ga.

BUCHANAN, STEWART
CBS—The Second Mrs. Burton

BUCK, CHARLES
NBC—The Jack Benny Program

BURKE, CHARLES G.
WJR, Detroit, Mich.

BUSHNELL, LUCILE
KSLM, Salem, Ore.

BUTLER, D. M.
WGBS, Miami, Fla.

BYRON, ED

— C —

Caldwell, H.
KFDM, Beaumont, Texas

Caldwell, JAY
WOL, Washington, D. C.

Callahan, Bob
WINX, Washington, D. C.

Calvert, CHARLES
KMPG, Los Angeles, Calif.

Carlson, J. RALPH
WJTN, Jamestown, N. Y.

Carlson, Richard
WELL, New Haven, Conn.

Carney, JOHN
CBS—Sing Along Club, Arthur Godfrey Show

Cashman, ED
CBS—The Hoagy Carmichael Show

CBS—The Andrews Sisters Show

Chance, Al
MBS—Tom Mix Show

Charles, BUNNY
CBS—Great Moments in Music

Charles, DICK
ABC—Relax with Cal Tinsley

Chester, EDMUND
CBS—Viva America

Clare, George
KMOX, St. Louis, Mo.

Clark, DON
CBS—This Is My Best

CLARK, JAY
MBS—John J. Anthony

Cleary, John
ABC—Sammy Kaye’s Sunday Serenade

Cohan, PHIL
CBS—Durante-Moore Show

Cole, DEWEY
WBZZ, Detroit, Mich.

Cole, John
MBS, The Shadow

Collins, Ted
CBS—Kate Smith Sings, Kate Smith Speaks

Cooke, Forest W.
WBFB, Rock Island, Ill.

Cornell, Syd
WRRC, Cincinnati, Ohio

Cott, Tad
WBZ—MBS

Cotton, Bob
ABC—Private Lives of Ethel and Albert

Coy, James
KCMO, Kansas City, Mo.

Coyle, Cynthia
WAAF, Chicago, Ill.
CRANS, RICHARD F.
WGNY, Newburgh, N. Y.
CREMEENS, GEORGE
KRTN, Des Moines, Iowa
CRONICIAN, LEE
WHP, Harrisburg, Pa.
CROSS, LEO
KMYT, Denver, Colo.
CUNNINGHAM, OWEN
KGBM, Honolulu, T. H.
CURTIN, CHARLES
WNAQ, Boston, Mass.
CUSHING, KERRY
WNEW, New York, N. Y.

DAHL, TED
ABC—Hollywood Radio Life
DALY, ART
ABC—Lum 'N Abner
Daly, Joe
NBC—Raleigh Room
Daly, Ranny
WING, Dayton, Ohio
Daniel, Oliver
ABC—Boston Symphony Orchestra
Davies, Mac
NBC—Bill Sterns Sports Show
Dawson, Ronald
CBS—It's Martime
D burial, Jerry
De Angelo, Carlo
KYS, Mankato, Minn.
Dulian, Michael
WDAS, Philadelphia, Pa.
DeFur, Paul
ABC—Tennessee Jed
DeGroot, Don
WWJ, Detroit, Mich.
Deline, Jim
CBS—Serenade from Syracuse
Demarcs, Bradford
WIBC, Indianapolis, Ind.
Devine, Jerry
ABC—This Is Your F. B. I.
Devine, Ottis
WSM, Nashville, Tenn.
Dickman, John
WBAL, Baltimore, Md.
Dieringer, Margaret
KXX, Seattle, Wash.
Dilling, Maxine
KHMO, Hannibal, Mo.
Dietz, John
CBS—Cimonials Tavern, Crime Photographer
Dickson, Sam
KPG, San Francisco, Calif.
Doud, G. B.
KGO, San Francisco, Calif.
Drummond, David
KGO, San Francisco, Calif.

Eakes, Mary
WGTO, Greenville, N. C.
Eaton, WLZB, Bangor, Me.
Edwards, Ally
WXIR, New York, N. Y.
Ehrenreich, Will
WOR, New York, N. Y.
Ehrhart, Harry
WRC, Philadelphia, Pa.
Ehrman, Bob
WTOP, Washington, D. C.
Eilart, William A.
KVOE, Warren, Ohio
Elelz, Bob
WOC, Davenport, Iowa
Elliot, Bill
KVOE, Santa Ana, Calif.
Elliott, Lucy
WWDC, Washington, D. C.
Ellis, Marian
WWO, Fort Wayne, Ind.
Elman, Dave
CBS—Hobby Lobby
Elton, Dave
CBS—Adventures of Ozzie & Harriet
Englebach, Dee
MBS—Rogers's Gallery
Epling, Leonard
KOOS, Coos Bay, Ore.
Ernest, Bud
MBS—Queen for a Day
Ervin, Edward
WJWX, New York, N. Y.
Esch, A. H.
KAND, Corsicana, Texas
Essex, Wright
ABC—Louella Parsons Show, Oregon Welles Almanac, Hollywood Mystery Time, Glamour Manor, Collins, Calling

Fariss, William
WBYN, Brooklyn, N. Y.
Farnier, Jon
WALL, Atlanta, Ga.
Farriss, Clint
WQTM, Wilson, N. C.
Fassett, James
CBS—Biggs Show, Encore Appearance, Eileen Farrell & Columbia Concert Orchestra, Invitation to Music, Mona Paulie, Philadelphia Orchestra
Faustini, A.
WOGS, Pittsburgh, Ill.
Felton, Norman
WMAQ, Chicago, Ill.
Fenoll, Mildred
ABC—Detect & Collect
Ferguson, Earl
KOA, Denver, Colo.
Ferber, Kay
WLS, Chicago, Ill.
Feyil, Horace
WCAU, Philadelphia, Pa.
Fishburne, Alan
ABC—Corton Front Page
Fisher, Florence
KGO, Walley City, N. Dak.
Fischer, Maggie
NBC
Fitzgerald, Edward
ABC—Professor Quiz
Planagan, Gene
WWRL, Woodside, N. Y.
Fleming, Thomas
WLEU, Erie, Pa.
Flynn, Edward F.
WSNY, Schenectady, N. Y.
Flynn, Roy
WAPI, Birmingham, Ala.
Ford, Wharton
WSRR, Stamford, Conn.
Fox, Mrs. Estelle
KBTM, Jonesboro, Ark.
Flaider, Walt
ABC—Ladies Be Seated WJAT—What's New in Hollywood
Francis, Hollis
WJAG, Norfolk, Neb.
Francis, Noel
KVOE, San Francisco, Calif.
Frenich, Kenneth
WRC, Washington, D. C.
Francis, Walter
WJAR, Providence, R. I.
Gahre, Elizabeth M.
KXEL, Waterloo, Iowa
Gale, Jack
ABC—Murder Will Out
Gallant, Normand
WCOU, Lewiston, Me.
Gantter, Raymond
WFPN, Syracuse, N. Y.
Gates, Jerry
WFAA, Dallas, Texas
Gering, Walter
RECA, Los Angeles, Calif.
Gibbs, Parker
WMAQ, Chicago, Ill.
Gibson, Dorothy
KFW, Fort Smith, Ark.
Gierlach, Chet
ABC—The Woody Herman Show
Gillis, Don
ABC—General Motors Sympohony of the Air, The Robert Merrill Show
Giradin, Ray
CBS—Coffee Club
Gord, Paul
KPEL, Denver, Colo.
Goodwin, Sid
ABC—Walkie Talkie, County Fair
Gottlieb, Joseph
WMAA, New York, N. Y.
Graham, Ronald
WLEU, Erie, Pa.
Grandey, Roy
KQW, San Jose, Calif.
Grant, Dave
CBS—Vox Pop
Grant, Douglas B.
WMT, Sedar Rapids-Waterloo, Iowa
Griffin, Betty
WHEX, Utica, N. Y.
Griffin, John A.
KABR, Aberdeen, S. Dak.
Grogan, Jack
WNEW, New York, N. Y.
Gruener, Karl
ABC—The Great Gildersleeve, Kraft Music Hall

Hairgrove, J. A.
KSAM, Huntsville, Texas
Hall, Gene
WBAP, Fort Worth, Texas
Hallock, Mel
KWWO, Sheridan, Wyo.
Hanes, Bob
WGY, Schenectady, N. Y.
Harris, Lee
CBS—The Family Hour
Harris, Mary
CBS—House Party
Haskell, Betty
EDVL, Salt Lake City, Utah
Hartman, Lou
KROW, Oakland, Calif.
Hauen, John
ABC—Lum 'N Abner
Hellm, Frances F.
WBAP, Fort Worth, Texas
Henderson, Brooks
KSTP, St. Paul, Minn.
Henderson, John
WBAI, West, Lafayette, Ind.
Herbert, Charles
CBS—Electric Hour
Herbert, Ralph
KSPQ, San Francisco, Calif.
Herman, Chester
WLW, Cincinnati, Ohio
Hestand, Bob
KFI, Los Angeles, Calif.
SELAH, SEYDEL, SERVATIUS, SHAYON, SHAW, SONIS, SNELL, SHUMATE, SHELTON, SPIER, SOUDER, SIKORA, STAAS, STECK, STEWART, STEVENS, STEFFY, STEWART, STREETER, SUSSMAN, STUBBS, SWITZER, SW

 CBS

 WHBF, KWK, Club WSYR, WDBJ, WJBO, WMAL, KPO, WOLF, CBS WCHS, WGES, CBS WTAM, Show KFI, New WIND, Vets WSAP, Like SAM Storyteller. BERTON to CHARLES WILLIAM San Your Fishing Club WILLIAM GEORGE St. Steel MINNEAPOLIS, WALTER Roanoke, Baton ROANOKES, ERNEST T. T. T —

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Station—Free Lance

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ACE, GOODMAN
CBS—Danny Kaye Show
ADAMS, DOROTHY
WKIP, Poughkeepsie, N. Y.
ADAMS, WILLIAM J.
WHEC, Rochester, N. Y.
ADAMS, TED
CBS—We the People
ADKINS, MARYALICE
KGA, Spokane, Wash.
ALBINSON, MARION
WPDQ, Jacksonville, Fla.
ALBRIGHT, JACK
MBS—Treasure Hour of Song
ALEXANDER, A. L.
MBS—Alexander’s Mediation Board
ALEXANDER, ALTON
NBC—Hour of Charm
ALEXANDER, HI
ABC—The Charlotte Greenwood Show
ALEXANDER, MARTHA
CBS—Romance of Helen Trent
ALEY, AL
ABC—Hop Harrigan
ALGYIR, H. L.
CBS—Romance of Evelyn Winters
ALLEN, ESTHER
NBC—Truth or Consequences
ALLEN, FRED
NBC—Fred Allen Show
ANDERSON, GEORGE
CBS—Gene Autry Show
ANDERSON, NORMA
KOTA, Rapid City, S. D.
ANSEL, BILLIE B.
WIOD, Chattanooga, Tenn.
ARDEN, JAMES
WLOK, Lima, Ohio
ARMFIELD, HILL
KCRK, Sacramento, Calif.
ARMSTRONG, ROBERTA
WISH, Indianapolis, Ind.
ASHTON, RUTH
CBS—Feature Story
ATANASIN, FLORENCE
WQXR, New York, N. Y.
AYER, JANE

— B —
BAILEY, J.
MBS—Queen for a Day
BALZER, GEORGE
NBC—Jack Benny-Lucky Strike Program
BARKER, AL
ABC—Terry and the Pirates
BARNES, MRS. AMANDA
WBT, Charlotte, N. C.
BARNES, JOHN
CBS—Michael Scott Presents
BARNETT, SANFORD
CBS—Lux Radio Theater
BARRETT, MARGARET
WPDQ, Jacksonville, Fla.
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CBS—Neighbors
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CBS—Life Can Be Beautiful
BECKER, SANDY
CBS—Organ Fantasies
BECKMARK, PEGGY
CBS—Tena and Tim
BECKWITH, ALBERTA R.
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BEL, ORTH
KPH, Wichita, Kans.
BERG, BERNARD
WMAQ, Chicago, Ill.
BERTHOLDT, MARY
KGVO, Missoula, Mont.
BERTON, MAX
WNEW, New York, N. Y.
BESTER, AL
ABC—Adventures of Charlie Chan
BILLYMEYER, D.
KEX, Portland, Ore.
BINGHAM, ELEANOR
WFTC, Kinston, N. C.
BINNS, BARBARA
WSAZ, Huntington, W. Va.
BIXBY, CARL
CBS—Life Can Be Beautiful,
Prudential Family Hour, Reader’s Digest
BLAKE, HOWARD
CBS—Mayor of the Town
BLAKE, PEGGY
NBC—Barry Cameron Show
BLOOMBERG, BERNARD
KLX, San Francisco, Calif.
BOLTON, GEORGE
KFEA, Pittsburgh, Pa.
BOOTIE, BARBARA
CBS—The Jubalaires
BOUDEAUX, LOUISETTE
KVOL, Lafayette, La.
BOULETTA
ABC—The Lone Ranger
BOYD, MRS. BERLIN
KEX, Missoula, Mont.
BOYES, BETTY
ABC—Lum ’N Abner
BRADLEY, CAROLYN
WEW, St. Louis, Mo.
BRADSHAW, THELMA
KTBX, Austin, Texas
BRADY, KATHRYN
WLS, Chicago, Ill.
BRANTLEY, GEORGE
WTAR, Norfolk, Va.
BRENNAN, HELEN MARIE
RXA, Seattle, Wash.
BRESLIN, HOWARD
WIBC, Indianapolis, Ind.
BRITTON, CLIFTON
WGBR, Goldsboro, N. C.
BROOKS, DAVID
WJFF, Herrin, Ill.
BROWN, LYMAN
WKB, Port Worth, Texas
BROWN, MAE
WMAA, Springfield, Mass.
BROWN, SI
MBS—Adventures of Bulldog Drummond
BROWNE, G. PAUL
WAIM, Anderson, S. C.
BRUCE, JANE
WEW, St. Louis, Mo.
BUDDY, PAUL
KID, Idaho Falls, Idaho
BUFFUM, RAY
MBS—Rogue’s Gallery
BULLOCK, MARTHA
WHTF, New Bern, N. C.
Burch, Bill
NBC, Truth or Consequences
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WNHC, New Haven, Conn.
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KOA, Denver, Colo.
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WOLS, Florence, S. C.
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NBC—John Charles Thomas, Westinghouse Program
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CARMAN, ROBERT
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ABC—Tennessee Jed
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WMAQ, Chicago, Ill.
CARRINGTON, ELAINE S.
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WGBR, Goldsboro, N. C.
CARROLL, JEAN
NBC—Laura Lawton
CARVEY, A. S.
WAGM, Presque Isle, Me.
CASKY, MARGARET
KFJZ, Fort Worth, Texas
CATON, EVELINA
WFAA, Dallas, Texas
CHASE, ILKA
MBS—Ilka Chase Show
CHESTER, EDMUND
CBS—Viva America
CHEVIGNEY, HECTOR
MBS—Morton Downey Show
CHIAPPA, RUTH
WPAT, Portsmouth, Ohio
CHOPIN, DAVID
KWK, St. Louis, Mo.
CHRISTIAN, CAYE
WIP, Philadelphia, Pa.
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WBT, Charlotte, N. C.
CLEMENTS, ALICE
ABC—Friendship Ranch
COCHRAN, HARRY
WSTV, Steubenville, Ohio
COFFIN, JOCHE
KSO, Des Moines, Iowa
COHEN, OCTAVUS ROY
NBC—Amos 'N Andy
COLE, ALONZO DEEN
CBS—Crime Photographer
COLE, HILDA
NBS—The Fred Waring Show
COLEMAN, BETH
WKBV, Richmond, Ind.
CULIV, VANCE
ABC—Breakfast in Hollywood
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COOPER, ROBERT E.
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COULTER, MARGARET
WMBI, Chicago, Ill.
COWAN, IRENE
WJAS, Pittsburgh, Pa.
CRAIN, BOB
WSNY, Schenectady, N. Y.
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WBAP, Fort Worth, Texas
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CBS—Screen Guild
CROSS, SKEETS
WOWO, Fort Wayne, Ind.
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CUNNINGHAM, MACK
KOY, Provo, Utah
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WMFR, High Point, N. C.

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KMC, I Am An American  

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KGO, Missoula, Mont.  

Holland, Gerald  
NBC-The Teentimers Club  

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CBS—Theatre of Romance  

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WFEA, Manchester, N. H.  

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ABC—Coronet Front Page  

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ECKN, Kansas City, Mo.  

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WSNJ, Bridgeport, N. J.  

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KICD, Spencer, Iowa.  

Howell, Ruth  
CBS—It Pays to Be Ignorant  

Hughes, Russ  
NBC—Cavalcade of America  

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NBC—Stella Dallas  

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NBC—Manhattan Merry Go Round, Waltz Time  

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Hurstley, Doris  
KJS—Those Websters  

Hursley, Frank  
KJS—Those Websters  

Hyams, Ben  

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Isaac, Rose  
WMJS, Ironwood, Mich.  

J  

Jack, Arlene  
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Jackson, C. F.  
WTAW, College Station, Texas  

Jackson, Dale  
KDKA, Pittsburgh, Pa.  

Jackson, Mavis  

Jeske, George  
NBC—Truth or Consequences  

Jesse, Mary Jane  
WAVE, Louisville, Ky.  

Johnson, Doris  
WCAP, Ashbury Park, N. J.  

Johnson, Duane  
KOY, Phoenix, Ariz.  

Johnson, Janet  
WUAL, Baltimore, Md.  

Johnson, Marjorie Jane  
WWNC, Asheville, N. C.  

Jones, Phyllis F.  
Valphis Morris Follies of 1946  

Jones, Rita  
KENO, Las Vegas, Nev.  

Josephson, Louis  
NWBS—The Jack Benny Program, Pifth Bandwagon  

Just, Norma  
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Jumeman, Jerry  
KNOE, Monroe, La.  

K  

Kane, Alta Jean  
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Kane, Joseph  
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WFAA, Dallas, Texas  

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WGN, Charm School Presenting Nikko Kaye, WCIP  

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WSPR, Springfield, Mass.  

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KGB, San Diego, Calif.  

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WPIC, Sharon, Pa.  

Kelley, Pat  
KFL, Los Angeles, Calif.  

Kelly, Margaret  
WOW, Omaha, Neb.  

Kemp, Juanita  
WDOD, Chattanooga, Tenn.  

Kempton, Christine  
NBC—Consumer Time  

Kennedy, Mary  
WPAT, Patterson, N. J.  

Kent, Mona  
WVOK, Fortin Faces Life  

Kent, Priscilla  
CBS—Those Websters  

Kessler, Darol  
WRAW, Reading, Pa.  

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WTAW, College Station, Texas  

Kingsley, Ruthanne  
WLAP, Lexington, Ky.  

Klinner, Betty  
WJPP, Montclair, Ill.  

Kirby, Bill  
WMJS, Ironwood, Mich.  

Kirk, Peter  
WMUL, Chicago, Ill.  

Kirkwood, Jack  
CBS—The Jack Kirkwood Show  

Klose, Virginia  
CBS—Mommie and the Men  

Klose, Willard  
CBS—Mommie and the Men  

Knickem, Lois  
KEVR, Seattle, Wash.  

Knoelke, Betty  
WFDN, Flint, Mich.  

Koennecke, Betty  
WJJW, Portland, Me.  

Kramer, Norman R.  
KSPF, San Francisco, Calif.  

Kramer, Walter  
WCIB—Break the Bank  

Kraushaar, Angelique  
KALB, Alexandria, La.  

Krauss, Arthur  
KCFX, San Francisco, Ind.  

Kregeloh, Hubert  
WSPR, Springfield, Mass.  

Kruelvitch, Rome  
WIBA, Madison, Wis.  

L  

LaFrangie, Jack  
WGN, Chicago, Ill.  

LaGuardia, F. H.  
ABC—LaGuardia Speaks  

Lambert, Jane Marie  
WHIS, Bluefield, W. Va.  

Langan, Tom  
CBS—Your Hit Parade  

Lansworth, Lew X.  

Larson, Ruth  
KXEL, Waterloo, La.  

Larson, Shirley  
KYSM, Mankato, Minn.  

Latto, Lois  
WHK, Cleveland, Ohio  

Laurie, Bill  
KNET, Palestine, Texas  

Lawlor, Boyd W.  
WIP, Philadelphia, Pa.  

Leaon, Dell  
KDYL, Salt Lake City, Utah  

Leblanc, Lucille  
KVOL, Lafayette, La.  

Lee, C.  
CBS—Request Performance  

Lemke, Irma  
WGY, Schenectady, N. Y.  

Leslie, Allen  
NBC—Date With Judy  

Leslie, Ira  
WBRG, Birmingham, Ala.  

Leslie, Phil  
CBS—The Beulah Show  

LeWellyn, John  
ABC—Quiz Kids  

LeWerd, Margaret  
NBC—Highways in Melody  

Lewis, Milton  
CBS—The Adventures of the Thin Man  

Light, Mabel C.  
WDDN, Chattanooga, Tenn.  

Lind, Frances  
KDKA, Pittsburgh, Pa.  

Lindholm, Peggy  
KYSM, Mankato, Minn.  

Lingo, Elizabeth  
WPRK, Alexandria, Va.  

Linkletter, Art  
NBC—People Are Funny  

Lipscott, Alan  
NBC—The Life of Riley  

Little, Herb  
CBS—The Joan Davis Show  

Loar, Isabelle  
KXEL, Waterloo, La.  

818
MCKINNON, MARGARET
WHKK, Akron, Ohio
MEDBURY, J. P.
CBS—Adventures of Ozzie & Harriet
MELTZER, LOU
NBC—Mail Bag, Chicago, Ill.
MENEFEE, THOMAS
NBC—Our Foreign Policy
MENKEN, LARRY
CBS—-The Sparrow and the Hawk
MERIDAN, JOHN L.
WSTV, Steubenville, Ohio
MERTH, JON
WHK, Cleveland, Ohio
MEVES, MARIAN
WBYE, Appleton, Wis.
MEYER, JEANNE
CBS—The Four Clubman
MEYERS, ART
WCAP, Asbury Park, N. J.
MICKEL, MARTHA
WOWO, Fort Wayne, Ind.
MILES, MARY E.
CBS—Those Websters
MILLS, PAT
WAYS, Charlotte, N. C.
MILSTEAD, CLAUDE
WJXR, Greenville, Miss.
MITCHELL, ALFRED T.
WCO, Anadarko, Okla.
MITCHELL, DON
WAGA, Atlanta, Ga.
MITCHELL, JILL
ABC—Eat for Dough
MOBLE, BILL
A Call from Les Paul
Moore, FRANK
NBC—Chesterfield Supper Club
Moore, MAX S.
KPAA, Helena, Ariz.
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ABC—The Exeters
MOORE, SAM
NBC—The Great Glidersleeve
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MORGAN, RICHARD
WBN, Buffalo, N. Y.
MORRIS, MARGOT
WILL, Urbana, Ill.
MORRISON, CHESTER
ABC—Chester Morrison
Morse, CARLTON E.
NBC—His Honor the Barber
Morton, JERRY
KXL, San Francisco, Calif.
MOSS, BOB
NBC—Amos 'n Andy
Moss, HERB
WEW, St. Louis, Mo.
MUNCH, LOUISE
WEZ, Youngstown, Ohio
MURPHY, DONNA
KDAL, Oklahoma City, Okla.
MURPHY, KATHRYN
WSTP, Salisbury, N. C.
MURPHY, LU
WHAS, Louisville, Ky.
MURPHY, WILLIAM
NBC—Doctors at Home
MURRAY, DAVE
WIO, Los Angeles, Calif.
MURROW, EDWARD R.
CBS—Edward R. Murrow
MUSE, JIM
KLO, Ogden, Utah
MUSSELMAN, DOUGLAS
KWJB, Glove, Ariz.
MYERS, TERESA M.
WTAL, Tallahassee, Fla.

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CBS—A Woman's Life
NOWINSO, DAVE
KFI, Los Angeles, Calif.

O

OBOLE, ARCH
MBS—Arch Oboler Plays
ODAMES, ELIZABETH
WIX, Utica, N. Y.
O'HOLLARAN, BILL
WOW, Omaha, Neb.
OLIVER, EDITH
ABC—Take It or Leave It
OLSON, D. J.
KEID, Spencer, Iowa
O'MALLIA, BETTY
WEAX, Wilkes-Barre, Pa.
OPPEHEIMER, JESS
CBS—The Baby Snooks Show
OREGAN, MARGARET
NEKOLO, Miss.
ORGILL, JAMES
WGB, Cleveland, Ohio
OUTH, BILL
KTRH, Tacoma, Wash.
ORR, JOHN T.
WBRC, Birmingham, Ala.

P

PACKARD, ELON
NBC—Kraft Music Hall
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KDYL, Salt Lake City, Utah
PAINE, VIRGINIA
KRKO, Everett, Wash.
PALMER, HARRY
WMVA, Martinsville, Va.
PARSONS, LOUELLA
ABC—Lo-Lisa Parsons Show
PATTE, FLOYD
WTIC, Hartford, Conn.
PAYNE, BILL
KLO, Norfolk, Neb.
PEFFER, ROBERT
ABC—The Alan Young Show
PEARSON, BUD
MBS—The Fresh Up Show
PEARSON, DREW
NBC—Drew Pearson
PENDERGAST, CHARLES
KREC, Abilene, Texas
PENSON, BETTY
KTRF, Twin Falls, Idaho
PERLING, EVELYN
WSGN, Birmingham, Ala.
PERRIN, E.  
WSAZ, Huntington, W. Va.

PERRIN, SAM  
NBC—The Jack Benny Program

PETERS, BARBARA  
KZL, Beaver, Colo.

PETERSON, VIRGINIA  
WOL, Ames, Ia.

PETTE, KIRK, MARGOT  
WWJ, Detroit, Mich.

PHARES, FRANK  
CBS—Star Theatre

PHILLIPS, CBS—Maisy

PHILLIPS, IRNA  
NBC—The Guiding Light. Masquerade. Today's Children

PHILLIPS, IRVING  
KCLA, Sacramento, Calif.

PHILLIPS, PAUL  
WCAU, Philadelphia, Pa.

PHLEGAR, JANE  
WXVY, E. St. Louis, Ill.

PIGOTT, CARL  
WHIT, New Bern, N. C.

PIMSLER, HAROLD  
KOMA, Oklahoma City, Okla.

PINNEY, GLADYS  
KSL, Salt Lake City, Utah

POL, CELESTE  
WJS, Des. Augustine, Fl.

POLIZZOTTO, FLO  
WJBO, Baton Rouge, La.

POBLET, GRANT  
WINC, Winchester, Va.

POPE, EDWIN  
WGAU, Athens, Ga.

POPE, LOREN  
WOL, Washington, D. C.

PORTER, R. RUSSELL  
WEMI, Emporia, Kans.

POSNER, HENRY  
WIP, Philadelphia, Pa.

POTTER, ED  
KETC, Austin, Tex.

POWER, IOLA  
KFB, Wichita, Kans.

PRAV, RUPERT  
CBS—Electric Hour

PRICE, JOHN  
WHP, Harrisburg, Pa.

PRINDLE, JOHN  
NBC—Abbott & Costello

PUDEY, EARLE  
WGY, Schenectady, N. Y.

PULHAM, JOY  

Q

QUINN, DON  
NBC—Fibber McGee and Molly

QUINN, LOUIE  
ABC—Radio Hall of Fame

R

RAGAWAY, MARTIN  
ABC—County Fair

CBS—County Fair, The Milton Berle Show

RAUGHT, KENNETH  
CBS—Sing Along Club

REDDY, JOHN  
ABC—Bride and Groom

REDFORD, BILL  
ABC—Ladies Be Seated

REED, DICK  
WHP, Harrisburg, Pa.

REED, ROD  
ABC—The Woody Herman Show

REEVES, MARY W.  
WBC—David Harum

REILLY, GENE  
WJZ, Philadelphia, Pa.

REINSFELD, MARGARET  
WWJ, Detroit, Mich.

RICE, AL  
WSL, Chicago, Ill.

RICE, GERALD  
MBS—Double or Nothing

RICHARDSON, MARGARET  
WGTC, Greenville, N. C.

RICHTON, ADDY  
CBS—Valliant Lady

RIDDEY, HARRY  
WTAM, Cleveland, O.

RILEY, WILLIAM J.  
KRTNT, Des Moines, Ia.

RINKER, C.  
ABC—Glamour Manor

ROBINSON, MAROIL  
WMAN, Mansfield, O.

ROBINSON, KEN  
CBS—Island Venture

ROBINSON, MARGARET  
WGNY, Newburgh, N. Y.

ROBINSON, NEIL  
CBS—Island Venture

ROEBUCK, BEN  
WRRF, Washington, N. C.

ROGERS, ROY  
ABC—Lum 'N' Abner

ROHDE, PIERRINA ZAMPATTI  

ROUGHT, KENNETH  
ABC—Blind Date

ROMAN, LARRY  
CBS—Nelson Eddy Show

ROSE, JACK  
CBS—The Jack Carson Show

ROSE, STAN  
KTSW, Emporia, Kans.

ROSEN, SAM  
KSTP, St. Paul, Minn.

ROSS, GEORGE  
KXON, Nantucket, Calif.

ROSS, LILLIAN  
KOTA, Rapid City, S. D.

ROSTEN, NORMAN  
WAND, Minneapolis

RUSSELL, FRED  
WSAI, Cincinnati, O.

RUSSELL, RAY L.  
WOPR, Bristol, Tenn.

RUST, NATHAN D.  
KPAO, Laredo, Tex.

RUTHERBURN, DORCAS  
WHAS, Louisville, Ky.

S

SAMUELS, ROSA LEE  
KFXJ, Grand Junction, Colo.

SANDEFFER, EVA  
WBEU, Reading, Pa.

SANGSTER, MARGARET  
ABC—My True Story

SAWYER, CAROLYN  
WDOM, Chattanooga, Tenn.

SAWYER, VERNE  
KMO, Tacoma, Wash.

SAXON, BOB  
ABC—Front Page Farrell

SCHIEFER, JOHN D.  

SCHLIEFER, KENNETH  
WGL, Galesburg, Ill.

SCHLIMM, A.  
WHA, Madison, Wis.

SCHRODE, KAY  
WBAK, Wilkes-Barre, Pa.

SCHROEDER, JOE  
KCMC, Texarkana, Tex.

SCHWARTZ, AL  
MBS—Young Playhouse

SCHWARTZ, DAVE  
ABC—The Alan Young Show

SCOTT, ASHMEAD  
MBS—Life of Riley

SEELEY, DELE  
CBS—Light of the World

SEYWY, DAN  
ABC—Musical Autographs

SHANNON, DONNIE  
WWDC, Washingon, D. C.

SHAW, MEL  
WMAQ, Chicago, Ill.

SHEA, BILL  
WNEW, New York, N. Y.

SHER, CAROL  
WDBM, Superior, Wis.

SHERMAN, RUTH  
KWTX, Rapid City, S. D.

SHERILL, DAVID  
WQXR, New York, N. Y.

SHIP, RECREN  
ABC—Life of Riley

SHIRER, WILLIAM L.  
CBS—William L. Shirer

SHRADER, BYRON  
KALE, Portland, Ore.

SIMON, ALFRED  
WQXR, New York, N. Y.

SIMON, BETSEY ALLEN  
WFOR, Wisconsin Rapids, Wis.

SINCLAIR, CHARLIE  
Shows: Junior Miss, Haunting Hour, One Man's Destiny (UP)

SINGER, S.  
ABC—Jack Haley

SKELTON, EDNA  
NBC—The Skelton Scrapbook

SKLAR, MICHAEL  
WMCA, New York, N. Y.

SLOAN, R.  
CBS—Celebrity Club

SLOCUM, OMA  
WELO, Tupelo, Miss.

SLON, SHIRLEY  
ABC—Dick Tracy

SMILEY, BILL  
KLO, Ogdens, Utah

SMITH, AGNES  
KOS, Coos Bay, Oregon

SMITH, BOB  
WBN, Buffalo, N. Y.

SMITH, BOB  
CBS—The Andrews Sisters Show

SMITH, JUNE  
WJAR, Washington, Pa.

SMITH, JOE BATES  
WBS, Miami, Fla.

SMITH, MARGARET  
KXXL, Waterloo, la.

SMITH, MARGARET  
KKFP, Spokane, Wash.

SNOWDEN, WILLIAM A.  
WTL, Tallahassee, Fla.

SOMMERS, JAY  
CBS—Pee Wee Davis Show

SPeer, JOHN  
KFB, Wichita, Kans.
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<th>Location</th>
<th>Network</th>
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<tr>
<td>THOMAS, Betty</td>
<td>KJBS, San Francisco, Calif.</td>
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<td>THOMAS, Jane</td>
<td>WBEN, Buffalo, N. Y.</td>
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<td>TILLE, JANE</td>
<td>KHBB, Okmulgee, Okla.</td>
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<td>TINNEY, CAL</td>
<td>ABC—Relax With Cal Tinney</td>
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<td>TODD, ELIZABETH</td>
<td>WB—Backstage Wife</td>
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<td>TOEPFNER, JEAN</td>
<td>WBNs, Columbus, Ohio</td>
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<td>TRIMMER, FRANCES</td>
<td>WRST, Sioux City, Ia.</td>
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<td>VOLPE, MARGARET</td>
<td>WOSU, New Orleans, La.</td>
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<td>WOL, WASHINGTON, D. C.</td>
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<td>WACULA, CLEMENTINE</td>
<td>KMO, Tacoma, Wash.</td>
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<td>WADDELL, JANE</td>
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<td>WCED, Dubois, Pa.</td>
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<td>WALLBOTT, HELEN</td>
<td>CBS—Meet the Mrs.</td>
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<td>WALLER, FRANKIE COLLYER</td>
<td>WFOY, St. Augustine, Fla.</td>
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<td>NBC—Stella Dallas</td>
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<td>WANG, GENE</td>
<td>MBS—Quick as a Flash</td>
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<td>WARNER, FORD</td>
<td>KDON, Monterey, Calif.</td>
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<td>EGB, San Diego, Calif.</td>
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<td>WAYNE, SHIRLEY</td>
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<td>WEATHERS, WINSTON</td>
<td>KWON, Bartlesville, Okla.</td>
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<td>WEST, NORMIS</td>
<td>WCAU, Philadelphia, Pa.</td>
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<td>WEST, PAUL</td>
<td>CBS—Billie Burke Show</td>
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<td>WETZLER, JOSEPHINE</td>
<td>WLS, Chicago, Ill.</td>
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<td>WHEATON, GENE</td>
<td>CBS—Frank Sinatra Show</td>
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<td>WHEEDON, JOHN</td>
<td>NBC—The Great Gildersleeve</td>
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<td>WESTMORE, TINA</td>
<td>MBS—The Fresh Up Show</td>
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<td>WHITE, LES</td>
<td>WGEN, Birmingham, Ala.</td>
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<td>WHKC, Columbus, Ohio</td>
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<td>WILKINSON, RICHARD</td>
<td>MBS—Murder Is My Hobby</td>
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<td>WILLIAMS, BRAD</td>
<td>WTAF, Salt Lake City, Utah</td>
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<td>WILLIAMS, RALPH ROGER</td>
<td>WGAU, Athens, Ga.</td>
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<td>WILLIS, BEN</td>
<td>KMOX, St. Louis</td>
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<td>WILSON, GEORGE EARLE</td>
<td>KWTO, Springfield, Mo.</td>
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<td>WILSON, GEORGE H</td>
<td>WSTV, Steubenville, O.</td>
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<td>WILSON, JAC</td>
<td>NBC—Eileen Barton Show</td>
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<td>WILSON, MARGARET</td>
<td>WNHC, New Haven, Conn.</td>
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<td>WINSHEL, WALTER</td>
<td>ABC—Walter Winchell Show</td>
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<td>WISHENGRAD, MORTON</td>
<td>NBC—The Eternal Light</td>
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<td>WOLF, GRAYCE</td>
<td>WCRS, Greenwood, S. C.</td>
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<td>WOLZ, FRED A.</td>
<td>WEMP, Milwaukee, Wis.</td>
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<td>WOOLEY, SADIE L.</td>
<td>WTAL, Tallahassee, Fla.</td>
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<td>WORCESTER, CHUCK</td>
<td>Columbia's Country Journal</td>
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<td>WRAY, OLIVE HENRY</td>
<td>WSUI, Jackson, Miss.</td>
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<td>WRIGHT, JEAN</td>
<td>ABC—Constance Bennett Show</td>
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<td>WRIGHT, SHERMAN J</td>
<td>WBNY, Buffalo, N. Y.</td>
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<td>YOUNG, VERNON A.</td>
<td>KVOA, Tucson, Ariz.</td>
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<td>YOUNG, MARTIN H.</td>
<td>ABC—Famous Jury Trials</td>
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<td>YOUNG, JOHNNIEM.</td>
<td>NBC—Right to Happiness</td>
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<td>ZIMMERLE, LORRAINE</td>
<td>WTMV, E. St. Louis, Ill.</td>
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<td>ZIMMERMAN, CHRISTIE</td>
<td>WIS, Columbia, S. C.</td>
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<td>ZLOGAR, MARCELLA</td>
<td>WHBG, Harrisburg, Pa.</td>
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<td>ZOMER, KARL</td>
<td>KFJJ, Grand Junction, Colo.</td>
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BOWMAN, PHIL
CBS—Ma Perkins.

BRATTAIN, JOE
NBC—Carnation Contended Program.

BRAUN, GIL
The Avenger.

BRENNAN, WILLIAM
CBS—Jack Smith Show.

BRIMLEY, BOB
CBS—Try 'N Find Me.

BROONAN, EARL
ABC—Wake Up and Smile.

BROWN, BOBBY
CBS—The First Line.

BROWN, HDMN
CBS—Adventures of the Thin Man. Inner Sanctum.

BROWN, MILTON
NBC—Joyce Jordan, M. D.

BUCK, HARRY
NBC—The Baxters.

BUCHANAN, STEWART
CBS—The Second Mrs. Burton.

BUCKWALTER, JOHN

BURRETT, NICKI

BYRON, ED
NBC—Mr. District Attorney.

BYRON, WARD
NBC—Phil Morris Follies.

CARNEY, JOHN
CBS—Sing Along Club. Give and Take.

CARR, FREDERICK

CARROLL, EDWARD R.

CHAIN, HUBERT Y.

CHAPIN, LOU

CHARLES, BUNNY
CBS—Great Moments in Music.

CHARLES, DICK
ABC—Relay with Cal Tiney.

CLARK, DON
CBS—This Is My Best.

CLARK, JAY

CLARKE, JOHN DANSEY

CLEARY, JOHN
ABC—Sammy Kaye's Sunday Serenade.

CLEMENTS, ALICE
ABC—Friendship Ranch.

COHEN, PHIL
Durant—Moore Show.

COLINAN, ROSEMARY

COLLINS, TED
CBS—Kate Smith Sings. Kate Smith Speaks.

COLEY, LEE

COPE, DON

CONEY, TED

CORN, NORMAN

CREAMER, GEORGE

D'ANGELO, CARLO
MBS—Adventures of the Falcon.

DANIEL, CLAY B.

DANIEL, OLIVER
ABC—Boston Symphony Orch.

DAVIDSON, ALFRED

DAVIS, NEWELL

DAVIS, STANLEY

DAWSON, RONALD
CBS—It's Martime.

DELINE, JIM
CBS—Serenade From Syracuse.

DELIA, CIOPPA, GUY

DEVINE, JERRY

ABC—This Is Your FBI.

DICK, HENRY W.

DIETZ, JOHN
CBS—Man Tavern. Crime Photographer.

DODGE, BRUCE

DODGE, FRANK

DOUGHTEN, WILLIAM

DOWNES, EDWARD R.

DREYER, SHERMAN
MBS—Exploring the Unknown.

DUCKWNY, ALLEN H.

DUCKWNY, DUKE
MBS—Superman.

DUERR, EDWIN
CBS—Aldrich Family.

DUMONT, PAUL
NBC—Bill Stern.

DUNHAM, EDWIN L.

NBC—Voice of Firestone.

EASTMAN, CARL
MBS—Hercule Poirot.

ELTON, DAVE
CBS—Adventures of Ozzie & Harriet.

ENGELBACH, DEVERE
MBS—Rogie's Gallery.

ERNST, BUD
MBS—Queen for a Day.

ESSER, WRIGHT

ABC—Orson Welles' Almanac.

EUBANK, GENE

NBC—Just Plain Bill.

EVANS, RICHARD L.
CBS—Salt Lake City Tabernacle Choir & Organ.

EYMON, WILLIAM

ABC—The Christian Science Monitor Views the News.
RADIO DIRECTORS

McMAHON, KATHLEEN
MICHAELIS, ARNOLD
CB—Amanda.

MILLER, CHET
MBS—The Easy Time

MITCHELL, JOHN D.
MITCHELL, JOHN T.
MORAN, BREWSTER
MORRISON, BRETT
ABC—Earl Godwin.

MOSS, HERB
MNB—Hildegard.

MUNDORFF, ARTHUR

N

NICOLL, OLIVER
NOLAN, ROBERT H.
ABC—Famous Jury Trials.

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OATES, ED
ORLACO, ARCH
OCHS, ACE
CB—Patti Clayton Show.

PADDOCK, WM. R.

PAPP, FRANK

PASCALL, AL
NBC—Truth or Consequences.

PATTERSON, WM. C.
PETERSON, CLIFF
ABC—The Breakfast Club.

PINKER, ERIC S.
POLA, EDWARD
ABC—The Alan Young Show.

POLESE, HERB
CBS—It Pays To Be Ignorant. Frank Sinatra Show.

POWERS, CHAS. H.
PRICE, STEPHEN

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QUADLAND, H. P.
ABC—The Doctors Talk It Over.

R

RADCLIFF, VERNON
RAINEY, WM. S.

REDD, ROBERT L.

REDDICK, WILLIAM J.
ABC—Ford Sunday Evening Hour.

REILLY, HOWARD
NBC—Fred Allen Show.

REIS, IRVING K. (Cpt.)

RICCA, ERNEST
CBS—Romance of Helen Trent.

RICHEY, FRED

RIGGOD, A. CARL
RILEY, THOMAS L.

RIPLEY, JOE
ABC—Sunday Evening Party.

ROBERTSON, LARRY
ABC—Constance Bennett.

ROBINSON, MAURICE L.

ROBSON, BILL
CBS—Rogues’ Performance.

ROCHE, JACK
CBS—A Woman’s Life.

ROSENB, NORMAN

ROUSSEAU, WILLIAM
CBS—Maizl.

ROYAL, WILLIAM
ABC—The Mary Small—Junior Miss Show.

RUGGE, JOHN S.

RUSSELL, DANIEL

RYAN, MORGAN
ABC—Drew Pearson.

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SACK, VICTOR

SANDERS, HUGH HOWARD
SANFORD, HERBERT C.

SANVILLE, DICK
CBS—The Sparrow and the Hawk.

SAULSHAUGH, EDDIE
ABC—Radio Hall of Fame.

SCANLAN, WALTER

SCIBETTA

SCHECHN, CHARLES
CBS—Road of Life.

SEYDEL, VICK
ABC—Fishing and Hunting Club of the Air.

SHAW, DONALD S.
CBS—Jimmy Carroll Sings.

SHAYON, ROBERT L.
CBS—The Story of America. This Living World. Behind the Scenes at CBS.

SHELDON, JAMES

SMITH, ADDISON
CBS—Hobby Lobby.

SMITH, BEVERLY L.

SMITH, ROBERT E.
SORIA, DORIO

SPEAR, HARRY

SPIER, WILLIAM
CBS—Suspense.

SOUVAINE, HENRY
CBS—Star Theatre.

STACK, JAMES

STAHORN, LEE
CBS—Your Hit Parade.

STEEL, ROBERT S.
CBS—Aunt Jenny.

SWEETS, WILLIAM M.

SWIFT, LELA

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TEELA, DICK
TELFORD, FRANK K.

THOMPSON, JOSEPH

TIBBALS, WALTER
ABC—Detect and Collect.

TITO, ROBERT

TODD, BETTY

TODMAN, WM. S.

TUTTLE, DAY

TUTTLE, WILLSON M.

TYLER, JACK

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URQUHART, CHARLES

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VAIL, Lester
VANDA, CHARLES

VIOLET, THOMAS F.

VINCENT, CHICK

VOUTAS, GEORGE

W

WALLACE, TOM

WARBURTON, CHARLES
ABC—My True Story.

WARD, ALBERT
WEBB, KENNETH

WEIN, FRED
WEINER, TEX

WEIST, GEORGE

WELCH, ROBERT
WELLES, ORSON

WELLMAN, JOHN
CBS—The Music of Andre Kostelanetz.

WELLS, THOMAS

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WORCESTER, CHUCK

WRIGHT, JAMES
WHITE, HOOPER

WHEATMORE, MARGARET D.

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ZACHARY, LT. GEORGE
ZIARAKO, BRUNO

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<td>ABERNATHY, WILLIAM</td>
<td>ABC—One Woman’s Opinion</td>
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<td>ACKERMAN, KEN</td>
<td>KWJ, San Jose, Calif.</td>
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<td>ACKLEY, J. HOWARD</td>
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<td>ACOSTA, PAUL</td>
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<td>ADAMS, BERNIE</td>
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<td>ALLEN, LLOYD</td>
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<td>ALLEN, REG</td>
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<td>ALLEN, WAYNE</td>
<td>KFCT, Wichita Falls, Texas</td>
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<td>ALLERSON, JOE</td>
<td>KRTSA, San Antonio, Texas</td>
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<td>ALLYN, KENNETH</td>
<td>WRNL, Richmond, Va.</td>
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<td>ALTEGRASN, JIMMIE</td>
<td>WGIQ, Gulfport, Miss.</td>
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<td>ALTHER, BENNE</td>
<td>WMT, Cedar Rapids, Iowa</td>
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**Harry Von Zell**

**EDDIE CANTOR**

**JOAN DAVIS**

**DINAH SHORE**

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825
ANNOUNCERS

AMEN, RONDO
WIBA, Madison, Wis.
AMES, DON
KXEL, Waterloo, Iowa
AMES, NEIL
WGH, Newport News, Va.
AMOLE, GENE
KMYR, Denver, Colo.
AMOS, BOB
WISE, Asheville, N. C.
ANDERSON, BOB
KHQ-RGA, Spokane, Wash.
ANDERSON, CLYDE
WTCN, Minneapolis, Minn.
ANDERSON, JOHN
KID, Idaho Falls, Idaho
ANDERSON, WILLIAM
KGW, Stockton, Calif.
ANDRE, PIERRE
ABC—Radio Hall of Fame. Forever Tops. Hymns of All Churches, Symphonies for Youth.
ANDREE, JAN
WWSW, Pittsburgh, Pa.
ANDRES, DON
KSLM, Salem, Ore.
ANDREWS, JOHNNY
KQCA, Elizabethtown, Texas
ANDREWS, RALPH
WLRA, Ludington, Mich.
ANN, MARY JEAN
WATV, Ashland, Wis.
ANSBRO, GEORGE
ANTHONY, ALLEN C.
NBC—Dr. J. Q.
ANTHONY, JACK
KCKN, Kansas City, Mo.
ANTHONY, KARL
KITH, Dubuque, Iowa
ANTOINE, JOHN
NBC—The First Piano Quartet
ANTOINE, TEX
NBC—Solitary Time
ARDIS, WILLIAM
KGL, San Angelo, Texas
ARLEN, JAY
ABC—Club Time
WSAI, Cincinnati, O.
ARMSTRONG, BOB
WERF, Washington, N. C.
ARMSTRONG, TOM
WGAR, Cleveland, Ohio
ARNELL, PETER
WPAT, Paterson, N. J.
ARNOLD, DONALD
WONY, Newburgh, N. Y.
ARON, HERMAN
WCSC, Charleston, S. C.
ARTHUR, JACK
WNBP, Binghamton, N. Y.
ARTHURS, BILL
WBNS, Columbus, O.
ARVIN, RAY
KORN, Fremont, Neb.
ASHLEY, ARTHUR
WJHC, New Haven, Conn.
ASHMAN, MIKE
KJBS, San Francisco, Calif.
ATCHISON, CHARLES
WSGN, Birmingham, Ala.
ATCHISON, WENDELL
KOTN, Pine Bluff, Ark.
ATKINS, TOMMY
WGAU, Athens, Ga.
ATTER, TOM
WFIG, Sumter, S. C.
AUGUSTINE, WARREN
WIBM, Jackson, Mich.
AUNER, STUART
KFBC, Cheyenne, Wyo.
AUSTIN, FLETCHER
WFB, Charlotte, N. C.
AVERBACH, BERNARD
WBA, Atlantic City, N. J.
AVERY, JAMES
WKRC, Cincinnati, O.
AYCRIGG, BEN
WDBO, Orlando, Fla.

— B —

BAAN, OSCAR
KGO, San Francisco, Calif.
BARB, HUGH
WLAW, Lawrence, Mass.
BARCOCK, FRANK
KPLC, Lake Charles, La.
BABCOCK, WILLIAM
KDKA, Pittsburgh, Pa.
BADEK, HUGH
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WAPO, Chattanooga, Tenn.
BAILEY, CARL
KXLA, Pasadena, Calif.
BAILEY, LAMARR
KRRC, Abilene, Texas
BAILEY, NORMAN
WCAX, Burlington, Vt.
BAILEY, E. NORMAN
BAILEY, WILLIAM S.
KTHS, Hot Springs, Ark.
ANNOUNCERS

BAINBRIDGE, JOHN
KFMB, San Diego, Calif.

BAIRD, JOHN
KMPQ, Los Angeles, Calif.

BAIRD, ROBERT
WFBS, Altoona, Pa.

BAKER, CHARLES
KOA, Denver, Colo.

BAKER, GENE
ABC—Lum ’N Abner

BAKER, RAYMOND W.
WITH, Baltimore, Md.

BALBER, A.
WNYC, New York, N. Y.

BALFOUR, BRYAN
WMVA, Martinsville, Va.

BALKUM, VASSIE
WGBR, Goldsboro, N. C.

BALLANCE, WILLIAM
KOA, Denver, Colo.

BALLARD, DAVID
KGEJ, Los Angeles, Calif.

BAKARICK, JOHN
KSL, Salt Lake City, Utah

BARRY, BILL
WEBR, Buffalo, N. Y.

BARRY, JACK
WOR, New York, N. Y.

BARRY, JEAN
KVOA, Tucson, Ariz.

BARRY, JOHN
WNOX, Knoxville, Tenn.

BARRY, NORMAN
WMAQ, Chicago, Ill.

BARTLETT, SID
KSLM, Salem, Ore.

BARTLOW, HARRY
MBS—Adventures of Sherlock Holmes

BARTON, FRANK
NBC—Standard Hour, Tommy Dorsey

BARTON, HAL
WTAD, Quincy, Ill.

BARTON, JACK
WTOC, Savannah, Ga.

BARUCH, ANDRE
ABC—F. H. LaGuardia

BASHARA, LESTER
WBN, Buffalo, N. Y.

BATCHelder, CHARLES
WMER, Jacksonville, Fla.

BATCHelder, JOHN
WLC, Washington, D. C.

BATCHelder, ROBERT
WRAN, Providence, R. I.

BATES, KARL
WOL, Washington, D. C.

BATSON, GRAY
WDSU, New Orleans, La.

BATTERS, CHARLES
WHO, Washington, D. C.

BAUER, CLARENCE L.
KUIN, Grants Pass, Ore.

BAXTER, A.
WCHL, Columbus, Miss.

BAXTER, ALBERT
KTTS, Springfield, Mo.

BAXTER JR., GORDON
Kpac, Port Arthur, Texas

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BAYLES, EDWARD
WHDF, Calumet, Mich.

BAYLY, TRAVERS E.
KDAL, Duluth, Minn.

BEAL, KING
KXEL, Waterloo, Iowa

BEALS, RAY E.
WPIN, Findlay, O.

BEAN, TOM
KRSC, Seattle, Wash.

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BEAUPRE, WALTER
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BECKETT, JACK
KBWD, Brownwood, Texas

BECKTEL, EARL
WSNJ, Bridgeton, N. J.

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WFDO, Youngstown, O.

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WFHR, Wisconsin Rapids, Wis.

BELCHER, THOMAS
KCRG, Cedar Rapids, Iowa

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WHO, Des Moines, Iowa

Bell, Jack
WATN, Minneapolis, Minn.

Bell, John
WFVA, Fredericksburg, Va.

Bell, Kenneth
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Bell, Robert
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Bell, Lido
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BENDER, BOB
WTAR, Norfolk, Va.

BENDT, JACK
WAVE, Louisville, Ky.

BENNIT, BERTON
KOQ, San Francisco, Calif.

BENNET, LEE
WGN, Chicago, Ill.

BENNETT, RALPH
WFEA, Sylacauga, Ala.

BENNETT, RAY
KFPM, Spokane, Wash.

BENTON, MONROE
WTBO, Cumberland, Md.

BENUM, ARNOLD
KMO, Tacoma, Wash.

BENTON, REX
WQXR, New York, N. Y.

BERG, HAL
WGIL, Scranton, Pa.

BERGERON, JOLLY
WSLB, Oxnard, Calif.

BERGSTROM, ARThER
WHTD, Hartford, Conn.

BERNARD, HENRY
WFBM, Syracuse, N. Y.

BERNARD, PAT
WFOY, St. Augustine, Fla.

BERRY, JAMES
WSPB, Sarasota, Fla.

BERRY, Jim
KFI, Los Angeles, Calif.

BERRY, JOHN
WEBQ, Harrisburg, Ill.

Betzinski, Emil
KWNO, Winona, Minn.

Best, Marvin
KHJ, Hollywood, Calif.

Betters, Mitchell C.
WTTR, Hartford, Conn.

Bettis, James
KENO, Las Vegas, Nev.

Bettis, James R.
KEFM, San Bernardino, Calif.

Bevilacqua, Don
KTV, Seattle, Wash.

Bezoff, Ben
KXMR, Denver, Colo.

Biddle, Richard
WWVA, Wheeling, W. Va.

Bigler, Lynn
WFAB, Dallas, Texas

Bill, Emil
WMBD, Peoria, Ill.

Binder, Larry
KBX, Bozeman, Mont.

Birch, Jocelyn
KVOX, Moorhead, Minn.

Birdsell, John
KELO, Sioux City, S. Dak.

Bish, Don
KIDJ, Boise, Idaho

Bishop, Dige
WRLD, West Point, Ga.

Bishop, Kenneth
KGN, Amarillo, Texas

Bitterman, Jack
WMAB, Mobile, Ala.

Bivens, Bill
NBC—the Fred Waring Show

Black, Buddy
KCRN, Kansas City, Mo.

Black, James
KRCB, Abilene, Texas

Black, John
KJMB, San Diego, Calif.

M.C.
WOV “1280 Club”

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“Butler Mystery Theatre”

“Counterspy”

“Correction Please”

“Treasury Salute”

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News Of The Day

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Direction: William Morris Agency

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KFAQ, Los Angeles, Calif.
BLACKMAN, EDWARD
WEEL, Boston, Mass.
BLACKWELL, BURT
WAVE, Louisville, Ky.
BLACKWOOD, DOYLE
WAPL, Chattanooga, Tenn.
BLAIR, EDGAR
WDEF, Chattanooga, Tenn.
BLAIR, FRANK
WOL, Washington, D. C.
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KWIL, Albany, Ore.
BLAKE, JESSE
KBLX, Oakland, Calif.
BLAKE, WYNNE
WCAX, Burlington, Vt.
BLAKELY, CLINT
WAPI, Birmingham, Ala.
BLANCHETT, BUD
KUTA, Salt Lake City, Utah
BLANTON, WALLY
KFIZ, Fort Worth, Tex.
BLAINE, BOB
KFIZ, Houston, Texas
BLAZER, CLARK
KTXC, San Luis Obispo, Calif.
BLOCK, MARTIN
NBC—Chesterfield Supper Club
WNEW, New York, N. Y.
BLOZAN, LOU
KFXD, Amarillo, Texas
BLUE, CLARK
KPOF, Denver, Colo.
BOCHAN, PETER
WNAE, Bridgeport, Conn.
BODDEN, ROB
WCLO, Janesville, Wis.
BODINE, WALT
KCKX, Kansas City, Kan.
BODWIN, HERBERT
WKAR, East Lansing, Mich.
BOGESS, JOHN
WLAG, LaGrange, Ga.
BOGGS, MURRAY
KHJ, Hollywood, Calif.
BOHACK, WILLIAM
WPAT, Paterson, N. J.
BOLDMAN, LEE
WMFF, Plattsburg, N. Y.
BOLTON, GEORGE
KTBI, Tacoma, Wash.
BOLTON, JOE
WNEW, New York, N. Y.
BOLTZ, GUY
KLO, Oakland, Calif.
BONASSO, RUSSELL
WBLK, Clarksburg, W. Va.
BOND, CHARLES
WFOY, St. Augustine, Fla.
BOND, FORD
NBC—Manhattan Merry Go Round
BOND, LYLE
KFI, Los Angeles, Calif.
BOND, WILLIAM C.
WHAS, Louisville, Ky.
BONELLI, NICK
WMFG, Hibbing, Minn.

BONHAM, DONALD
KWNQ, Winona, Minn.
BOOEN, SHERI
WDGY, Minneapolis, Minn.
BOOTH, JAMES
WLWN, Louisville, Ky.
BOOTH, VIRGIL C.
WHDL, Olean, N. Y.
BOREN, CHARLES
WCLO, Tupelo, Miss.
BORTHWICK, WILLIAM
WBRC, Birmingham, Ala.
BOSCHE, DAVID
KKGM, Albuquerque, N. M.
BOSTICK, BUDDY
WRR, Dallas, Texas
BOSWELL, JR., MIMS
WCBL, Columbus, Miss.
BOSWORTH, ROBERT
WDOD, Chattanooga, Tenn.
BOTTORFFE, W. G.
WHAS, Louisville, Ky.
BOUCHARD, DICK
WLSB, Ogdensburg, N. Y.
BOUCHIER, BOB
WLOL, Minneapolis, Minn.
BOWEN, JOHN
KBIZ, Ottumwa, Ia.
BOWIE, HAL
WNYR, Syracuse, N. Y.
BOWLAND, SAM
KFBI, Wichita, Kan.
BOWLES, AL
KKA, Seattle, Wash.
BOWMAN, ROY J.
KGFF, Shawnee, Okla.

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KUOM, Minneapolis, Minn.

BOYSEN, JIM
WTCN, Minneapolis, Minn.

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KBST, Big Spring, Texas

BRADFORD, ELLSWORTH
KPOF, Denver, Colo.

BRADHAM, DICK
WJPP, Herrin, Ill.

BRADLEY, BILL
KIDS, Boise, Idaho

BRADLEY, PETER
WJBO, Baton Rouge, La.

BRADSHAW, FRED
KFAB, Omaha-Lincoln, Neb.

BRADY, BILL
WJPP, Herrin, Ill.

BRAFIELD JR., GEORGE
WJPP, Herrin, Ill.

BRALEY, BILL
KSAN, San Francisco, Calif.

BRANDEE, HERBERT
KDRO, Sedalia, Mo.

BRAZIL, W.
WMC, Memphis, Tenn.

BREAUX, JERRY
WJBO, Baton Rouge, La.

BREEDLOVE, JIM
KRNB, Roseburg, Ore.

BREELAND, ED
WAML, Laurel, Miss.

BREMER, LYELL
KPAB, Omaha-Lincoln, Neb.

BRENGEL, BILL
WWL, New Orleans, La.

BRENNAN, JOSEPH
KXOK, St. Louis, Mo.

BRENNAN, SHELDON
KQFJ, Los Angeles, Calif.

BRENNER, ROBERT
KCP, Boston, Mass.

BRIGHT, CHARLES
KPJE, Alexandria, Va.

BRIGHT, KEITH
WJBC, Bloomington, Ill.

BRINKLEY, JACk
WLS, Chicago, Ill.

BRITTON, C. M.
KHQ-KGA, Spokane, Wash.

BRITTON, J. R.
KCOX, Sidney, Mont.

BRITTON, TOBY
WOMAN, Mansfield, Ohio

BROOKS, GEORGE
WNEW, New York, N. Y.

BROOKS, KIRBY
WIOD, Miami, Fla.

BROOKS, LOU
WELI, New Haven, Conn.

BROOKS, ROBERT A.
KTHM, Houston, Texas

BROOKS, TOM
WHAS, Louisville, Ky.

BROPHY, FRED
WUNO, Dayton, O.

BROOKS, FRANK
WATW, Ashland, Wis.

BROWN, ALLAN C.
WTMA, Charleston, S. C.

BROWN, DENNIS
WDAK, Columbus, Ga.

BROWN, GUY
KSWO, Lawton, Okla.

BROWN, HOWARD
WFLB, Philadelphia, Pa.

BROWN, RUSSELL
WMFG, Hibbing, Minn.

BROWN, SAM
WINX, Washington, D. C.

BROWN, TED
WOR, New York, N. Y.

BROWN, THEORA
WGFC, Albany, Ga.

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WMBD, Peoria, Ill.

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WM6J, Chicago, Ill.
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KGHP, Pueblo, Colo.
BRUCK, JOSEPH
WGAC, Augusta, Ga.
BRUCKER, JOSEPH
WGAC, Augusta, Ga.
BRUGGEMAN, VERN
KALL, Salt Lake City, Utah
BRUNO, VICTOR
WHBG, Harrisburg, Pa.
BRYANT, BRUCE
KTCU, Tucson, Ariz.
BRYANT, CHARLES
KVI, Tacoma, Wash.
BUCK, JR., OWEN
WGL, Galesburg, Ill.
BUCKMAN, GENE
WINN, Louisville, Ky.
BUDD, MILTON
WMBD, Peoria, Ill.
BUELL, BYRON
KIH, Hollywood, Calif.
BUCH, ROBERT L.
KARK, Little Rock, Ark.
BULLINGTON, WILLIAM T.
WHO, Hopkinsville, Ky.
BUMPUS, BILL
WJZM, Clarksville, Tenn.
BURAK, DICK
WIBA, Madison, Wis.
BURGER, RALPH
WHBQ, Memphis, Tenn.
BURGER, FRANK J.
KGMB, Honolulu, T. H.
BURGER, RICHARD
KOAC, Corvallis, Ore.
BURKA, MELVIN
WCHS, Charleston, W. Va.
BURRE, ALAN
WBT, Charlotte, N. C.
BURRE, CHARLES
KFBC, Cheyenne, Wyo.
BURKHUND, TED
WEDC, Chicago, Ill.
BURLESON, McBURNIE
WJHL, Johnson City, Tenn.
BURNS, EDWARD J.
WGNY, Newburgh, N. Y.
BURNS, JOSEPH
WNCH, New Haven, Conn.
BURNS, RICHARD
WTEN, Trenton, N. J.
BURROWS, CHARLES
WPAR, Parkersburg, W. Va.
BUSL, DON
WOWO, Fort Wayne, Ind.
BUTLER, FRANK
WCCO, Minneapolis, Minn.
BUTLER, FRANK
WFMY, Youngstown, Ohio
BUTLER, JOHN
WHK, Cleveland, Ohio
BUTTERS, JIM
KKEA, Los Angeles, Calif.
BUTTERFIELD, BILL
KMYR, Denver, Colo.
BUTTON, DAVE
WMCI, North Platte, Neb.
BYARS, JOE
WDAB, Columbus, Ga.

C
CAFFERIE, JOHN
KGO, San Francisco, Calif.
CAFFERTY, TOM
MB—American Radio Warblers
CALLAWAY, MARY
WALB, Albany, Ga.
CALLOWAY, JR., JOE HILL
WSIX, Nashville, Tenn.
CALON, ROYCE
KWBZ, Corpus Christi, Texas
CAMERON, LAYMAN
ABC—Tennessee Jed
CAMPBELL, DAVID
WCOS, Columbia, S. C.
CAMPBELL, GEORGE
WGBI, Scranton, Pa.
CAMPBELL, GERALD
WLS, Chicago, Ill.
CAMPBELL, JIM
ABC—Jack Armstrong, Curtain Time
CAMPBELL, JOE U.
KPLC, Lake Charles, La.
CAMPBELL, LEN
WGCM, Gulfport, Miss.
CAMPBELL, TED
WMCA, New York, N. Y.
CANADAY, MIROM
WMBL, Chicago, Ill.
CANTER, RUSSELL
WBNS, Columbus, Ohio

FRANK GALLOP

BEN GRAUER

NBC
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<td>CARBERRY, BILL</td>
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<td>CARD, AARON</td>
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<td>CARDWELL, LEIGH</td>
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<td>CAREY, JEAN</td>
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<td>CAREY, STANLEY</td>
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<td>CARLSON, HARRY</td>
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<td>CARLSON, JOEL F.</td>
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<td>CARLSON, STAN</td>
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<td>CARLYLE, ROBERT</td>
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<td>VARN, DERO (WIBM, Jackson, Miss.)</td>
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<td>CARNEAL, HERB</td>
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<td>CARROLL, JIM</td>
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<td>CARR, EDNA</td>
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<td>CARR, HAROLD H.</td>
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<td>CARR, WES</td>
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<td>CARRIER, BILL</td>
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<td>CARROLL, GEORGE C.</td>
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<td>CARROLL, HENRY</td>
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<td>CARROLL, J. R.</td>
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<td>CARROLL, T. D.</td>
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<td>CARTER, JERRY</td>
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<td>CARTER, KENNETH</td>
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<td>CARTER, ROBERT</td>
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<td>CARVELL, S. A.</td>
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<td>CARY, TOM</td>
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<td>CASE, NELSON</td>
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<td>CASSIDY, THOMAS P.</td>
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<tr>
<td>CASTER, CHARLES</td>
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<td>CATE, LEWIS</td>
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<tr>
<td>CATHERWOOD, DICK</td>
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<tr>
<td>CAVANAGH, LEE</td>
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<td>CECH, KICK</td>
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<td>CHADWELL, WALLACE</td>
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<td>CHALMERS, BETTY</td>
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<td>CHAMBER, HUGH</td>
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<td>CHAMBERS, ROBERT</td>
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<td>CHARLES, BILLY</td>
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<td>CHASE, DON</td>
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WRDW, Augusta, Ga.
CHESSER, ALEC
KABC, San Antonio, Texas
CHESTER, HARVEY
WLAW, Lawrence, Mass.
CHEZTEK, LEE
WSAM, Saginaw, Mich.
CHILD, B.
WNYC, New York, N. Y.
CHILDs, LELAND
WSFA, Montgomery, Ala.
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WOSH, Oshkosh, Wis.
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WFEA, Manchester, N. H.
CHRISTENSEN, JIM
WCAL, Northfield, Minn.
CHRISTIAN, JOHN
WOSH, Oskosh, Wis.
CHRISTIE, GEORGE
WFEA, Manchester, N. H.
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WNAC, Boston, Mass.
CHURCHILL, TED
WCOP, Boston, Mass.
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KLLX, Oakland, Calif.
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KHAS, Hastings, Neb.
CLARK, DALE
WAGA, Atlanta, Ga.
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JONES, DUANE

WILL, Urbana, Ill.

JONES, HOWARD C.

WIP, Philadelphia, Pa.

JONES, LEE

KLZ, Denver, Colo.

JONES, PAUL

KGB, San Diego, Calif.
ANNouncers

LYNCH, DON
WML, Natchez, Miss.

LYON, BELLE
KAB, Aberdeen, S. Dak.

LYON, CHARLES
WMAQ, Chicago, III.

LYNCH, JOHN
WSAR, Fall River, Mass.

LYTTLE, EVAN
KWL, Wallace, Id.

MABRY, BOB
WDFW, Flint, Mich.

MacleCORMACK, FRANKLYN
ABC—Hymns Of All Churches

MACK, BILL
WEDC, Chicago, Ill.

MACK, JOHN
WMSJ, Bridgeton, N. J.

MACDONALD, JOHN
TWH, Hartford, Conn.

MACINTOISH, RAYMOND
WGBI, Appleton, Wisc.

MACINTYRE, HALL
KCMJ, Palm Springs, Calif.

MAGNER, WILLIAM
KOTA, Rapid City, S. D.

MAHONEY, BILL
WIBX, Utica, N. Y.

MAKINS, DON
KKCO, Pueblo, Colo.

MAKINS, BILL
WJMS, Ironwood, Mich.

MALLOW, JOHN
WBN, Chicago, III.

MALONEY, JOHN
WSDO, San Francisco, Calif.

MAYES, JR.
KB0N, Bakersfield, Calif.

MAYHEW, WILLIAM
KVOV, Bakersfield, Calif.

MAXWELL, DON
KWBQ, San Bernardino, Calif.

MAXWELL, CHARLES E.
WGBS, Miami, Fla.

MAXWELL, TOM
WGST, Atlanta, Ga.

MAY, GEORGE
WDFW, Flint, Mich.

MAYBRY, BOB
KXO, El Centro, Calif.

MAYER, WILLIAM
WGR, Cleveland, O.

MAYNES, JAMES
WNJL, Richmond, Va.

MAYHEW, WILLIAM
WBEN, Buffalo, N. Y.

MAYO, SEAMAN A.
KFLY, Lancaster, Pa.

ACMADAMS, LON
KJY, Fresno, Calif.

McAFFEE, RAY
WMBI, Chicago, Ill.

McALLISTER, DON
WBO, Orlando, Fla.

McBRIDE, ROBERT
KWWU, Corpus Christi, Tex.

McCAIN, BILL
WAGA, Atlanta, Ga.

McCALL, DON
KEL, Hollywood, Calif.

McCALL, FRED
SGY, Schenectady, N. Y.

McCONN, DICK
KBOI, Omaha, Neb.

McCONN, TOM
WSAI, Cincinnati, O.

McKELREY, BOB
KVOY, Redding, Calif.
ANNOUNCERS

McCARthy, Dick
KUOA, Siloam Springs, Ark.

Mccary, Chan
WHJB, Winchester, W. Va.

McCauhan, Steele
WPGS, Harlingen, Tex.

McCleure, Roland
KEND, Bend, Ore.

McCormack, C. L.
WIBX, Miami, Fla.

McCoy, O. B.
KRGB, Abilene, Tex.

McCoy, Ronnie
KFEL, Denver, Colo.

McCroskey, Don
KTBI, Tacoma, Wash.

McCullough, Dan
WOR, New York, N. Y.

McCune, Don
KRSC, Seattle, Wash.

MeDaniels, Dick
KTOM, Emporia, Kans.

McDonald, Al
WNTA, Charleston, S. C.

McDonald, Herb
KQHP, Pueblo, Colo.

MeElroy, Jack
ABC—Bride & Groom

MelVeen, Moody
WCOS, Columbus, S. C.

Meehan, Robert
KXLA, Pasadena, Calif.

Mefarlan, Charles
KENO, Las Vegas, Nev.

Mefarlan, Owen
WMCA, New York, N. Y.

Meehan, Pat
WABC—Abbott & Costello Program

MeehEe, Gene
KPH, Wichita, Kans.

Meginley, Joe
WKIX, Columbia, S. C.

MegovEen, Bill
KROW, Oakland, Calif.

Megrath, Jim
WVID, Washington, D. C.

Megrath, Paul
MBS—Ikia Chase

Meguire, Ray
WNOE, New Orleans, La.

Mehan, Bill
WJFR, Greenville, Miss.

MeintTre, Charles
WMBH, Joplin, Mo.

MeintTre, Frank
KUTA, Salt Lake City, Utah

MeintTre, Jimmy
WAVE, Louisville, Ky.

Mekasson, Clarence
KQGY, Weslaco, Tex.

Mekay, John
WENY, Buffalo, N. Y.

Meeke, Burtt, Jr.
WAPI, Birmingham, Ala.

Meeke, Tom
WIBC, Rochester, N. Y.

Meekehan, Bob
WGKY, Charleston, W. Va.

Meekehan, Donald

Mckenna, Bob
KDKA, Pittsburgh, Pa.

Mckinney, W. N.
KLIR, Dover, Ark.

Mcknight, Bob
KYSM, Mankato, Minn.

Mcknight, John
WMCA, New York, N. Y.

Mclaughlin, Don
NBC—Farnham Contended Program

Mclaughlin, Francis
WGBI, Scranton, Pa.

McLendon, Norwood
KTEM, Temple, Tex.

McMillen, Jim
WORD, Spartanburg, S. C.

McMoran, Lynn V.
WLAY, Muscle Shoals, Ala.

McNamara, Jim
WMOB, Mobile, Ala.

Mcaurie, Haven
NBC—Noah Webster Says

Mchorter, Donald
WMVN, Fairmont, W. Va.

Mears, Wes
KFI, Los Angeles, Calif.

Mecham, Lloyd
KVNU, Logan, Utah

Melton, Charles
WHOP, Hopkinsville, Ky.

Mendell, Ed
WAGA, Atlanta, Ga.

Menflee, Bob
WNEW, New York, N. Y.

Menton, Bill
WMOB, Mobile, Ala.

Mercer, Jimmy
KPLT, Paris, Tex.

Merens, Lyman
WRJN, Racine, Wis.

Merridew, Reg.
WGAR, Cleveland, O.

Merrill, William
WOI, Ames, Ia.

Merritt, Bill
KQW, San Jose, Calif.

Metcalf, Max
WHAM, Rochester, N. Y.

MeYers, Eye
KFUN, Las Vegas, N. M.

MeYers, Art
WCAP, Asbury Park, N. J.

MeYers, Ted
ABC—Darts For Dough, People Are Funny

Mezer, W. L.
WEEI, Boston, Mass.

Milburn, Dean
KCKN, Kansas City, Mo.

Miller, Bob
WDGY, Minneapolis, Minn.

Miller, C. A.
WCBS, Springfield, Ill.

Miller, Curly
WLS, Chicago, Ill.

Miller, Dick
KOAM, Pittsburg, Kans.

Miller, Elliott
WDBC, New Haven, Conn.

Miller, Hal
KVA, San Francisco, Calif.

Miller, Hal
WNAC, Boston, Mass.

Miller, Joe
WLYA, Lynchburg, Va.

Miller, Joe
KXOK, Sweetwater, Tex.

Miller, Lindy
WSAR, Fall River, Mass.

Miller, Marvin
ABC—The New Louella Parsons Show

NBC—Duffy's Tavern

CBS—Frank Sinatra Show

The Whistler, Billie Burke Show

Miller, Otto
KSLM, Salem, Ore.

Miller, Paul L.
WKOK, Sunbury, Pa.

Miller, Ross
WTLJ, Hartford, Conn.

Miller, William
KXOK, St. Louis, Mo.

Milkert, Larry
WAZT, Atlanta, Ga.

Millhouse, Glenn E.
KGEZ, Kailua, Mont.

Mills, Alma
KVBS, Rock Springs, Wyo.

Mills, Dexter
WDBJ, Roanoke, Va.

Mills, Frank
WBAP, Fort Worth, Tex.

Minter, Louis
WDBJ, Roanoke, Va.

Misper, Frank
KNYC, Marysville, Calif.

Mitchell, Don
WAGA, Atlanta, Ga.

Mitchell, Franklin C.
WJR, Detroit, Mich.

Mitchell, Gordon
WSLS, Roanoke, Va.

Mitchell, Stanley
WNAE, Bridgeport, Conn.

Mock, William
KVOS, Bellingham, Wash.

Mogile, Fred
KWK, St. Louis, Mo.

Monroe, Wilson
KTKC, Visalia, Calif.

Montesano, Bob
WIBX, Utica, N. Y.

Montgomery, Ralph
KQIL, Omaha, Neb.

Moore, Bill
WINN, Louisville, Ky.

Moore, Dave
WKEL, Oakland, Calif.

Moore, Dick
WIBX, Utica, N. Y.

Moore, Ed
WIOD, Miami, Fla.

Moore, Hal
WNEW, New York, N. Y.

Moore, Tom
MBF—Captain Midnight

Moore, Walker
KJZ, Ft. Worth, Tex.

Morey, Art
KWKJ, Portland, Ore.

Morgan, Bill
KVOP, Plainview, Tex.
ANNouncers

MORGAN, JOHN CARL
WIN, Winchester, Va.

MORRIS, JOHN
WLOL, Minneapolis, Minn.

MORRIS, TRUMAN
WLAP, Lexington, Ky.

MORRISON, BILL
WDZ, Tuscola, Ill.

MORRISON, BOB
KWTO, Springfield, Mo.

MORRISON, BRET
ABC—The Listening Post

MORSE, TONY
KGO, San Francisco, Calif.

MORTENSEN, ART
KLO, Ogden, Utah

MULLINS, BERNARD
WTIC, Hartford, Conn.

MULROY, BRET
WEMP, Milwaukee, Wisc.

MUMPHREY, BOB
WNWO, New Orleans, La.

MUNCH, HUGH
KXEL, Waterloo, la.

MUNZELL, ADRIAN
WSCC, Charleston, S. C.

MURPHY, C. H.
WHIS, Bluefield, W. Va.

MURPHY, BILL
KFVR, Bismarck, S. D.

MURPHY, BOB
ABC—Quiz Kids

MURPHY, PAT
KADA, Ada, Okla.

MURPHY, WALTER
WINN, Louisville, Ky.

MURRAY, CHARLES
WSNJ, Bridgeton, N. J.

MURRAY, HAL
WSPA, Spartanburg, S. C.

MURRELLWRIGHT, ARTHUR
WHAM, Rochester, N. Y.

MURTOUGH, BILL
KCMJ, Palm Springs, Calif.

MYERS, E. B. (Gene) III
KNET, Palestine, Tex.

NEDIN, DICK
WKNY, Kingston, N. Y.

NELSKOG, WALT
KHQ-KQQ, Spokane, Wash.

NELSON, CVIL
WWYA, Wheeling, W. Va.

NELSON, DAVID
WSAP, Portsmouth, Va.

NELSON, ED
KVA, San Francisco, Calif.

NELSON, GENE
KFAM, St. Cloud, Minn.

NELSON, HAROLD R.
KUOM, Minneapolis, Minn.

NELSON, HAROLD
KCMO, Texarkana, Tex.

NELSON, JIM
KAST, St. Louis, Mo.

NELSON, JOHN
ABC—Breakfast In Hollywood

NEWCOMB, HERR
ABC—The Breakfast Club

NEWELL, H. W.
KWEI, Boston, Mass.

NEWMAN, CHARLES
WCBI, Columbus, Miss.

NEWSOME, LEO A., JR.
KINO, Las Vegas, Nev.

NICKELL, GLENN E.
KUIN, Grants Pass, Ore.

NICKOLSON, JOHN
WTMC, Ocala, Fla.

NICKY, BOB
WSLI, Jackson, Miss.

NIDEVER, BRUCE
KORE, Eugene, Ore.

NIDEVER, LAURA
KORE, Eugene, Ore.

NELSON, WILLIAM
KJBS, San Francisco, Calif.

NITE, CHARLES
KTKC, Visalia, Calif.

NIGHTINGALE, EARL
WJNC, Jacksonville, N. C.

NILES, DAVID
WEVD, New York, N. Y.

NILES, KEN
ABC—Darts For Dough, Jimmie Flidder

NILES, WENDELL
ABC—The Charlotte Greenwood Show, Hedda Hopper

NORMAN, DELL
KDYL, Salt Lake City, Utah

NORMAN, HAL
KETH, Wichita, Kans.

NORMAN, HORACE
WADC, Akron, O.

NOVENDSEN, JOE

NUNN, VERNON
WSRN, Henderson, Ky.

NUZUM, WILLIAM
WWVA, Wheeling, W. Va.

O'BRIEN, AL
WHBL, Sheboygan, Wisc.

O'CAIN, KEITH
WJRN, Racine, Wisc.

O'CONNELL, BILL
WRFF, Washington, D. C.

O'CONNOR, HARRY
KWBK, Corpus Christi, Tex.

O'CONNOR, JACK
WMBR, Jacksonville, Fla.

O'CONNOR, ROD
NBC—The Skeleton Scrapbook

O'CONNOR, THOMAS
WBAL, Baltimore, Md.

ODELL, STUART
WHLN, Harlan, Ky.

OGDEN, TOM
KTVS, Santa Barbara, Calif.

OHALLORAN, HAL
WLS, Chicago, Ill.

OHILSON, GUS
KQW, San Jose, Calif.

O'LEARY, DICK
KSAL, Salina, Kans.

OLESON, JIMMY
KKGM, Albuquerque, N. M.

OLIVER, WILLIAM
WMBD, Peoria, Ill.

O'NEILL, DANIEL
WXEL, Royal Oak, Mich.

O'NEILL, JIM
KORN, Fremont, Neb.

O'REILLY, JACK
WHOM, Jersey City, N. J.

O'ROARKE, JOHN
KFWK, Pasco, Wash.

O'SULLIVAN, BOB
KWJB, Globe, Ariz.

O'SULLIVAN, TIM
WGL, Fort Wayne, Ind.

OTT, BEN
KETC, Visalia, Calif.

OVEDEN, E. R.
WEEI, Boston, Mass.

OXFORD, GEORGE
KWWB, Oakland, Calif.

—P—

PACK, MARSHALL
WSPA, Spartanburg, S. C.

PAGE, CHARLES F. A.
WSBR, Springfield, Mass.

PAGE, SAM
WNBF, Binghamton, N. Y.

PAGE, TOM
WIBX, Utica, N. Y.

PAIGE, ERIC
WJLS, Beckley, W. Va.

PALKEN, ART
WWQ, Pittsburgh, Pa.

PALMER, GEORGE
WSAI, Cincinnati, Ohio

PALMER, HARRY
WMTA, Martinsville, Va.

PALMER, LESTER
WWMO, Omaha, Neb.

PALMER, NORMAN
WJMJ, Lansing, Mich.
ANNOUNCERS

— R —

RAASCH, EDWARD
WMQV, Vincennes, Ind.

RADCLIFF, ROY
WMBS, Joplin, Mo.

RAEBURGH, EVELYN
WLHY, Muscle Shoals, Ala.

RAFFERTY, DAN
WOC, Davenport, Iowa

RAFFETTO, MICHAEL
ABC—Glamour Manor

RAINEY, DON
WABO, Chattanooga, Tenn.

RAND, ED
KALB, Alexandria, La.

Raney, Walter
WRC, Washington, D. C.

RANG
KGFJ, WDLP, WAOU, Kenosha, Wis.

RAEBURGH
WJLB, Radio Station

REARDON, DON
ABC—Right to Happiness

RAY, CURT
KWW, St. Louis, Mo.

RAYMOND, PAUL
WJRD, Tuscaloosa, Ala.

REAMS, HUNTER
WTMA, Charleston, S. C.

REDDING, GORDON
WBEN, Buffalo, N. Y.

REDDY, TOM
ABC—Dick Tracy, Ladies Be Seated

REECE, W. O.
KETM, Houston, Texas

REEF, GEORGE
WHJB, Jackson, Mich.

REID, HOWARD
WGY, Schenectady, N. Y.

REILLY, BILL
WDLP, Panama City, Fla.

REILLY, EARL JR.
KXK, Seattle, Wash.

REINERTSEN, STEVE
WCCU, Northfield, Minn.

REINHARDT, ALLAN V.
WOMC, Owosso, Ky.

REPPERT, JAMES
WSM, Nashville, Tenn.

REYNOLDS, BILL
KGFJ, Los Angeles, Calif.

REYNOLDS, ROY
WFDF, Flint, Mich.

REYNOLDS, CARROLL
WBST, South Bend, Ind.

REYNOLDS, CARTER
KRTN, Des Moines, Iowa

REYNOLDS, GENE
WBAP, Fort Worth, Texas

REYNOLDS, RALPH
KWTO, Springfield, Mo.

RHODES, JR., BILL
EMPC, Los Angeles, Calif.

RHODES, JOHN
WMRO, Aurora, Ill.

RICAU, LIONEL
WSM, Nashville, Tenn.

RICE, CRAWFORD
WBBB, Selma, Ala.

RICE, DAN
WFMF, Frederick, Md.

RICHARDS, FLOYD
WTIC, Hartford, Conn.

RICHARDS, LARRY
KJSA, San Antonio, Texas

RICHARDS, ROY
KUHF, Waco, Texas, Calif.

RICHELLE, BILL
KFO, Lubbock, Texas

RICKENBACKER, HERBERT
WORD, Spartanburg, S. C.

RIED, TERRY
 WALB, Albany, Ga.

RIEDEL, BOB
KFAR, Fairbanks, Alaska

RIGGS, GLENN
ABC—John B. Kennedy, My True Story, Hop Harrigan

RING, BILL
KWTO, Springfield, Mo.

ROBATOR
KJUL, Mobile, Ala.

ROBERTS, ARTHUR
KFRG, San Francisco, Calif.

ROBERTS, KEN
NBC—Philip Morris Follies of 1946

ROBERTS, MORT
WJLB, Detroit, Mich.

ROBERTS, PAUL K.
WFMF, Indianapolis, Ind.

ROBERTSON, DAMIAN
WJAC, Johnstown, Pa.

ROBERTSON, DAVE
WDLF, Panama City, Fla.

ROBERTSON, IAN S.
KPO, San Francisco, Calif.

ROBERTSON, KEN
WAGY, Newburgh, N. Y.

ROBERTSON, RANDALL
WEW, St. Louis, Mo.

ROBERTSON, RUTH
WBTM, Danville, Va.

ROBINSON, J. K.
KOTN, Pine Bluff, Ark.

ROBY, VIC
KOA, Denver, Colo.

ROCHESTER, MILLMAN
KTBC, Austin, Texas

ROEN, LOUIS
WMAQ, Chicago, Ill.

ROGERS, ED
WTOP, Washington, D. C.

ROSENTHAL, MORT
WGBI, Scranton, Pa.

ROSS, CARL
WJLD, Bessemer, Ala.

ROSS, DAVID
CBS—Great Moments in Music
MBS—Songs by Morton Downey

ROSS, JACK
WHAM, Rochester, N. Y.

ROSS, WAYNE
KICD, Spencer, Iowa

ROSSMAN, VERN
KCRK, Enid, Okla.

ROSEWELL, OTTO
KUOM, Minneapolis, Minn.

ROTH, BOB
WLEE, Richmond, Va.

ROY, MICHAEL
ABC—The Alan Young Show

ROY, JOHN
WJLJ, Seattle, Wash.

RUGO, GEORGE
KJY, San Francisco, Calif.

RUMORE, JOE
WAPI, Birmingham, Ala.

RUSSELL, BILL
KFBI, Wichita, Kan.

RUSSELL, DON
WLBC, Muncie, Ind.

RUSSELL, JR., JOE
WELC, Tupelo, Miss.

RUST, NATHAN D.
KPAB, Laredo, Texas

RUSTICHEL, DON
WSRR, Stamford, Conn.

RUTLEDGE, CHARLES
WCAE, Pittsburgh, Pa.

RYAN, FRANK
WRDW, Augusta, Ga.

— S —

SACKETT, HARRY
KCOO, Coos Bay, Ore.

SADLER, JOHN
WROL, Knoxville, Tenn.

SAFFORD, JR., EDWARD L.
KTSM, El Paso, Texas

ST. GEORGE, DORIAN
ABC—Adventurer of Charlie Can

SALT, LOYD
KHQ-KGA, Sopkane, Wash.
SCOTT, PAUL
WOMT, Manitowoc, Wis.

SCOTT, ROBERT
WCAP, Asbury Park, N. J.

SCOVILLE, ELLIOTT
KFIZ, Fon du Lac, Wis.

SEAMAN, NEAL
WGGB, Freeport, N. Y.

SEARS, BILL
KUTA, Salt Lake City, Utah

SEAHOLTZ, PAUL
WJMC, Jacksonvile, N. C.

SEBASTIAN, CHARLES
WLS, Chicago, Ill.

SEEBECK, CHARLES E.
WTON, Staunton, Va.

SEEWIR, CHARLES
KKOK, St. Louis, Mo.

SEYMOUR, DAN
ABC — Musical Autographs, County Fair

SEYMOUR, M.
WLEU, Erie, Pa.

SHANKEL, BILL
WCHV, Charlottesville, Va.

SHANNON, PAUL
KDKA, Pittsburgh, Pa.

SHAPIRD, BILL
WFAA, Dallas, Tex.

SHARBBUT, DEL
CBS — Request Performance, Jack Carson Show

SHARP, MOREY
KILZ, Denver, Colo.

SHAW, CHARLES
WOLF, Syracuse, N. Y.

SHAY, BOB
WCHV, Charlottesville, Va.

SHEEHAN, WILLIAM
WDRC, New Haven, Conn.

SHEELEY, MARK
WSSV, Petersburg, Va.

SHEFFIELD, BETTIE
WSNY, Schenectady, N. Y.

SHELBY, SAM
KPOW, Powell, Wyo.

SHELDON, HERB
NBC — The Eileen Barton Show

SHELDON, HOWARD
WGNY, Buffalo, N. Y.

SHELDON, JACK
WKRC, Cincinnati, Ohio

SHELLEY, ROBERT
WLOK, Lima, Ohio

SHELTON, JAMES
WROK, Rockford, Ill.

SHEPARD, BOB
MBS — Songhits Magazine Program, Adventures of Bull-
dog Drummond

SHEPHERD, BILL
WDOD, Chattanooga, Tenn.

SHEPPARD, J. D.
WTOC, Savannah, Ga.

SHERIDAN, ROBERT
WTIC, Hartford, Conn.

SHERMAN, BILL
WPAR, Parkersburg, W. Va.

SHERMAN, BUD
WOL, Washington, D. C.

SHERMAN, DEAN
WDDY, Minneapolis, Minn.

SHERMAN, EDWARD
KGBM, Honolulu, T. H.

SHERWOOD, DONALD
WFBM, Indianapolis, Ind.

SHIPLEY, GENE
WIPW, Topeka, Kans.

SHIRLEY, TOM
CBS — Try 'N' Find Me

SIMON, ERNIE
WTH, Baltimore, Md.

SIMPSON, JIMMY
WMRC, Greenville, S. C.

SIMS, SAM K.
WFBM, Indianapolis, Ind.

SINCLAIR, HAROLD M.
WXEL, Royal Oak, Mich.

SINGER, LAM
WLEE, Richmond, Va.

SKARSTEDT, VANCE
KJX, Oakland, Calif.

SLATER, NORVELL
WFAA, Dallas, Tex.

SMIDL, JOE
KWJJ, Portland, Ore.

SMITH, BLAINE
KRC, Enid, Okla.

SMITH, BURRELL
WGY, Schenectady, N. Y.

SMITH, CALVIN
KROC, Rochester, Minn.

SMITH, DAVE
KTBC, Austin, Tex.

SMITH, DAVENPORT
WSRR, Stamford, Conn.

SMITH, DICK
KTSF, San Antonio, Tex.

SMITH, DON
KUOA, Siloam Springs, Ark.

SMITH, FRED
WHK, Cleveland, O.

SMITH, JIMMI
KMAC, San Antonio, Tex.

SMITH, JOHN PAUL
WSIX, Nashville, Tenn.

SMITH, LESLIE R.
WLAP, Lexington, Ky.
STARK, MACK
WJLS, Beckley, W. Va.

SMITH, MARY
WPOW, Powell, Wyo.

SMITH, TED A.
EWR, Pendleton, Ore.

SMITH, WARREN
WKBQ, La Crosse, Wisc.

SMITH, WINFRED
WWVA, Wheeling, W. Va.

SMITHERMAN, ROSS
WALA, Mobile, Ala.

SNYDER, ROSS
WOR, New York, N. Y.

SOMERVILLE, DON
WBNS, Columbus, O.

SPARKS, HOWARD
KEL, Brady, Tex.

SPENGLER, HAROLD C.
WCRS, Greenwood, S. C.

SPENGLER, K. E.
WCSC, Springfield, Ill.

SPONGBERG, ROLAND
WRK, Rockford, Ill.

SPRAGG, GRAYDON
WHAI, Greenfield, Mass.

SPRATLIN, ROBERT
KWSC, Pullman, Wash.

STALLARD, DAL
KCMO, Kansas City, Mo.

STANLEY, ART
WOC, Davenport, Ia.

STANTON, ED
KALE, Portland, Ore.

STAPLETON, BILL
KFFQ, Fort Smith, Ark.

STARK, CHARLES
ABC—Sunday Evening Party, Blind Date.

STARK, RICHARD
Abie's Irish Rose

STEEL, WILLIAM
WRNL, Richmond, Va.

STEPHENS, HAROLD
WMBG, Richmond, Va.

STEPHER, HAROLD
WMAL, Washington, D. C.

STERLING, LEN
ABC—Sammy Kaye's Sunday Serenade

STEVENS, AL
WITH, Baltimore, Md.

STEWARD, JAY
ABC—Truth & Consequences

STEWARD, M. D.
KNET, Palestine, Tex.

STEWARD, WILLIAM
WSBA, York, Pa.

STEWARD, WILLIAM V.
WCCO, Minneapolis, Minn.

STIEGER, SAM
WHIO, Dayton, O.

STILES, JOHN, JR.
WTAW, College Station, Tex.

STILLWAGON, TOM
WCAE, Pittsburgh, Pa.

STODELLE, JACK
KMPC, Los Angeles, Calif.

STONE, CHARLES
KMPC, Los Angeles, Calif.

STONE, ERNIE
WMCA, New York, N. Y.

STONE, PETER
WTIC, Hartford, Conn.

STOUT, ALLEN
WGL, Fort Wayne, Ind.

STOUT, ALLEN
KMPC, Los Angeles, Calif.

STUDNEY, ED.
WOL, Washington, D. C.

STUHLMAN, FRANK
WTIC, Hartford, Conn.

STULLA, BILL
KFI, Los Angeles, Calif.

STUTES, MARION
WIZO, Kalamazoo, Mich.

STUZ, CARLTON
WBEN, Buffalo, N. Y.

STYLES, JOHN E.
WILM, Wilmington, Del.

STYLES, JULY
WAVE, Louisville, Ky.

SULLIVAN, HENRY
WGTI, Wilson, N. Car.

SULLIVAN, JACK
KCRA, Sacramento, Calif.

SULLIVAN, WILLIAM
WFED, Manchester, N. H.

SUTHERLAND, BILL
KDKA, Pittsburgh, Pa.

SUTTERFIELD, PHIL
WHAS, Louisville, Ky.

SUTTON, BOB
KUOA, Siloam Springs, Ark.

SWAN, BOB
KHI — KFAC — KPI — KECA, Hollywood, Calif.

SWEET, BEN
WMAS, Springfield, Mass.

SWIFT, RODNEY
WGY, Schenectady, N. Y.

— T —

TACY, E. N.
WIS, Columbia, S. C.

TALCOTT, MIQUE
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Montgomery, WAVE .................. Weston Britt
WSAFE ............................ Caldwell Stewart
Muscle Shoals, WLAY ............... Evelyn Reeburgh
Selma, WHBB ....................... Katherine Cotheran
Sylacauga, WPBE .................... Ralph Bennett
Tuscaloosa, KTTC ................... Wayne Sanders

Arizona

Phoenix, KTAR ........................... Pierson Bancroft
KOY ................................. Alfred Becker

Arkansas

El Dorado, KELD ..................... Rodney Smith
Fort Smith, KFPR ...................... Atton Blake
Helena, KFFA .......................... S. B. Williamson
Little Rock, KARK .................... Tommy Scott

California

Berkeley, KRE ..................... Harold Hawley
Fresno, KJMJ ......................... Andrew Patterson
Long Beach, KGER .................... Helene Smith
Los Angeles, KECA ..................... Buzz Adlam
KFCAC ............................... Emil Eastcott
KNX ................................. Wilbur Hatch
KGFJ ................................. Thelma Kirchner
KFWB ................................. Don Romandy
KMPC ................................. Ted Steele
KFI ................................. Claude Sweeten
KNTR ................................. Oreste Tomasso
KFSG ................................. John Vitallo
KJJH .................................. Harry Zimmerman
Marysville, KMCY ..................... George Davidson
Oakland, KLX ......................... Paul Scheler
Pasadena, KWKW ................. Rowland Gibbs
Redding, KVOY ......................... Charles Kinsley
Riverside, KPRO ....................... Marlene White
San Diego, KFSD ....................... Russ Plummer
San Francisco, KFRC .................. Lyle Barda
KGO ................................. Phil Bovero
KJBS ................................. Mildred Bowyer
KSAN ................................. Jack Buckingham
KVA ................................. Hal Lewis
KSFO ................................ Sam Moore
KGO ................................. Albert White
San Jose, KQW ........................ Ray Hackett
San Luis Obispo, KFEC ............... Clark Bloeche
Santa Barbara, KTMG .................. Ernie Dugue

Colorado

Denver, KMYR .......................... Martin Gottz
KFEL ................................. Paul Gott
KOA ................................ Milton Shrednik
KLZ ................................. Lester Weclans
KPQF ............................... Orland A. Wolfram
Sterling, KGER ....................... Glen Presser

Connecticut

Bridgeport, WNAB ..................... Marsha Robinson
Hartford, WHBT ....................... Charlotte Anderson
WTC ......................... Moshe Paranov
WHTD ............................ Maurice Sechtman
New Haven, WNH ..................... James Morgan
New London, WNL ..................... Leslie S. Morson
Stamford, WSRR ......................... Wharton Ford
Waterbury, WATR ..................... Edith Sacco

Delaware

Wilmington, WIL .................... George Kelly

District of Columbia

Washington, WRC ..................... Ludwig F. Balzer
WWDC ............................. Rosa May Fischer
WINX ............................... Paul Hume
WOL ................................. Charles Keaton
WINX ............................... Judy Warner

Florida

Gainesville, WRUF ..................... Helen S. Edwards
Jacksonville, WPDK ................... Dick Catherwood
WMBR ............................... Allen Holmes
WJAX ............................... Frank Morris
Labelland, WFLK ...................... Jean Carey
Miami, WIOD ......................... Earle Barr Hanson
WGBO ............................... Judy Strubinar
Orlando, WDBO ......................... Dorothy Morton Parks
Panama City, WDP ....................... John Thomas
St. Petersburg, WSU .................... Edith Ginn
Tallahassee, WTB ...................... Mrs. Betty C. Perkins
Tampa, WFLA ......................... Frank Grasso
West Palm Beach, WNO .................. Ruth Shockey

Georgia

Albany, WALB ........................... Guy Hamilton
Atlanta, WATL ......................... Cliff Cameron
WSB ......................... Albert Coleman
WAGA ............................... Frances Wallace
WGST ............................... Lola Allen Wallace
Augusta, WDBW ....................... GIL Evans
Cedarfield, WGAA ...................... Frances Baker
Columbus, WRBL ....................... Miss Jewel Casey
VDAB ............................... Gertrude Handley
LaGrange, WLAG ....................... E. T. Poythress
Macon, WREM ......................... Mary Hester Richardson
Savannah, WSAM ....................... Melvin Peacock
WTOC ............................... Jean Wallace

Idaho

Nampa, KPOD .......................... Shirl Black
Twin Falls, KTFI ......................... I. Otto
Wallace, KWAL ....................... G. Turner Dreher

Illinois

Aurora, WMRO ......................... Jeanne M. Doran
Chicago, WMHI ....................... Sheldon Fardis

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### MUSICAL DIRECTORS

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<tr>
<th>State</th>
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<td><strong>Mississippi</strong></td>
<td>Clarksdale, WROX: Bob Peterson, Greenville, WPR: Ed Vincent, Greenwood, WGRM: Joe Cudd, Gulfport, WGCM: Len Campbell, Natchez, WMIS: Harry Kind Barth, Tupelo, WELD: Don Whitney</td>
</tr>
<tr>
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<td>Billings, KGLL: George Heins, Kalispell, KGEZ: Maurice Driscoll, Missoula, KGVO: Ragna Phelps</td>
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<tr>
<td><strong>Nebraska</strong></td>
<td>Grand Island, KJMJ: Jim Johnson, Kearney, KGFW: Norma Applegate, Norfolk, WJAG: Hollis Francis, No. Platte, KODY: Dorothy Roberts, Omaha, KOIL: Teresa Bredar, KOWH: George Johnson</td>
</tr>
</tbody>
</table>

### States

- **Indiana**
  - Fort Wayne, WOWO: Guy Fitzsimmons
  - Hammond, WJOB: J. Gibbs Spring
  - Indianapolis, WISH: James B. Royer
  - Muncie, WLCB: June Johnson
  - Richmond, WKBV: Marie Robbins
  - West Lafayette, WBAA: Jo Hanford

- **Iowa**
  - Davenport, WOC: George Santag
  - Des Moines, KNT: Wilbur Chandler
  - WHO: Don Holley
  - Dubuque, KDF: Jerry Chandler
  - WKB: Samuel Ham
  - Shenandoah, KFN: Ermal Dilley
  - Sioux City, KCSJ: Bernice Ewing
  - KTRI: Bernie Marr
  - Waterloo, KXEL: George Timm

- **Kansas**
  - Manhattan, KSAC: Luther Leavengood
  - Salina, KSAL: Barbara Lewton
  - Topeka, WIBW: Mrs. Maude Carlson
  - WIBW: Olaf Sward
  - Wichita, KFH: Wayne Euchner
  - KFH: Frank Markwell

- **Kentucky**
  - Bowling Green, WLB: Helen Green
  - Hopkinsville, WHOP: Charles Melton
  - Lexington, WLAP: Oscar Huff
  - Louisville, WINN: Claude Fraul
  - WGRC: J. Bertram Harmon
  - WHAS: Robert Hutsell
  - WAVE: Earle Keller
  - WPAD: Lynn Wolf

- **Louisiana**
  - Baton Rouge, WBJ: Joseph Secarce
  - Lake Charles, KPLC: Anna Louise Clark
  - Monroe, KMLB: Mrs. J. C. Liner
  - New Orleans, WNOE: Mrs. Evelyn C. Ford
  - WDSU: Joseph Schramm
  - WWL: Irene Vitsavaich

- **Maine**
  - Bangor, WABI: Harold Dorm
  - WLBZ: Norman Lambert
  - Lewiston, WCOU: Marion Gaye Loufsef
  - Portland, WCH: Norman Ayres

- **Maryland**
  - Baltimore, WTH: Wallace W. Ashley
  - WCAO: Robert P. Ina
  - WBAL: Joseph C. Miller
  - Frederick, WFM: Millard Klunk
  - Hagerstown, WJEE: Malcolm Hutto

- **Minnesota**
  - Mankato, KYSK: Maurice Piche
  - Minneapolis, KUOM: Paul Brissay
  - WDOY: Irma Coffin
  - WTCN: William Metuchen
  - WCCO: Wallace Olson
  - WLLO: Verne Rooney

- **Mississippi**
  - Clarksdale, WROX: Bob Peterson
  - Greenville, WPR: Ed Vincent
  - Greenwood, WGRM: Joe Cudd
  - Gulfport, WGCM: Len Campbell
  - Natchez, WMIS: Harry Kind Barth
  - Tupelo, WELD: Don Whitney

- **Missouri**
  - Columbia, KPRU: Dorothy Jacques
  - Hannibal, KIMO: Bud Dawson
  - Joplin, WMBH: Stella Lukens
  - Kansas City, KCKN: Milan Mahale
  - KCMO: Gene Moore
  - Springfield, KWTO: Virgil Phillips
  - KTTS: Seth Greiner
  - St. Joseph, KFEQ: H. H. Packard
  - St. Louis, KMOX: Carl Hopenhagen
  - KXOK: Emmett Schuster
  - WEW: Ralph Stein

- **Montana**
  - Billings, KGLL: George Heins
  - Kalispell, KGEZ: Maurice Driscoll
  - Missoula, KGVO: Ragna Phelps

- **Nebraska**
  - Grand Island, KJM: Jim Johnson
  - Kearney, KGF: Norma Applegate
  - Norfolk, WJAG: Hollis Francis
  - No. Platte, KODY: Dorothy Roberts
  - Omaha, KOIL: Teresa Bredar
  - KOWH: George Johnson
Ashtabula, WICA. Mary Pavolino
Canton, WHBC. Martin Alexander
Cincinnati, WSAI. Bernie Farber
WCPO. Eugene T. Hectol
WKRC. Bob Snyder
WLW. Milton Weiner
Cleveland, WJAR. Walburg Brown
WTAM. Lee Gordon
WKB. Willard Pett
WHL. Russell B. Wise
Columbus, WCOL. Al Anderson
WSU. Ann Charles
WBNS. Kar Parkinsson
WHRC. Abram Ruvinsky
Dayton, OHIO. Henry Lange
WING. G. Roser
Findlay, WFIN. Margaret Schwabero
Hamilton, WMVH. Elise Demp
Marion, WMRN. Bob Dell
Portsmouth, WAPY. Dorothy Page
Springfield, WIZE. Jim Newman
Steuben County, WSTV. Thomas Arim
Toledo, WTOL. Dorothy Biller
Youngstown, WFMJ. Ronald Richards

Enid, KCRW. Marjorie Thomas
Lawton, KGSA. Billie Joe Wheatley
Norman, WNAD. Clarice E. Ba User
Oklahoma City, KTKO. Jerre Cmack
KOMA. Mickey Reynolds
Tulsa, KOME. Al Fox
KTUL. Glenn Hardmann

Coos Bay, KOOS. Margaret McCoy
Covell, KBOA. Richard I. Fanson
 Grants Pass, KUNO. Abe Bercovitz
Portland, KGW. George Bruns
KUSJ. John Clifton
KALE. Alan Uebel
Roseburg, KRRB. Max Dick

New Kensington, WETA. Jack Craddock
Philadelphia, WIP. Joseph Frassetto
WFIL. Felix Meyer
Pittsburgh, KDKA. Bern Diamond
W HA. E. Lester Hoffmuser
Reading, WEEU. Alan Uebel
Wilkes-Barre, WIB. Louis Savitt
York, WSAB. Harold Shutz

Pawtucket, WPCI. Arthur Paquette
Providence, WEAN. Carl Tatz

Charlotte, WCSC. Adrian Munzell
Columbus, WIS. Charlotte Lide
Greenville, WMRC. Mervin Lewis
Florence, WOLS. Raymond Caddell
Spartanburg, WSPE. Hal Moore
Sumter, WFIG. Doug Youngblood

Pierre, KGFX. Ida Mcel
Rapid City, KOTA. John Simpson
Sioux Falls, KELO. Beverly Kittelson
KSOO. Beverly Kittelson

Fargo, WDAY. Lester Estenson
Valle y City, KOVC. Art Lydell
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<td>Kenora, CJRL ................................ A. Lowe</td>
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<td>Sorel, CJSO .............................. George Codling</td>
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Our PROGRAM

is something tangible, something that your customer can see and feel. Something that will be remembered through constant association and reference. Something that will supplement your Radio Program and help people remember your name and buy your products.

We are printers of trade magazines, books and catalogs that will tell the story of your business in a manner in which it should be presented to your customers so they will remember your name and buy your products.

THE BARNES PRINTING CO., Inc.
229 W. 28th STREET
NEW YORK 1, N. Y.

PEnsylvania 6-4738
PROGRAMS

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Title

Advertiser and Product

Network

Advertising Agency
# Complete Listing of Major Networks — Commercial Programs of 1945 —

Following pages contains a complete listing of four national network commercial programs heard during the 12-month period ending Dec. 31, 1945. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast. Where a change in agencies has taken place during the year both are listed with the second one being the new agency.

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<th>PROGRAM</th>
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Sporting Goods
Sterling Drug Co., Inc.
Phillips Toothpaste, Energine,
Phillips M. of M. Tablets, Bayer
Amanda
Sterling Drug Co., Inc.
Bayer Aspirin
Wm.-Wrigley, Jr. Co.
Chewing Gum
Sterling Drug Co., Inc.
Bayer Aspirin
American Bird Prods., Inc.
Bird Food
Joint Sponsorship
Union Ice Co.
All Products
Readers Digest Assn., Inc.
Lever Brothers Co.
Rinso
Curtis Candy Co.
Butterfingers & Other Candy Prods.
Nash-Kelvinator Corp.
Kelvinator Refrigerators
Nash-Kelvinator Corp.
Nash Motor Cars & Kelvinator Refrig.
Armstrong Cork Co.
Armstrong Quaker Rugs, Linoleum
Prods. & Floor Coverings
Los Angeles Soap Co.
Batavia Metal Prods. Co.
Institutional
Quaker Oats Co.
Aunt Jemima Pancakes, Muffets, etc.
Lever Brothers Co.
Spry
Ben Hur Prods., Inc.
Coffee, Sates, Extract
MBS
Raymond Spector Co.
ABC
Grant Advertising, N. Y.
MBS
Schwimmer & Scott
Advt. Agency
CBS
U. S. Advertising
Chicago
NBC
Dancer-Fitzgerald-Sample
CBS
J. Walter Thompson Co.
CBS
Dancer-Fitzgerald-Sample
MBS
Weston-Barnett, Inc.
Chicago
ABC
CBS—PC
George M. Wessels
Advertising Agency
B. B. D. & O.
Ruthrauff & Ryan
CBS
C. L. Miller
ABC
Geyer, Cornell & Newell, Inc.
CBS
Geyer, Cornell & Newell, Inc.
CBS
B. B. D. & O.
NBC
Raymond R. Morgan Co.
ABC
Evans Assoc., Inc.
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Sherman K. Ellis & Co., Inc.
CBS
Ruthrauff & Ryan
NBC
Foote-Cone & Belding
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- Anacin
- Bromo Seltzer
- Peanuts and Peanut Oil
- Raleigh & Kool Cigarettes
- Automotive Products
- Beer
- Candy Bars
- Lava
- Wax Products
- Chewing Gum
- All Products
- Tobacco
- Shampoo, Hair Tonic
- Anacin
- Recruiting
- Ford Motors
- Ford, Lincoln Zephyr
- Ford Motor Cars
- Automobiles, Service & Parts
- Chase & Sanborn Coffee
- Dancer-Fitzgerald-Sample
- McCann-Erickson
- Raymond R. Morgan Co.
- Russel M. Seeds Co.
- Ruthrauff & Ryan
- St. George & Keyes
- Aubrey, Moore & Wallace, Inc.
- Biow Co., Inc.
- Needham, Louis & Brorby
- Arthur Mayerhoff & Co.
- Wallace-Ferry-Hanley
- Walker & Downing
- L. W. Ramsey Co.
- J. Walter Thompson Co.
- N.W. Ayer & Son Co.
- J. Walter Thompson Co.
- J. Walter Thompson Co.
- J. Walter Thompson Co.
- Kenyon & Eckhardt
- J. Walter Thompson Co.
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**Luncheon With Lopez**

- Stokely Bros. & Co.
- Cotter & Bagens, Inc.
- John D. Rockefeller, Jr.
- J. Walter Thompson Co.
- B. B. D. G. O., Inc.

**Lux Radio Theater**

- Lutheran Hour
- Van Camp Prods.
- Kelly, Zährnt & Kelly
- Calkins & Holden

**Lynn Murray's Orch. & Clowns**

- E. R. Squibb & Sons
- Toothpowder, Dental Cream, Pharmaceutical Products

**Ma Perkins**

- March of Time
- Mary Martin
- Marline Theater
- Maxwell House Coffee Time
- Meet Margaret McDonald
- Meet Me at Parky's

**Maire**

- Major Bowes Shower of Stars
- Man Cited X. The
- Manhattan Merry-Go-Round
- Ma Perkins

**Ma Perkins, Inc.**

- Eveready Pencils, Pencils, Redtop Lead
- Chrysler Corp.
- Motor Car
- Lockheed Aircraft Corp.
- Transport Co.
- Sterling Drug, Inc.
- Procter & Gamble Co.
- Oxydol

**Mainspaw, Inc.**

- Time, Inc.
- Standard Brands, Inc.
- Fleischman's Yeast
- All Products
- Noxema, Noxema Shave Cream
- P. Lorillard Co.
- Old Gold Cigarettes
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Today's Children
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Tom Breneman's Highlights
Tom Harmon—All American Sports Editor
Tom Mix & His Ralston Straight Shooters
Tommy Dorsey & Orch.
Tonight in Hollywood

"42" Products, Inc.
Hair Oil & Other Products

Equitable Life Assurance Society
Insurance

Foster Milburn Co.
Doans Pills and Icemint

Iodent Chemical Co.
Iodent Toothpaste

Quaker Oats Co.
Quaker Oats & Mothers Oats

General Foods Corp.
Sanka Coffee

Ferry-Morse Seed Co.
Seeds

Waltham Watch Co.
Waltham Time Pieces

Welch Grape Juice Co.
Grape Juice, Jellies, Jams & Marmalades

O'Cedar Corp.
Mops & Floor Polish

Leaf Gum Co.
Chewing Gum

General Foods Corp.
Post Toasties

Gallenkamp Stores Co.
Shoes

General Mills, Inc.
Bisquick

Kellogg Co.
Kellogg's Pep

Procter & Gamble Co.
Ivory Flakes

Procter & Gamble Co.
Clipped Craft Clothes

Clipper Craft Clothes

Ralston Purina Co.
Cereal Foods

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Andrew Jergens Co.
Jergens Lotion

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ABC
Warwick & Legler, Inc.

ABC—PC
Street & Finney, Inc.

Duane Jones Co.

CBS
Ruthrauff & Ryan

NBC
Young & Rubicam, Inc.

CBS—PC
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ABC
H. W. Kastor & Sons

Aubrey, Moore & Wallace, Inc.

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CBS
Benton & Bowles, Inc.

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ABC
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<td>Twilight Concerts</td>
<td>Southern Cotton Oil Co.</td>
<td>CBS</td>
<td>Kenyon &amp; Eckhardt, Inc.</td>
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<td>Two on a Clue</td>
<td>Reichhold Chemicals, Inc.</td>
<td>MBS</td>
<td>Grant Adv., Inc.</td>
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<td>General Foods Corp.</td>
<td>CBS</td>
<td>Benton &amp; Bowles, Inc.</td>
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<td>Maxwell House Coffee, Post Toasties, La France, Satina, Postum</td>
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<td>Young &amp; Rubicam, Inc.</td>
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<tr>
<td>United Nations Forum</td>
<td>Rainier Brewing Co.</td>
<td>ABC—PC</td>
<td>Buchanan &amp; Co.</td>
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<td>Upton Close</td>
<td>Lumbermen's Mutual Casualty Co.</td>
<td>MBS</td>
<td>Leo Burnett Co., Inc.</td>
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<td>Valiant Lady</td>
<td>General Mills, Inc.</td>
<td>CBS</td>
<td>Dancer-Fitzgerald-Sample</td>
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<tr>
<td>Vic &amp; Sade</td>
<td>Procter &amp; Gamble Co.</td>
<td>CBS</td>
<td>Dancer-Fitzgerald-Sample</td>
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<tr>
<td>Victor Borge Show</td>
<td>S. C. Johnson &amp; Co.</td>
<td>NBC</td>
<td>Needham, Louis &amp; Brorby</td>
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<tr>
<td>Voice of Firestone</td>
<td>Firestone Tire &amp; Rubber Co.</td>
<td>NBC</td>
<td>Sweeney &amp; James Co.</td>
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<td>Voice of Prophecy</td>
<td>Voice of Prophecy</td>
<td>MBS</td>
<td>Jack Parker &amp; Assoc.</td>
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<td>Program</td>
<td>Sponsor/Company</td>
<td>Network</td>
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<td>Voice of the Dairy Farmer</td>
<td>American Dairy Assoc. Dairy Products</td>
<td>NBC</td>
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<td>Voice of the Moment</td>
<td>Industrial Management Corp. Insect-O-Blitz</td>
<td>CBS-PC</td>
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<td>Vox-Pop</td>
<td>Emerson Drug Co. Bromo-Seltzer</td>
<td>CBS</td>
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<td>Walkie-Talkie</td>
<td>Fisher Flouring Mills, Inc. Fisher Cereal Products</td>
<td>ABC—PC</td>
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<td>Walter Compton</td>
<td>Conti Products, Inc. Conti Shampoo &amp; Soap</td>
<td>MBS</td>
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<td>Walter Winchell</td>
<td>Andrew Jergens Co. Jergens Lotion, Woodbury Soap &amp; Face Powder</td>
<td>ABC</td>
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<td>Waltz Time</td>
<td>Sterling Drug, Inc. Drugs</td>
<td>NBC</td>
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<td>Wayne King</td>
<td>American Tobacco Co. Lucky Strike Cigarettes</td>
<td>NBC</td>
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<td>Wednesday With You</td>
<td>Bristol-Meyers, Inc. Sal-Hepatica &amp; Trushay</td>
<td>NBC</td>
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<td>Westinghouse Program</td>
<td>Westinghouse Elec. Corp. Institutional</td>
<td>NBC</td>
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<td>We the People</td>
<td>Gulf Oil Corp. Gas, Oil, Lubricants</td>
<td>CBS</td>
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<td>What's Cookin'?</td>
<td>Chef-Boy-ar-dee Quality Foods, Inc. Spaghetti Dinner &amp; Other Prods.</td>
<td>ABC</td>
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<td>What's Doin', Ladies?</td>
<td>Participating Program</td>
<td>ABC—PC</td>
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<td>What's New With Norman Nesbitt</td>
<td>Signal Oil Co. Motor Oil &amp; Gas</td>
<td>ABC—PC</td>
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<td>What's the Name of That Song?</td>
<td>Knox Co. Cystex</td>
<td>MBS</td>
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<td>When a Girl Marries</td>
<td>General Foods Corp. Salt, Chocolate</td>
<td>NBC</td>
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<td>Which Is Which?</td>
<td>P. Lorillard Co. Old Gold Cigarettes</td>
<td>CBS</td>
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<td>Whistler, The</td>
<td>Signal Oil Co. Gas &amp; Oil</td>
<td>CBS—PC</td>
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<td>PROGRAM</td>
<td>ADVERTISER AND PRODUCT</td>
<td>NETWORK</td>
<td>ADVERTISING AGENCY</td>
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<td>William Lang, News</td>
<td>R. E. Semler, Inc.</td>
<td>MBS</td>
<td>Erwin, Wasey &amp; Co., Inc.</td>
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<td>Kemml Hair Tonic</td>
<td>CBS</td>
<td>J. Walter Thompson Co.</td>
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<td>J. B. Williams Co.</td>
<td>NBC</td>
<td>Dancer-Fitzgerald-Sample</td>
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<td>Shaving Cream &amp; Shaving Products</td>
<td>NBC</td>
<td>Knox-Reeves</td>
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<td>Woman of America, A</td>
<td>Procter &amp; Gamble Co.</td>
<td>ABC</td>
<td>B. B. D. &amp; O., Inc.</td>
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<td>Spic &amp; Span</td>
<td>NBC</td>
<td>Presba, Fellers &amp; Presba</td>
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<td>Woman in White</td>
<td>General Mills, Inc.</td>
<td>CBS</td>
<td>Cruttenden &amp; Eger Advt.</td>
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<td>Wheaties</td>
<td>ABC—PC</td>
<td>Glasser-Gailey &amp; Co.</td>
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<td>Woody Herman Show, The</td>
<td>Wildroot Co., Inc.</td>
<td>NBC</td>
<td>Russel M. Seeds</td>
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<td>Wildroot Toilet Articles</td>
<td>MBS</td>
<td>Maxon, Inc.</td>
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<td>World Front</td>
<td>Bunte Brothers Candy</td>
<td>CBS</td>
<td>B. B. D. &amp; O., Inc.</td>
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<td>World News Today</td>
<td>Admiral Corp.</td>
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<td>Admiral Radios, Television Receivers</td>
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<td>World of Tomorrow</td>
<td>Bu-Tay Products</td>
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<td>Rain Drops Water Softener</td>
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<td>World Parade</td>
<td>W. A. Sheaffer Pen Co.</td>
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<td>Pens, Pencils, Ink</td>
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<td>World Series</td>
<td>Gillette Safety Razor Co.</td>
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<td>Safety Razors &amp; Blades</td>
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<td>Electronics Division</td>
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<td>Young Dr. Malone</td>
<td>General Foods Corp.</td>
<td>CBS</td>
<td>Benton &amp; Bowles, Inc.</td>
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<td>Post 40% Bran Flakes</td>
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<td>Compton Advt., Inc.</td>
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<td>Young People's Church of the Air</td>
<td>Young People's Church of the Air Religious Talks</td>
<td>MBS</td>
<td>R. H. Alber Co.</td>
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<td>Young Widder Brown</td>
<td>Procter &amp; Gamble Co.</td>
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<td>Ivey &amp; Ellington, Inc.</td>
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<td>Crisco</td>
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<td>Erwin, Wasey Co.</td>
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<td>Your America</td>
<td>Sterling Drug, Inc.</td>
<td>NBC</td>
<td>Dancer-Fitzgerald-Sample</td>
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<td>Drugs</td>
<td>MBS</td>
<td>The Caples Co.</td>
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<td>Your Hit Parade</td>
<td>Union Pacific Railroad</td>
<td>CBS</td>
<td>Foote, Cone &amp; Belding</td>
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<td>Institutional</td>
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<td>American Tobacco Co.</td>
<td>MBS</td>
<td>Kudner Agcy., Inc.</td>
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<td>Your Land &amp; Mine—Henry J. Taylor</td>
<td>General Motors</td>
<td>ABC</td>
<td>Donahue &amp; Co., Inc.</td>
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<td>Your Sunday News Extra</td>
<td>Groves Labs., Inc.</td>
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<td>Four-Way Cold Tablets, Defender Vitamins</td>
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</tbody>
</table>
ORGANIZATIONS

National Association of Broadcasters

- Radio Groups
- Addresses
- Personnel
- Unions
- Guilds
Headquarters: 1760 N—Street, N. W., Washington 6, D. C.

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A. D. Willard, Jr.
Executive Vice-President

C. E. Arney, Jr.
Secretary-Treasurer

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Director of Government Relations

Edward M. Kirby
Public Relations Consultant

Howard S. Frazier
Director of Engineering

Frank E. Pellegrin
Director of Broadcast Advertising

Willard D. Egolf
Special Consultant

Don E. Petty
General Counsel

J. Allen Brown
Asst. Director Broadcast Advertising

Arthur Stringer
Director of Promotion and Circulation

Robert T. Barley
Director FM Dept.

Dorothy Lewis
Coordinator of Listener Activity

Helen H. Schaefer
Asst. Director of Research

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Director
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Kolin Hager
George D. Coleman
Campbell Arnoux
F. W. Borton
Hoyt B. Wooten
James D. Shouse
John E. Fetzer
WKZD, Kalamazoo, Mich.
Leslie C. Johnson
WHBF, Rock Island, Ill.

District
WTIC, Hartford, Conn.
WGY, Schenectady, N. Y.
WGBI, Scranton, Pa.
Campbell Arnoux
WTAR, Norfolk, Va.
F. W. Borton
WQAM, Miami, Fla.
Hoyt B. Wooten
WREC, Memphis, Tenn.
James D. Shouse
WLB, Cincinnati, Ohio

States Comprising District
Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
New York, New Jersey.
Delaware, Pennsylvania, Maryland.
District of Columbia, North Carolina, South Carolina, Virginia, West Virginia.
Alabama, Florida, Georgia, Puerto Rico.
Arkansas, Louisiana, Mississippi, Tennessee.
Kentucky, Ohio.
Indiana, Michigan, excluding the counties of Ontonagon and Gogebic.
Illinois; Wisconsin, excluding the counties of LaCrosse, Monroe, Juneau, Adams, Marquette Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn,
## National Association of Broadcasters

**DIRECTORS-AT-LARGE**

**Large Stations**

- J. Leonard Reinsch  
  WSB, Atlanta, Georgia

- J. Harold Ryan  
  WWVA, Wheeling, W. Va.

**Medium Stations**

- G. Richard Shafto  
  WIS, Columbia, S. C.

**Small Stations**

- Clair R. McCollough  
  WGAL, Lancaster, Pa.

**Networks**

- Frank M. Russell  
  NBC, Washington, D. C.

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<tr>
<th>Name</th>
<th>Station</th>
<th>District</th>
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<tr>
<td>John J. Gill'n, Jr</td>
<td>WOW</td>
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<td>E. L. Hayek</td>
<td>KATE</td>
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<td>Martin B. Campbell</td>
<td>WFAA</td>
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<td>Hugh B. Terry</td>
<td>KLZ</td>
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<td>William B. Smullin</td>
<td>KIEM</td>
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<td>Wm. B. Ryan</td>
<td>KFI</td>
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<td>Harry R. Spence</td>
<td>KXRO</td>
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<td>J. Harold Ryan</td>
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<td>G. Richard Shafto</td>
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<td>Clair R. McCollough</td>
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<td>Frank M. Russell</td>
<td>NBC</td>
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</table>
STANDING COMMITTEES
1945—1946

AGRICULTURAL DIRECTORS COMMITTEE
Larry Haeg, Chairman, WCCO, Minneapolis, Minn.
Layne Beaty, WBAP, Fort Worth, Tex.
Bill Moisher, KJRA, Seattle, Wash.
Arthur C. Page, WLS, Chicago, Ill.
Herb Plambeck, WHO, Des Moines, Iowa.
William Drips, NBC, Chicago, Ill.
One vacancy.

CODE COMMITTEE
Herbert Hollister, Chairman, KMMJ, Grand Island, Nebraska.
Edgar L. Bill, WMBD, Peoria, Ill.
Arthur B. Church, KMBC, Kansas City, Mo.
Henry Johnston, WSGN, Birmingham, Ala.
Merle S. Jones, WOL, Washington, D. C.
Ed Yocum, Billings, Montana.
Jan C. Schimek, CBS, New York, N. Y.
William S. Hedges, NBC, New York, N. Y.
One vacancy.

COPYRIGHT COMMITTEE
Thomas H. Belvise, NBC, New York, N. Y.
William H. Fineshriber, Jr., CBS, New York, N. Y.
Richard O. Lewis, KTAR, Phoenix, Arizona.
Warren P. Williamson, Jr., WKBN, Youngstown, Ohio, one vacancy.

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William Fay, WHAM, Rochester, N. Y.
John E. Fetzer, WKZO, Kalamazoo, Mich.
Frank King, WMBR, Jacksonville, Fla.
Howard Lane, WJJD, Chicago, Ill.
Harry R. LePoldevin WRJN, Racine, Wis.
J. O. Maland, WHO, Des Moines, Iowa.
Clair R. McCollough, WGAL, Lancaster, Pa.
John H. MacDonald, NBC, New York, N. Y.
Calvin J. Smith, KFAC, Los Angeles, Calif.
Frank K. White, CBS, New York, N. Y.

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District 2
Frank V. Bremer, WAAT, Newark, N. J.
District 3
District 4
William E. Benns, WIS, Columbia H, S. C.
District 5
W. Walter Tison, WBRC, Birmingham, Ala.
District 6
J. D. Bloom, Jr., WWL, New Orleans, La.
District 7
Lester H. Nafzger, WBNS, Columbus, Ohio.
District 8
District 9
Oscar C. Hirsch, WKRO, Cairo, Ill.
District 10
Mark Bullock, KFAB, Lincoln, Nebr.
District 11
District 12
K. W. Pyle, KFBI, Wichita, Kansas.
District 13
Frank Jones, KGKL, San Angelo, Tex.
District 14
Robert H. Owen, KOA, Denver, Colo.
District 15
George Greeves, KPO, San Francisco, Calif.
District 16
District 17
Ralph G. Denechad, KECA, Hollywood, Calif.

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O. B. Hanson, NBC, New York, N. Y.
Karl E. Hoffman, WGR, Buffalo, N. Y.
William B. Lodge, CBS, New York, N. Y.
J. B. Fuqua, WGAC, Augusta, Georgia.

FM EXECUTIVE COMMITTEE
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Wayne Coy, W3XO, Washington, D. C.
Gordon Gray, WMIT, Winston-Salem, N. C.
Leslie C. Johnson, WHBF, Rock Island, Ill.
Paul W. Morency, WTIC, Hartford, Conn.
John Shepard, III, WMTV, Boston, Mass.
Frank Stanton, CBS, New York, N. Y.

INSURANCE COMMITTEE
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S. R. Dean, CBS, New York N. Y.
R. J. Teichner, NBC, New York, N. Y.

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Clair R. McCollough, WGAL, Lancaster, Pa.
Joseph H. Ream, CBS, New York, N. Y.
J. Leonard Reinsch, WSB, Atlanta, Ga.
Frank M. Russell, NBC, Washington, D. C.
J. Harold Ryan, WSPD, Toledo, Ohio.
G. Richard Shafto, WIS, Columbia, S. C.
James D. Shouse, WLW, Cincinnati, Ohio.
O. L. Taylor, KGNC, Amarillo, Tex.

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David H. Harris, WOL, Washington, D. C.
Elliott M. Sanger, WQXR, New York, N. Y.
Clyde Scott, KECA, Hollywood, Calif.
Frank R. Smith, Jr., WWSW, Pittsburgh, Pa.

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Ken Church, WCKY, Cincinnati, Ohio.
S. R. Dean, CBS, New York, N. Y.
Harry F. McKeon, NBC, New York, N. Y.
Lloyd C. Thomas, KGFW, Kearney, Nebraska.
Earl W. Winger, WDOD, Chattanooga, Tenn., one vacancy.

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Clair R. McCollough, WGAL, Lancaster, Pa.
Paul W. Morency, WTIC, Hartford, Conn.
Frank M. Russell, NBC, Washington, D. C.
J. Harold Ryan, WSPD, Toledo, Ohio.

PROGRAM MANAGERS COMMITTEE
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District 2

District 3
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District 4
Wilton E. Cobb, WMAZ, Macon, Ga.

District 5
Robert Atherton, WMC, Memphis, Tenn.

District 6
Robert B. Evans, WSPD, Toledo, Ohio.

District 7
Willis F. Dunbar, WKZO, Kalamazoo, Mich.

District 8
Maurice P. Owens, WROK, Rockford, Ill.

District 9
Eugene T. Flaherty, KSCJ, Sioux City, Iowa.

District 10
Richard M. Day, WDGY, Minneapolis, Minn.

District 11
Eddie McKeen KTUL, Tulsa, Oklahoma.

District 12
Pete Teddlie, WRR, Dallas, Texas.

District 13
Ralph W. Hardy, KSL, Salt Lake City, Utah.

District 14
Glen C. Shaw, KLX, Oakland, Calif.

District 15
Don McNamara, KFI, Los Angeles, Calif.

District 16
Ted Cooke, KOIN, Portland, Oregon.

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Eugene Carr, WHBC, Canton, Ohio.
Howard R. Chamberlain, WLW, Cincinnati, Ohio; Harold Fair, WHO, Des Moines, Iowa.
Ralph W. Hardy, KSL, Salt Lake City, Utah.
Elliott Stewart, WIBX, Utica, N. Y.
Clarence L. Menser, NBC, New York, N. Y.
Douglas Coulter, CBS, New York, N. Y.
One vacancy.

PUBLIC RELATIONS COMMITTEE
District 1
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District 2
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District 3
Joseph C. Burwell, WMBS, Uniontown, Pa.

District 4
J. Frank Jarman, WDNC, Durham, N. C.

District 5

District 6
J. Porter Smith, WGRC, Louisville, Ky.

District 7
George C. Bigger, WIBC, Indianapolis, Ind.

District 8
Edward E. Lindsay, WSOY, Decatur, Ill.

District 9
E. K. Hartenbower, KCMO, Kansas City, Mo.

District 10
C. T. Hagman, WTCN, Minneapolis, Minn.

District 11
Robert D. Enoch, KTOX, Oklahoma City, Okla.

District 12
Gene Cagle, KFJZ, Forth Worth, Tex.

District 13
Walter E. Wagstaff, KIDO, Boise, Idaho.

District 14
Arthur Westlund, KRE, Berkeley, Calif.

District 15
R. B. Williams, KVoa, Tucson, Ariz.

District 16
Verne Sawyer, KMO, Tacoma, Wash.

District 17

PUBLIC RELATIONS EXECUTIVE COMMITTEE
George Crandall, CBS, New York, N. Y.

Michael R. Hanna, WHCU, Ithaca, N. Y.
Phil Hoffman, KRNT, Des Moines, Iowa, Iowa.
Harry C. Kopf, NBC, Chicago, Ill.
Richard H. Mason, WPTF, Raleigh, N. C.
James H. Moore, WSLS, Roanoke, Va.
John F. Patt, WGAR, Cleveland, Ohio.
W. Walter Tison, WBRC, Birmingham, Ala.
Lewis Allen Weiss, KHJ, Hollywood, Calif.

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William Brooks, NBC, New York, N. Y.
A. A. Fahy, KABR, Aberdeen, S. D.
Arthur Kirkham, KOIN, Portland, Oregon.
Karl Koerper, KMBC, Kansas City, Mo.
C. L. Thomas, KXOK, St. Louis, Mo.
Paul White, CBS, New York, N. Y.

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Merle S. Jones, WOL, Washington, D. C.
Marshall Pengra, KRNR, Roseburg, Oregon.
G. Richard Shafto, WIS, Columbia H, S. Carolina.
One vacancy.

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W. Lee Coulson, WHAS, Louisville, Ky.
Dietrich Dirks, KTRI, Sioux City, Iowa.
Edward F. Evans, WJZ, New York, N. Y.
Dale L. Taylor, WENY, Elmira, N. Y.
Elmo S. Wilson, CBS, New York, N. Y.

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District 2
Gunnar O. Wiig, WHEC, Rochester, N. Y.

District 3
District 4
Henry V. Seay, WOL, Washington, D. C.

District 5
Thad Holt, WAPI, Birmingham, Ala.

District 6
F. C. Sowell, Jr., WLAC, Nashville, Tenn.

District 7
J. E. Willis, WLAP, Lexington, Ky.

District 8
Robert E. Bausman, WISH, Indianapolis, Ind.

District 9
Joseph Raber, WMBD, Peoria, Ill.

District 10
Wendell B. Campbell, KMOX, St. Louis, Mo.

District 11
Austin E. Joscelyn, WCCO, Minneapolis, Minnesota.

District 12
Clark A. Luther, KFHL, Wichita, Kans.

District 13
Bill Bennett, KXYZ, Houston, Tex.

District 14
William C. Grove, KFBC, Cheyenne, Wyoming.

District 15
Clyde Coombs, KARM, Fresno, Calif.

District 16
J. Arch Morton, KNX, Los Angeles, Calif.

District 17
Oliver A. Runchey, KOL, Seattle, Wash.

SALES MANAGERS EXECUTIVE COMMITTEE
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Cecil K. Beaver, WOAI, San Antonio, Tex.
Lincoln Dellar, KXOA, Sacramento, Calif.
Arthur Hull Hayes, WABC, New York, N. Y.
Stanton P. Kettler, WMMN, Fairmont, W. Va.
B. M. Middleton, WSYR, Syracuse, N. Y.
John M. Outler, Jr., WSB, Atlanta Ga.
Odin S. Ramsland, KDAL, Duluth, Minnesota.
Frank V. Webb, WGL, Fort Wayne, Ind.

SMALL MARKET STATIONS COMMITTEE
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David Carpenter, WKNE, Keene, N. H.

District 2
A. E. Spokes, WJTN, Jamestown, N. Y.

District 3

District 4
R. Sanford Guyer, WBTM, Danville, Va.

District 5
Glenn Marshall, Jr., WFOY, St. Augustine, Fla.

District 6
Emmet H. McMurray, Jr., WJPR, Greenville, Miss.

District 7
Don Ioset, WMOH, Hamilton, Ohio.

District 8
D. E. Jayne, WELL, Battle Creek, Mich.

District 9
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District 10
John Alexander, KODY, North Platte, Nebraska.

District 11
John F. Meagher, KYSM, Mankato, Minnesota.

District 12
J. Fred Case, KWON, Bartlesville, Oklahoma.

District 13
B. A. Laurie, KNET, Palestine, Tex.

District 14

District 15
William H. Bates, Jr., KTRB, Modesto, Calif.

District 16
Maurice A. Vroman, KFXM, San Bernardino, Calif.

District 17

SMALL MARKET STATIONS EXECUTIVE COMMITTEE
Marshall H. Pengra, Chairman, KRNR, Roseburg, Oreg.
Wayne W. Cribb, KHMO, Hannibal, Mo.
James R. Curtis, KFRO, Longview, Tex.
William C. Grove, KFBC, Cheyenne, Wyo.
Robert T. Mason, WMRN, Marion, Ohio.
Glenn Marshall, Jr., WFOY, St. Augustine, Fla.
FOREWORD

Broadcasting is dedicated to freedom of expression, limited only as prescribed by law and by considerations of decency and good taste.

The National Association of Broadcasters formulates and publishes the following Standards of Practice as a guide to assist the licensee in operating in the public interest.

Determination of what shall be broadcast rests entirely with the station licensee and this responsibility may not be delegated.

Public Questions

Station licensees should provide time for the presentation of public questions. Such time should be allotted with due regard to the value and interest of the subject to the public.

Treatment of Political and Public Question Broadcasts

Broadcasts designed for the presentation of political, economic, social or philosophic questions or the candidacy of any person for public office or a measure to be voted upon should be presented by straightforward statement appealing to intelligence and reason.

News

News should be presented with fairness and accuracy and the station licensee should be satisfied that the arrangements made for obtaining news insure this result. News should not be selected for the purpose of furthering or hindering either side of any public question nor should it be colored by the opinions or desires of the station management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions.

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a
superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs should not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature should be permitted.

To establish acceptable and improving standards for children’s programs, the National Association of Broadcasters will continuously engage in studies and consultation with parent and child study groups. The results of these studies will be made available for application to all children’s programs.

Education

While all radio programs possess some educative values, broadcasters should endeavor to assist specific educational efforts. In cooperation with educators and other appropriate groups, broadcasters should search for improving applications of radio as a medium of education.

Religion

Broadcasting, which reaches men of all creeds and races simultaneously, should not be used to convey attacks upon another’s race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Commercial Programs

and

Length of Commercial Portion

Acceptance of programs and announcements should be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, advertising, testimonials and other statements comply with pertinent legal requirements, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times, with special consideration being given to the effect on the listener of the manner of presentation.

Member stations should hold the length of the commercial portion, including that devoted to contests and offers, to the following number of minutes and seconds:

Five minute programs .................................................. 1:30
Five minute news programs ........................................... 1:00
Ten minute programs .................................................. 2:00
Fifteen minute programs .............................................. 2:30
Twenty-five minute programs ....................................... 2:45
Thirty minute programs .............................................. 3:00
Sixty minute programs ............................................... 6:00
In participation programs, announcement programs, "Musical Clocks," shoppers guides and other programs of fifteen minutes or longer falling within these general classifications, the commercial portion should not exceed 20% of the total time utilized.

The 20% limitation does not apply when a fifteen minute or longer segment is sold to one sponsor. The commercial portion should then be the same as given in the table on page 905.

"Standards of Good Taste"

The following are deemed to be generally unacceptable under these Standards of Practice:

1. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.

2. Misleading statements of price or value or misleading comparisons of price or value.

3. Continuity which describes repellently any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.

4. Cures and products claiming to cure.

5. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.

6. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.

7. Any spirituous or "hard" liquor.

8. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.

9. Schools that offer questionable or untrue promises of employment as inducements for enrollment.

10. Matrimonial agencies.

11. Offers of "home work" except by firms of unquestioned responsibility.


13. All forms of speculative finance. Before member stations accept any financial advertising, it should be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.
Organizations
Radio Groups — Unions — Associations
Personnel — Guilds — Addresses

Acoustical Society of America
120 S. LaSalle St., Chicago 3, Ill.
Randolph 8460

OFFICERS
President .................................. Floyd A. Firestone
(University of Michigan)
Vice-President ............................. J. C. Steinberg
(RCA Laboratories)
Secretary .................................. Wallace Waterfall
(The Colotex Corp.)
Treasurer .................................. Lonsdale Green, Jr.
(Acoustical Construction Corp.)
Editor .................................... F. A. Firestone
(University of Michigan)

EXECUTIVE COUNCIL
Harold Borris-Meyer, Stevens Institute of Technology, Hoboken, N.J.; Robert B. Lindsay, Brown University, Providence, Rhode Island; Hallowell Davis, Harvard University, Cambridge, Mass.; Frank Massa, Brush Development Company, Cleveland, Ohio; Leo L. Bernack; R. H. Bolt.

FUNCTIONS
The purpose of the society is to increase and diffuse the knowledge of acoustics and promote its practical applications.

Actors Equity Association
45 W. 47th St., New York 19, N. Y.

OFFICERS
President .................................. Bert Lytell
1st Vice President ........................ Augustin Duncan
2nd Vice President ....................... Cornelia Otis Skinner
3rd Vice President ....................... Dudley Digges
4th Vice President ....................... William Harrigan
Executive Secretary-Treasurer ........... Paul Dultell
Assistant Executive ...................... Walter N. Greaza
Recording Secretary ...................... John Beal Counsel
Associate Counsel ....................... Rebecca Brownstein
Auditor .................................. Frank Mesurac

COUNCIL

BRANCH OFFICES
Chorus Office: 701 7th Ave., New York 19, N. Y.

Advertising Federation of America
330 West 42nd St., New York, N. Y.

OFFICERS
President and General Manager .................... Elton G. Burton
Vice-President ............................ Gordon T. Gardner
(Ad Mgr., C. C. & Meriam Co., Springfield, Mass.)
Vice-President ............................ Robert N. Fuller
(Ad Mgr., C. C. & Meriam Co., Springfield, Mass.)
Vice-President ............................ J. Rex Huguley

FUNCTIONS
To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.
To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.
To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.
To determine and disseminate more accurate knowledge and worth of the functions of advertising in business, and its social and economic values.
To aid in raising the standards of education and training for advertising practitioners.
American Bar Association (Standing Committee on Communications)

Office of the Chairman: 1002 Hill Bldg., Washington, D. C. 20033

COMMITTEE
Chairman .................................. Francis W. Hill, Jr
Committeeman .............................. Edwin M. Borchard
Committeeman .............................. Monte Appel
Committeeman .............................. Howard L. Kern
Committeeman .............................. Sigurd Herald
Committeeman .............................. Lester Cohen
Committeeman .............................. Howard L. Kern

FUNCTIONS
To advance the science of jurisprudence, promote the administration of justice and uniformity of legislation and of judicial decision in the Nation, uphold the honor of the profession of the law.

American Communications Association (C. I. O.)

5 Beekman St., New York, N. Y. Cortlandt 7-1374

OFFICERS
President .................................. Joseph P. Selly
Director of Organization .................. Joseph F. Kehoe
Vice-President .............................. Dominick Panza
Vice-President .............................. Harold C. Taylor
Secretary-Treasurer ....................... Josephine Timms

American Council on Education

744 Jackson Place, Washington 6, D. C. National 5691

EXECUTIVE OFFICERS
President .................................. George F. Zook
Vice-President .............................. A. J. Brumbaugh
Assistant to President ................. Donald J. Shank
Chief Accountant ......................... Grace R. Ontrich

FUNCTIONS
This Council's purpose is to advance American education through comprehensive voluntary, cooperative action on the part of educational associations, organizations and institutions, through the promotion, initiation and administration of systematic studies, cooperative experiments, and conferences.

American Federation of Musicians

570 Lexington Ave., New York 22, N. Y. Plaza 8-0600

OFFICERS
President .................................. James C. Petrillo
Vice-President .............................. Charles L. Bagley
Financial Secretary-Treasurer ............ Thomas F. Gamble
Secretary ................................. Leo Cluesman

EXECUTIVE COMMITTEE
Chauncey Weaver, J. W. Parks, Oscar F. Hild, Herman D. Kenin, Walter M. Murdoch.
American Federation of Radio Artists (AFRA)
2 West 45th St., New York 19, N. Y.
Vanderbilt 6-1810

NATIONAL OFFICERS
President .................. Lawrence Tibbett
Vice-President ............... Virginia Payne
Vice-President ............... Ben Grauer
Vice-President ............... John B. Hughes
Vice-President ............... Gunnar Back
Vice-President ............... Kenneth Carpenter
Recording Secretary .......... Alex McKee
National Executive Secretary .... Emily Holt
Associate Secretary and Treasurer .... George Heller
Counsel .................. Jaffe & Jaffe
Associate Counsel .......... Beilenson & Berger

BOARD OF DIRECTORS
Wm. P. Adams, Edward Arnold, Georgia Backus,
Gunnar Back, Griff Barnett, Nellie Booth, Robert
Bruce, Alan Bunce, Eddie Cantor, Andre Carlon, Ken-
neth Carpenter, Floyd Caton, Clayton Collyer, William
T. Days, Jr., Robert Donley, Norman Field, William
Gould, Ben Grauer, Cecil Hale, George Heller, Juan
Hernandez, John B. Hughes, Charles Irving, House Jame-
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ton Linn, Myron McCormick, Alex McKee, Sylvia
Maguile, Edward J. Marr, Bert Metcalf, William L.
Mezger, Ona Munson, Paul Nettinga, Hal Newell,
Virginia Payne, Vincent Pelletier, Minerva Pious, Dick
Powell, George A. Putnam, Quentin Reynolds, Kenneth
Roberts, Earle Ross, Anne Seymour, Al Stracke, Kay
Thompson, Lawrence Tibbett, Lou Tobin, Lucille Wall,
Ned Wever, William Wright.

BRANCH OFFICES
Chicago Local—203 North Wabash Ave., Chicago,
Ill.; Raymond Jones, Executive Secretary; Phone,
Franklin 4253.
Los Angeles Local—6331 Hollywood Boulevard, Hol-
lywood, Calif.; Claude McCue, Executive Secretary;
Phone, Hillside 5125.
San Francisco Local—26 O’Farrell Street, San Fran-
cisco, California; Phone, Exbox 6990, San Francisco,
California.
Cincinnati Local—Box 14, Cincinnati, Ohio.
Detroit Local—82 West Montcalm St., Detroit,
Mich.
St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.
Miami Local—Box 8, Miami, Fla.
Cleveland Local—219 Chester-12th Bldg., Cleveland,
Ohio.
Washington Local—P. O. Box No. 269, Washington,
D. C.
Pittsburgh Local—1124 Frick Bldg.
Other Locals located in: Atlanta, Ga.; Baltimore,
Md.; Boston, Mass.; Bridgeport, Conn.; Charlotte,
N. C.; Dallas, Tex.; Denver, Colo.; Fresno, Calif.;
Grand Rapids, Mich.; Kansas City, Mo.; Lawrence,
Mass.; Long Beach, Calif.; Louisville, Ky.; Man-
chester, N. H.; Philadelphia, Pa.; Racine, Wis.; Raleigh,
N. C.; Rochester, N. Y.; San Bernardino, Calif.; San
Diego, Calif.; San Jose, Calif.; Seattle, Wash.; Spring-
field, Mass.

American Federation of Radio Artists (AFRA)
2 West 45th St., New York 19, N. Y.
Vanderbilt 6-1810

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Vice-President ............... Gunnar Back
Vice-President ............... Kenneth Carpenter
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Mezger, Ona Munson, Paul Nettinga, Hal Newell,
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Roberts, Earle Ross, Anne Seymour, Al Stracke, Kay
Thompson, Lawrence Tibbett, Lou Tobin, Lucille Wall,
Ned Wever, William Wright.

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Los Angeles Local—6331 Hollywood Boulevard, Hol-
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Phone, Hillside 5125.
San Francisco Local—26 O’Farrell Street, San Fran-
cisco, California; Phone, Exbox 6990, San Francisco,
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Cincinnati Local—Box 14, Cincinnati, Ohio.
Detroit Local—82 West Montcalm St., Detroit,
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St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.
Miami Local—Box 8, Miami, Fla.
Cleveland Local—219 Chester-12th Bldg., Cleveland,
Ohio.
Washington Local—P. O. Box No. 269, Washington,
D. C.
Pittsburgh Local—1124 Frick Bldg.
Other Locals located in: Atlanta, Ga.; Baltimore,
Md.; Boston, Mass.; Bridgeport, Conn.; Charlotte,
N. C.; Dallas, Tex.; Denver, Colo.; Fresno, Calif.;
Grand Rapids, Mich.; Kansas City, Mo.; Lawrence,
Mass.; Long Beach, Calif.; Louisville, Ky.; Man-
chester, N. H.; Philadelphia, Pa.; Racine, Wis.; Raleigh,
N. C.; Rochester, N. Y.; San Bernardino, Calif.; San
Diego, Calif.; San Jose, Calif.; Seattle, Wash.; Spring-
field, Mass.

American Guild of Musical Artists, Inc. (A. F. L.)
2 W. 45th St., New York 19, N. Y.
Murray Hill 2-8407

OFFICERS
President .................. Lawrence Tibbett
1st Vice President ......... Richard Bonelli
2nd Vice President ......... Walter Golde
3rd Vice President ......... Edward Harris
4th Vice President ......... John Brownlee
5th Vice President ......... Georgia Standing
Recording Secretary ........ Elisabeth Hoope!
Treasurer .................. Frederick Jagel
Counsel .................. Albert B. Gins

BRANCH OFFICES
Phone, Exbox 5121.
San Francisco: 315 Montgomery St.
Phone, Exbox 2770.
Chicago: 315 E. Jackson Blvd.
Phone, Webster 7462.

FUNCTIONS
Labor union having jurisdiction over opera, concert,
recital and ballet activities; branch of Associated
Actors and Artists of America, affiliated with Ameri-
can Federation of Labor. AGMA’s purpose is to bar-
gain collectively on behalf of its members and to deal
with employers, contractors, managers, impresarios,
agents and others whose activities affect its members.

American Marketing Association
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(Stewart-Brown Assn.)
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Secretary .................. Harvey W. Huey
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Editor & Chief of AMA Publication; Charles F. Phillips
(Bates College)

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ology; Ralph R. Butler, Kendall Mills; David Faville,
Stanford University; Arthur Hurd, J. Walter Thompson
Co.; Past President, Donald M. Hobart, Curtis Publishing
Co.

FUNCTIONS
American Marketing Association is an organization
for the advancement of science in marketing.

American Newspaper Publishers
Association
370 Lexington Ave., New York 17, N. Y.
CA’edonia 5-2000

OFFICERS
President .................. William G. Chandler
Vice-President .................. David W. Howe
Secretary .................. Norman Chandler
Treasurer .................. Edwin S. Friendly
General Manager .................. Cranston Williams

BRANCH OFFICE
360 N. Michigan Ave., Chicago, Ill.
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., Newton, Conn. Phone, 92140. F. E. Handy, Communications Manager.

FUNCTIONS
The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

American Society of Composers, Authors and Publishers
30 Rockefeller Plaza, New York 20, N. Y.
Columbus 5-7464

OFFICERS
President..............................Deems Taylor
Vice-President.....................Gustave Schirmer
Vice-President......................Oscar Hammerstein II
Secretary.........................George W. Meyer
Treasurer.............................J. J. Bregman
Assistant Secretary...............Donald Gray
Assistant Treasurer..............Irvig Caesar

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Comptroller........................George A. Hoffman
Director of Public & Customer Relations..........Richard F. Frohlich
General Counsel..................Schwartz & Frohlich
Resident Counsel.................Herman Finkelstein

DISTRRICT MANAGERS
Western
Stanley Shepard, 645 Pacific Bldg., Portland, Ore.
Harry G. Ferguson, 1101-2 Security Bldg., Denver, Colo.
H. A. Levinson, Room 422, 111 Sutter Bldg., San Francisco, Calif.

Mid-Western
Leonard Severson, 750 Des Moines Bldg., Des Moines, la.
Martin Meltzer, 1907 Continental Bldg., 3615 Olive St., St. Louis, Mo.

ASCAP, 1100 Midland Bldg., 101 Prospect Ave., N. W., Cleveland, Ohio.
E. W. Peterson, 912 Northwestern Bank Bldg., Minneapolis, Minn.
Mosses, Grosser & Burak, 782-4 Penobscot Bldg., Detroit, Mich.
John C. Wooden, 7 S. Dearborn St., Chicago, Ill.

Southern
ASCAP, 603 Hibernia Bank Bldg., New Orleans, La.
Samuel Feldman, 3910-11 Carew Tower, Cincinnati, Ohio.
Chas. McDowell, 1613-14 Tower Petroleum Bldg., 1903 Elm St., Dallas, Texas.

Eastern
Samuel Berkett, 44 School St., Boston, Mass.
Arthur L. Rothkrantz, 1616 Baltimore Trust Bldg., Baltimore, Md.
Lawrence B. Schlums, 1431 Lincoln Alliance Bldg., Rochester, N. Y.
Aaron Kane, National Newark Bldg., 744 Broad St., Newark, N. J.
Clarence Rubin, 30 Rockefeller Pl., New York, N. Y.

FUNCTIONS
ASCAP licenses public performance for profit of music copyrighted by its members and the members of many similar societies located in foreign countries.

American Television Society
2 W. 45th St., New York 19, N. Y.
Vanderbilt 6-0600

OFFICERS
President..............................George T. Shupert
Vice-President....................David Hale Halpern
Treasurer.............................Don McClure
Secretary................................Alice PentLarge

DIRECTORS

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 development of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

Associated Actors and Artistas of America
45 W. 47th St., New York, N. Y.
BRYANT 9-3550

OFFICERS
President.............................Paul Dullzell
1st Vice-President..................Emily Holt
2nd Vice-President..................Reuben Gubkin
3rd Vice-President..................Matt Shelvey
Executive Secretary..................Ruth Richmond
Counsel.................................Paul N. Turner

BRANCH OFFICES
Actors' Equity Association, 45 West 47th St., New York City (19). Paul Dullzell, Executive Secretary. American Federation of Radio Artists, 2 West 45th
ORGANIZATIONS

St., New York City (19). Mrs. Emily Holt, Executive Secretary.

American Guild of Musical Artists, 2 West 45th St.,

American Guild of Variety Artists, 1697 Broadway,
New York City (19). Matt Shelvey, National Director.

Brother Artists Association, 44 West 60th St.,
New York City (23). Thomas J. Phillips, President.

Chorus Equity Association, 701 Seventh Ave.,
New York City (19). Miss Ruth Richmond, Executive Secretary.

Hebrew Actors Union, 31 East 7th St., New York City (31). Mr. Reuben Guskis, Manager.

Hebrew Chorus Union, 643 Rockaway Parkway,
Brooklyn, N. Y. (12). Miss Anne Saltzman, Secretary.

Hungarian Actors and Artists Association, 266 East 78th St.,
New York City (21). Tibor Gathy, Executive Secretary.

Italian Actors Union, 106 West 52nd St., New York City (19). Lawrence Rondine, Secretary-Treasurer.

Screen Actors Guild, 7046 Hollywood Blvd., Hollywood,
California (28). John Dales, Jr., Executive Secretary. Mrs. Florence Marston, Eastern Representative.

Screen Extras Guild, 1526 N. Las Palmas Ave.,
Hollywood, California. Edd. X. Russell, President.

FUNCTIONS
To advance, promote, foster, and protect the welfare of players and entertainers of the entertainment world.

Assoc. of Canadian Advertisers, Inc.

303 Federal Building, 85 Richmond St., West,
Toronto, Ont. ADeLe 8047-8

OFFICERS
President: L. E. Phener, Canadian Cellucotton
Products Co., Ltd., Toronto, Ont.
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Paper Mills Limited, Montreal, Que.; Harold J. G.
Jackson, Chrysler Corporation of Canada, Ltd.,
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Limited, Toronto, Ont.
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Toronto, Ont.; J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada Limited, Kitchener, Ont.; John W.
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Que.; Hedleigh T. Venning, Shirriff’s Limited,
Toronto, Ont.; Muriel Whitlock, Courtaulds (Canada) Limited, Montreal, Que.; C. H. Willis, Appleford Paper
Products Limited, Hamilton, Ont.

FUNCTIONS
This association was incorporated in March 1917.
For 31 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

BUREAU OF BROADCAST MEASUREMENT
303 Federal Building, 85 Richmond Street West,
Toronto, Ont. ADeLe 8047-8

President: L. E. Phener, Canadian Cellucotton
Products Co., Limited, Toronto.
Vice-President: Adrian Head, J. Walter Thompson
Co., Ltd., Toronto.
Secretary-Treasurer: Athol McQuarrie, Association
of Canadian Advertisers, Inc., Toronto.

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W. T. Cranston, Radio Station CKOC, Hamilton, Ont.;
E. A. Weir, Canadian Broadcasting Corporation, Toronto;
A. Usher, RCA Victor Co. Ltd., Montreal; J. A.
MacLaren, MacLaren Advertising Co. Ltd., Toronto;

FUNCTIONS
A co-operative organization for the standardization and analysis of facts about radio.

Association for Education by Radio
226 N. LaSalle St., Chicago 1, Ill.

NATIONAL OFFICERS
I. Keith Tyler, president, director of radio education,
Ohio State University.

Luke L. Roberts, first vice-president, educational
director KOIN, Portland, Oregon.

Robert B. Hudson, second vice-president, supervisor
of educational programs, Columbia Broadcasting System.

George Jennings, treasurer, acting director, Chicago
Radio Council.

Kathleen N. Lardie, secretary, assistant Department of Radio Education, Detroit public schools.

REGIONAL PRESIDENTS
Robert B. Macdougall, Region I, director of edu-
cational activities, WAT, Newark, N. J.

Sam H. Linch, Region II, supervisor of radio education,
Atlanta public schools.

Blanche Young, Region III, radio consultant, Indi-
napolis public schools.

R. Russell Porter, Region IV, director, radio office,
Kansas State Teachers College, Emporia.

John W. Gunstream, Region V, Mary E. Gilmore, Region VI, director, KBP, Port-
land, Oregon, public schools.

Alpha Epsilon Rho: The association sponsors Alpha
Epsilon Rho, an undergraduate, professional fraternity in
radio.

Sherman P. Lawton, executive secretary, University
of Oklahoma, Norman, Okla.

Membership Committee: Kathleen N. Lardie, Chair-
man, department of radio education, Detroit public schools.

EDITORIAL BOARD

Helen Anderson, Lyman Bryson, Sarah Jones, Kath-
leen N. Lardie, Watt Long, Robert Macdougall, Hazel
Kenyon Markel, Harold B. McCarty, Tracy F. Tyler, chairman.

FUNCTIONS
Promotion of education by radio and the publica-
tion of a journal (Journal of the AER) monthly ex-
cept June, July and August.

AER JOURNAL STAFF

Tracy F. Tyler, editor, University of Minnesota.

George Jennings, business manager, acting director,
manager, WGN, Chicago. John W. Brandstetter, Amo
DeBernardis, Max J. Herzberg, Alice W. Manchester, Jennings Pierce, contributing editors.

Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.
MU 5-9167

OFFICERS
Chairman of the Board,................. Paul S. Ellison
(Sylvania Electric Products Inc.)
Vice-Chairman,......................... W. N. Connolly
(S. C. Johnson & Son, Inc.)
Vice-Chairman..........................T. H. Young (United States Rubber Company)
President.............................Paul B. West
Treasurer ................................Albert Brown (The Best Foods, Inc.)
Secretary.................................E. T. Batchelder

DIRECTORS

FUNCTIONS
The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

Association of Radio News Analysts
Room 1207, 1540 Broadway, New York, N. Y.
Bryant 9-7800, Extension 396.

OFFICERS
President ................................Lowell Thomas
Chairman, Exec. Committee ............H. V. Keltenborn
Vice-President ............................John W. Vandercook
Vice-President ............................H. R. Baukhage
Secretary .................................Johannes Steel
Treasurer ................................Max Hill

FUNCTIONS
Membership consists of experienced news analysts devoting a major part of their time to radio work and not voicing their own commercials. The association’s function is to improve quality and standards of radio news analysts.

The Authors’ League of America
6 E. 59th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS
President ................................Russel Crouse
Vice-President ............................Fannie Hurst
Secretary .................................Katherine Seymour
Treasurer ................................Arthur Schwartz

COUNCIL

FUNCTIONS
The Authors’ League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copyrightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

BMI Canada, Ltd.
2100 Victory Bldg., Toronto, Ont.
Elgin 5623

OFFICERS
President ................................Sydney Kaye
Vice-President ............................Morritt E. Tompkins
Vice-President ............................Harry Sedgwick
Vice-President ............................Joseph Sedgwick
Vice-President ............................Glen Bannerman
Secretary-Treasurer ......................T. Arthur Evans

FUNCTIONS
BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

The British Broadcasting Corporation
630 Fifth Ave., New York 20, N. Y.
Circle 7-0656

OFFICERS
North American Director ..................Charles H. Brewer
Asst. North American Director ..........William R. Reid
Special Asst. to N.A.D. ...................Donovan Rowe
Program Advisor ............................Henry David
Research Department ......................J. A. S. Kenas
Public Relations Manager .................Christopher CROSS
Chief Engineer ............................Arthur S. Toby
Program Director ...........................Stephen Fry
Talks Producer ...........................Annette Ebsen
Productions Manager .....................Roy Lockwood

BRANCH OFFICES
Chicago: 430 N. Michigan Ave., Phone, Delaware 6881.
New York, N. Y., 2 Pennsylvannia 6-5466

FUNCTIONS
Activities of the North American offices of the British Broadcasting Corporation consist of two inter-related but separate operations. The first, Eastbound Operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound Operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in the BBC’s North American Service.

Broadcast Music, Inc. (BMI)
580 Fifth Ave., New York, N. Y.
Pennsylvania 6-5466

OFFICERS
President .................................J. Harold Ryan
Vice-President-General Counsel .........Sydney M. Kaye
Vice-President-General Manager ........M. E. Tompkins
Treasurer ................................C. E. Lawrence

FIELD REPRESENTATIVES
Ralph Wentworth, Glen Dolberg, Al Marlin, James L. Cox, Linn Pattee

DIRECTORS
Justin Miller, National Association of Broadcasters; John Elmer, WCBM: William Hedges, National Broadcasting Co.; Paul Morency, WTIC; Leonard Kap-
**ORGANIZATIONS**

ner, WCAE; Carl Haverlin, Mutual Broadcasting System; C. W. Myers, KOIN; J. Leonard Reinsch, WSB; Joseph McDonald, American Broadcasting Co., Inc.; Frank K. White, Columbia Broadcasting System.

**BRANCH OFFICES**

1549 North Vine St., Hollywood, Calif.
Executive-in-Charge Eddi Janis

54 West Randolph St., Chicago, III.
Executive-in-Charge James Cairns

**FUNCTIONS**
The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

**Canadian Assn. of Broadcasters**

2100 Victory Bldg., Toronto, Ont.
Canada
Elgin 5623

**OFFICERS**
Chairman of the Board. Harry Sedgwick
Vice-Chairman of the Board. A. Gauthier
General Counsel. Joseph Sedgwick
Secretary-Treasurer. T. Arthur Evans

**DIRECTORS**
Harry Sedgwick, CFRB, Toronto; Gerry Gaetz, CKRC, Winnipeg; A. A. Murphy, CFQG, Saskatoon; G. A. Rice, CFRN, Edmonton; F. H. Elphicke, CKWX, Vancouver; J. E. Campeau, CKLW, Windsor; K. D. Sobie, CHML, Hamilton; Phil Lalonde, CKAC; A. Gauthier, CHLT, Sherbrooke; W. C. Borrett, CHNS, Halifax; F. A. Lynds, CKCW, Moncton.

**FUNCTIONS**
The Canadian Association of Broadcasters is a trade association comprising 62 privately owned radio stations.

**Composers, Authors and Publishers Assn. of Canada, Ltd.**

(formerly Canadian Performing Rights Society)

1003 Royal Bank Bldg., Toronto, Canada
Phone: Elgin 9219

**OFFICERS**
President-Managing Director. H. T. Jamieson, F.C.A.

**BOARD OF DIRECTORS**

**Catholic Actors Guild of America, Inc.**

Hotel Astor, New York 19, N. Y.
Circle 6-5566

**OFFICERS**
President. Gene Buck
1st Vice-President. Pat O'Brien
2nd Vice-President. Jay Jostyn

Honorary Vice-Presidents:
Bing Crosby, Don Healy, Donald Brian
Recording Secretary. Frank McNellis
Historian. Kathryn Ginney
Executive Secretary. George Buck
Chairman of Executive Board. Donat Gaultier
Chairman of Advisory Board. Hon. Edward P. Mulrooney

**FUNCTIONS**
Benevolent and social organization, founded to promote the best interests of the stage, screen and radio and the people of the theatrical profession.

**Catholic Writers Guild of America**

128 W. 71st St., New York, N. Y.
ENdick 2-0412

**OFFICERS**
Spiritual Director. Rev. John B. Kelly
President. James J. Munoz
Vice-President. Richard Reid
Treasurer. Clarence E. Heller
Executive Secretary. Eleanor M. Tucker
Corresponding Secretary. Bernadette S. McCarty

**BOARD OF GOVERNORS**

**FUNCTIONS AND ACTIVITIES**
The press, inclusive of the writer, editor and publisher of newspaper, magazine, screen and stage manuscripts, desiring a statement of the Catholic mind on Church issues or current national events, will find the Catholic Writers Guild of America ready to cooperate in directing inquiry to a source of authentic information.

**Chicago Radio Management Club**

230 N. Michigan Ave.
Chicago, Ill.

**OFFICERS**
President. Harlow P. Roberts
Vice-President. Margaret Wylie
Secretary. Mildred Sanders
Treasurer. John T. Carey

**FUNCTIONS AND ACTIVITIES**
The Chicago Radio Management Club is an organization consisting of members in executive capacities in advertising agencies and radio stations in Chicago. III. Meetings are held weekly wherein any and all problems relative to radio business can be discussed on common grounds, conclusion drawn and plans for the solution of particular problems authorized for action.

**Committee on Consumer Relations In Advertising, Inc.**

420 Lexington Ave., New York, N. Y.
Murray Hill 5-7367

**OFFICERS**
Chairman. John Benson
Executive Director. Kenneth Dameron

**FUNCTIONS**
This committee engages in research in the economics of advertising and the economics of consumption; provides a meeting place where consumers and advertisers can discuss mutual problems; provides consultation service for advertising agencies and others interested in management problems arising from consumer movements.


913
The Dramatists’ Guild
6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS
President .................. Richard Rodgers
Vice-President .............. George S. Kaufman
Secretary ........................... Victor Wolfson

COUNCIL

FUNCTIONS
The Dramatists’ Guild is one of the guilds of the Authors’ League of America, Inc. The guild is primarily a protective organization for playwrights.

Federal Communications Bar Assn.
Office of Secretary, 921 Tower Bldg., Washington, D. C.
District 2141

OFFICERS
President ............................ Philip G. Loucks
1st Vice-President .................. Carl I. Wheat
2nd Vice-President ................... Reed T. Rollo
Secretary ............................ William A. Porter
Treasurer .......................... Arthur H. Schroeder

FUNCTIONS
A national association of lawyers admitted to practice before the Federal Communications Commission.

Federal Council of the Churches of Christ in America, Department of National Religious Radio
297 Fourth Ave., New York, N. Y.
GRamercy 5-3475

OFFICERS
Executive Secretary .................. Frank C. Goodman
Assistant Executive Secretary ........... Ethel A. Rich
Secretary ............................ Wesley B. Goodman

FUNCTIONS
The Department of National Religious Radio was organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major Protestant groups, the organization arranges and produces seventeen non-sectarian religious radio programs each week, as well as special programs, over national networks.

Federal Radio Education Committee (FREC)
Tempo 2, 19th and D Sts., N.W., Washington, D. C.
Executive 6500, Extension 2565

OFFICERS
Chairman .......................... J. W. Studebaker
Vice-Chairman ...................... C. F. Klinefelter
Secretary-Editor ..................... Gertrude G. Broderick

EXECUTIVE COMMITTEE
John W. Studebaker, U. S. Commissioner of Education, Chairman.
George P. Adair, Chief Engineer, Federal Communications Commission.
Lyman Byron, Director of Education, Columbia Broadcasting System.
Clifford J. Dutt, Commissioner, Federal Communications Commission.
John Elmer, President, Baltimore Broadcasting Corporation.
William E. Givens, Executive Secretary, National Education Association.
Rev. Frederick C. Hochwall, Director, Department of Education, National Catholic Welfare Conference.
Edgar Kobak, President, Mutual Broadcasting System.
Dabney S. Lancaster, State Superintendent of Public Instruction (Va.) representing National Council of Chief State School Officers.
Harold B. McCarty, Director, Station WHA, representing National Association of Educational Broadcasters.
Bruce E. Mahan, Director of Extension, State University of Iowa, representing National University Extension Association.
Justin Miller, President, National Association of Broadcasters.
H. B. Summers, Manager of Public Service, The Blue Network.
Levering Tyson, President, Muhlenberg College.
Judith C. Waller, Educational Director, Central Division, National Broadcasting Company.

FUNCTIONS
The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation that 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 agreements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, Forums on the Air, College Radio Workshop, The School Radio Sound System, Radio Program Production Aids, “Americans All-Immigrants All,” a supplementary teaching aid in the use of records of program series of the same name, the FREC Service Bulletin, Suggested Standards for College Courses in Radio, a Directory of Schools and Colleges Offering Courses in Radio.

Federal Trade Commission
Pennsylvania Ave. at 6th St., N.W., Washington, D. C.
EExecutive 6800

PERSONNEL
Chairman ......................... Robert E. Freer
Commissioner ..................... Garland S. Ferguson
Commissioner ..................... Charles H. March
Commissioner ..................... Ewin L. Davis
Commissioner ..................... William A. Ayres
Secretary ........................ Otis B. Johnson
Chief Counsel ...................... Wm. T. Kelley
Chief Examiner ...................... James A. Horton
Chief Economist ................... Col. William H. Englund
Dir. Trade Practice Conferences .... Henry Miller
Director, Radio & Periodical Division. . P. B. Moroch
Assistant Director, Radio & Periodical Division William F. Davidson

FUNCTIONS
The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and practices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

First Advertising Agency Group
734 Union Commerce Bldg., Cleveland, Ohio
Main 5194

OFFICERS
President ......................... Lee E. Donnelley
Vice-President ..................... Norman Lewis
Secretary-Treasurer ................ Melvin F. Hall
ORGANIZATIONS

BRANCH OFFICES

Membership in this organization includes advertising agencies in the following cities: Albany, N. Y.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; Richmond, Va.; San Francisco, Calif.; Salt Lake City, Utah; St. Louis, Mo.

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

The Institute for Education by Radio

Established 1930
Ohio State University, Columbus, Ohio University 3148, Extension 708

OFFICERS

Honorary Director ............................................ W. W. Charters
Director ......................................................... I. Keith Tyler
Executive Secretary .......................................... Ardis Hillman Wheeler

PROGRAM COMMITTEE

Howard Donahue, Program Director, WCOL; W. Ewing, Director, WOSU; T. C. Holy, Director, Bureau of Educational Research, Ohio State University; Irwin A. Johnson, Director of Developmental Programs, WBN; John Moses, Production Manager, WHK; H. W. Nisonger, Chairman, University Radio Education Committee; I. Keith Tyler, Director of the Institute; W. Hayes Yeager, Chairman, Speech Department.

FUNCTIONS

This annual national conference was established in 1930 at the Ohio State University to provide for joint discussion, by broadcasters, educators and civic leaders, of the problems of educational broadcasting. The program is devoted chiefly to consideration of the policies and techniques of radio and is developed from the suggestions and recommendations of those attending the Institute in previous years. No resolutions are passed. The Institute also sponsors the American Exhibition and Citations of Educational Radio Programs which gives awards and honorable mentions to outstanding program series.

Institute of Radio Engineers, Inc.

330 West 42nd St., New York 18, N. Y.

OFFICERS

President ....................................................... Frederick B. Llewellyn
Vice President ................................................. Edward M. Deloraine
Treasurer ....................................................... William C. White
Secretary ...................................................... Haraden Pratt

FUNCTIONS

The Institute of Radio Engineers is a professional organization of engineers in radio and allied fields. It publishes a magazine entitled "Proceedings of the Institute of Radio Engineers" and conducts meetings in New York and various other cities in the United States, Canada, and Argentina.

Intercollegiate Broadcasting System, Inc.

507 Fifth Ave., New York, N. Y.

OFFICERS

Chairman ....................................................... George Abraham
Technical Manager ............................................. David W. Borst
Program Manager ............................................. David Linton
Station Relations Manager ................................. Sonia-Jane Brown

BRANCH OFFICE

706 Sanders Ave., Schenectady 2, N. Y.

Technical Manager ............................................. David W. Borst

FUNCTIONS

Intercollegiate Broadcasting System is a non-profit association of college campus radio stations and has as its purpose the furtherance of education, entertainment and goodwill among its members. The IBS maintains for the benefit of its members program, business and technical departments. Member stations include the following: University of Alabama, Brigham Young University, Brown University, Bryn Mawr College, Bucknell University, Columbia University, Cornell University, Harvard University, Haverford College, MacMurray College, Mary Washington College, North Carolina State College, Ohio University, University of Pennsylvania, Princeton University, Radcliffe College, Russell Sage College, St. Lawrence University, University of South Carolina, Stephens College, Swarthmore College, Union College, Wellesley College, Wesleyan University, Williams College, Yale University.

Interdepartment Radio Advisory Committee (IRAC)

Chairman’s Office: Federal Communications Commission, Washington, D. C.

OFFICERS

Chairman ....................................................... Cdre. E. M. Webster
Vice-Chairman .................................................. Col. A. G. Simson
Secretary ....................................................... M. H. Woodward
Assistant Secretary ............................................. M. A. Price
Chairman, Technical Subcommittee ......................... Lt. Comdr. A. L. Budlong

MEMBERS

Department of Agriculture ...................... E. W. Loveridge
Department of Commerce ....................... Dr. J. H. Delligcr
Federal Communications Commission ............ E. K. Jett
Department of Interior ......................... S. L. Windes
Department of Justice ......................... E. P. Coffey
Maritime Commission .............................. D. S. Brierly
Department of Navy .............................. Comdr. Paul D. Miles
Post Office Department ......................... Roy M. Martin
Department of State ........................................ H. B. Ottermann
Department of Treasury ......................... Capt. E. M. Webster
Department of War ......................................... Lt. Col. A. G. Simson

ALTERNATE MEMBERS

Department of Agriculture ...................... E. C. Wagner
Department of Commerce ....................... L. H. Simson
Federal Communications Commission . M. H. Woodward
Department of Interior ......................... Howard F. Carl
Department of Justice ......................... H. J. Walls
Navy Department ........................................ Lt. W. R. Foley
Department of State .................................... Robert R. Burton
Department of Treasury ......................... Lt. Comdr. A. L. Budlong
Department of War ......................................... Lt. Col. William E. Plummer
Music Publishers' Protective Association, Inc.
45 Rockefeller Plaza, New York, N. Y.
Circle 6-3084

OFFICERS
Chairman of the Board.................. Walter C. Douglas
President.................................. Lester Santly
Vice-President............................ Jack Mills
Secretary.................................. A. D. Willard, Jr.
Treasurer................................. Richard F. Murray
Agent and Trustee......................... Harry Fox

National Association of Broadcasters
1760 "N" Street, N.W., Washington 6, D. C.
National 2080

OFFICERS
President.................................. Justin Miller
Executive Vice-President................. A. D. Willard, Jr.
Secretary-Treasurer..................... C. E. Arney, Jr.

ADMINISTRATIVE STAFF
Director of Government Relations........ Robert T. Bartley
Director of FM Department............... Robert T. Bartley
Director of Broadcast Advg............... Frank E. Pellegrin
Asst. Dir. of Broadcast Advg............. J. Allen Brown
Director of Engineering.................. Howard S. Frazier
Dir. of Promotion and Circulation........ Arthur Stringer
Public Relations Consultant............... Edward M. Kirby
Special Consultant........................ Willard D. Egolf
General Counsel.......................... John Morgan Davis
Asst. Dir. of Research................... Helen Schaefer
Coordinator of Listener Activity........ Dorothy Lewis

BOARD OF DIRECTORS

Districts
1—Paul W. Moroney, WITC, Hartford, Connecticut
2—Kolin Hager, WGY, Schenectady, New York
3—George D. Coleman, WCBJ, Scranton, Pa.
4—Campbell Arnoux, WTN, Norfolk, Virginia
5—F. W. Borton, WQAM, Miami, Florida
6—Hoyt B. Wooten, WREC, Memphis, Tennessee
7—James D. Shouse, WLW, Cincinnati, Ohio
8—John E. Fetzner, WZKO, Kalamazoo, Michigan
9—Leslie C. Johnson, WHBF, Rock Island, Illinois
10—John J. Gillin, Jr., WOW, Omaha, Nebraska
11—E. L. Hayek, KATE, Albert Lea, Minnesota
12—William B. Way, KVOD, Tulsa, Oklahoma
13—Martin B. Campbell, WFAA, Dallas, Texas
14—Hugh R. Terry, KLZ, Denver, Colorado
15—William B. Smulkin, KIEM, Eureka, California
16—William B. Ryan, KFI, Los Angeles, California
17—Harry R. Spence, KXRO, Aberdeen, Washington
Directors-At-Large
Large Stations—J. Leonard Reinsch, WSB, Atlanta, Georgia;
J. Harold Ryan, WWVA, Wheeling, W. Va.
Mid-Size Stations—T. A. M. Craven, WOL, Washing-
Small Stations—Matthew H. Bonebrake, KOCY, Oklahoma
City, Okla.; Clair R. McCullough, WAGL, Lan-
caster, Pa.
Network—CBS—Frank Stanton, New York, N. Y.;
NBC—Frank M. Russell, Washington, D. C.

FUNCTIONS
The object of this Association shall be to foster and promote
the development of the art of radio broad-
casting; to protect its members in every lawful and
proper manner from injustices and unjust exactions;
to foster, encourage and promote laws, regulations,
customs and practices which will be for the
best interest of the public and the radio industry.

National Assn. of Performing Artists
630 Fifth Ave., New York, N. Y.
Circle 7-8194

OFFICERS
Honorary President..................... Josef Hofmann
President.................................. James J. Walker
Vice-President............................ Fred Waring
**ORGANIZATIONS**

Vice-President..........................Meyer Davis
Vice-President..........................Al Jolson
Treasurer.................................Don Voorhees
General Counsel........................Maurice J. Speiser

**BOARD OF DIRECTORS**


**FUNCTIONS**
The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

**National Association of Educational Broadcasters**

1010 S. Wright St., Urbana, Illinois

**OFFICERS**

President...............................Frank E. Schooley
Vice-President..........................Allen Miller
Treasurer..................................W. I. Griffith
Executive Secretary......................A. James Abel

**FUNCTIONS**

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

**National Better Business Bureau, Inc.**

405 Lexington Ave., New York 17, N. Y.

**OFFICERS**

President..............................R. P. Clayberger
Vice-President..........................Phillips Wyman
Secretary.................................Warren C. Agny
Treasurer...............................John L. Anderson
General Manager.........................Edward L. Greene

**FUNCTIONS**

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperate with law enforcement agencies in this work.

**National Independent Broadcasters (NIB)**

President's Office: 565 Fifth Ave., New York, N. Y.
Office: Edmonds Bldg., 917 Fifteenth St., N.W., Washington, D. C.

**OFFICERS**

President...............................Harold A. Lafount
General Counsel........................Andrew W. Bennett

**FUNCTIONS**

This association was organized and is operated by independently owned and operated stations, as distinguished from national networks and stations owned or managed by national networks, to meet the need of special representation for such independently owned stations in handling the problems and activities peculiar to them as a group. All broadcast stations are eligible for membership except stations owned or managed by national networks.

**National Industrial Advertisers Association, Inc.**

100 E. Ohio St., Chicago, Ill. Superior 8140

**OFFICERS**

Chairman, Board of Directors...........Arno O. Witt
Schrann Inc., West Chester, Pa.
President-General Manager..............W. Lane Witt
N.I.A.A. Headquarters, 100 E. Ohio St., Chicago 11, Ill.
Secretary-Treasurer........................Walter M. Yogerst
Bodine Electric Co., 2254 W. Ohio St., Chicago, Ill.
Vice-President...........................J. A. Burgess
Vice-President...........................Ross M. Cunningham
Massachusetts Institute of Technology, Cambridge, Mass.
Vice-President...........................C. E. Cischsel
Walter Kidde & Co., Inc., 140 Cedar St., New York, N. Y.
Vice-President...........................Harry O. Heller
Reed Roller Bit Co., Houston 1, Texas
Vice-President...........................Howard Kenyon
LaPlant-Choate Mfg. Co., Cedar Rapids, Iowa
Vice-President...........................C. N. Kirchner
Vice-President...........................Richard F. O'Mara
Western Precipitation Corp., 1016 W. Ninth St., Los Angeles 15, Calif.
Vice-President...........................V. R. Young
Canadian General Electric Co., Ltd.,
212 King St., W., Toronto, Ont., Canada
Past-President...........................James R. Kearney, Jr.
J. R. Kearney Corp., 4236 Clayton Ave.,
St. Louis 10, Mo.

**FUNCTIONS**

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

**National Variety Artists, Inc.**

223-5 W. 46th St., New York, N. Y.

**OFFICERS**

President.................................Louis Handin
First Vice-President......................Jack Boyle
Second Vice-President....................Juliet Heath
Treasurer.................................Frank O'Connell
Secretary.................................Rosa Crouch

**DIRECTORS**


**TRUSTEES**


**FUNCTIONS**

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.
Nebraska Broadcasters Association

Secretary's Office: c/o WJAG, Norfolk, Nebr.
President: 432
Vice-President: Lumir Urban (KORN, Fremont)
Vice-President: Duane Watts (KHAS, Hastings)
Secretary-Treasurer: Art Thomas (WJAG, Norfolk)

DIRECTORS
Gordon Gray, KOIL, Omaha; John Alexander, KODY, North Platte; John Gillin, Jr., WOW, Omaha.

MEMBER STATIONS
KBON, Omaha; KFAB, Lincoln; KFOR, Lincoln; KGFW, Kearney; KOKY, Scottsbluff; KODY, North Platte; KHAS, Hastings; KMMI, Grand Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha.

Northern California Broadcasters Association
c/o C. L. McCarthy, Secretary
KQW San Francisco Studios
140 Jessie St., San Francisco, Calif.

OFFICERS
President: Arthur Westlund (KRE, Berkeley)
Secretary-Treasurer: C. L. McCarthy (KQW, San Jose)

FUNCTIONS
The Northern California Broadcasters Assn. is an informal organization established to discuss and work out problems common to the broadcasting stations in the territory.

Ohio Association of Broadcasters
22 E. Gay St., Columbus, Ohio
Phone, Adams 1101

OFFICERS
President: Robert T. Mason
Vice-President: Arch Shawd (WTOL, Toledo)
Secretary-Treasurer: Carl M. Everson (WHKC, Columbus)

FUNCTIONS
Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio, in Ohio.

Pacific Advertising Association
Charles W. Collier, Managing Director
Lola M. Huay, Executive Secretary
337 Monadnock Building
San Francisco, Calif.
Garfield 6868

OFFICERS AND DIRECTORS
President—Charles A. Starke, Asst. Publisher, News-Press, operators of Radio Station KTMS, Santa Barbara, Calif.
Senior Vice-President—Vernon Church, Assistant to Publisher, The Oregon Journal, Portland, Oregon.
Secretary-Treasurer—George A. Moore, Vice-President, Fraternal Federal Savings & Loan Association, 125 South Main St., Salt Lake City, Utah.
Vice-President at Large—Helen O'Neil, Manager Oakland Office, Fielder Sorenson & Davis, Latham Square Building, Oakland, Calif.

Vice-President Dist. No. 3—H. Quentin Cox, Asst. Manager, Station KGW, Portland, Oregon.
Vice-President Dist. No. 4—Wilmot P. Rogers, Advertising Director, California Packing Corporation, 101 California St., San Francisco, Calif.
Vice-President Dist. No. 5—Harwood H. Fawcett, Transit Advertising Company, Union Building, San Diego, California.

Chairman, Finance Committee—Howard Willoughby, Vice-President and General Manager, Lane Publishing Co., 576 Sacramento St., San Francisco, Calif.
Chairman, Advancement of Business Committee—Don Belding, Chairman of the Board of Foote, Cone & Belding, 601 5th St., Los Angeles, Calif.
Chairman, Pacific Coast Advertising Commission—George W. Kleiser, President, Foster & Kleiser Co., 1675 Eddy St., San Francisco, Calif.

FUNCTIONS
The Pacific Advertising Association, now in its 43rd year, is organized for the purpose of achieving a better understanding of advertising in our American life. The Association, through its 2,800 members, has energetically pursued this purpose in all of its many divisions of work; in the Advertising Clubs, in annual conferences, and in its aggressive Advance- ment of Business Program.

Pennsylvania Broadcasters Assn.
P. O. Box 11, Harrisburg, Pa.

OFFICERS
President: George B. Coleman (WGBI, Scranton)
Vice-President—Marion B. Tuller (WPMN, Altoona)
Treasurer: Dr. Leon Levy (WCAU, Philadelphia)
Secretary: C. G. Moss (WIXO, Harrisburg)

FUNCTIONS
This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

Professional Music Men, Inc.
1270 Sixth Ave., New York, N. Y.
Columbus 5-7362

OFFICERS
President: Rocco Voci
First Vice-President: Joseph Santly
Second Vice-President: Charles Warren
Third Vice-President: Phil Kornheimer
Treasurer: Irving Tzan
Financial Secretary: Michael L. Schloss
Recording Secretary: Louis E. Schwartz
Sergeant-at-Arms: David Kent
Executive Director: Bob Miller
O R G A N I Z A T I O N S

BRANCH OFFICES
19 S. La Salle St., Chicago, Ill.
Regional Director ....................... Morton Schafer
1549 N. Vine Street, Hollywood, Calif.
Regional Director ....................... Nat Winocoff
36 East Fifth Street, Cincinnati, Ohio
Regional Director ....................... Danny Engel
433 Little Building, Boston, Mass.

FUNCTIONS
Charitable and Benevolent Organization.

The Radio Club of America, Inc.
11 W. 42nd St., New York, N. Y.
OFFICERS
President ....................... F. A. Klingenschmit
Vice-President ....................... O. James Morelock
Treasurer ............................. J. J. Stanton
Corresponding Secretary ................. M. B. Sleeper
Recording Secretary ..................... J. H. Bese

DIRECTORS

FUNCTIONS
Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

Radio Council—WBEZ (FM)
Chicago Public Schools
228 N. La Salle St., Chicago, Ill.
Dearborn 7801

PERSONNEL
Director ................................... Col. Harold W. Kent
Associate Director ........................... George Jennings
Program Director ........................... Ethel Marshall
Production Head ......................... Robert R. Miller
Engineer .................................... E. H. Andreassen

EXECUTIVE COMMITTEE
SCHOOL BROADCAST CONFERENCE
Director ................................... George Jennings

Dean Douglass, RCA, Chicago; Robert Hansen, Criterion Transcription, Chicago; David Heffernan, Assistant Superintendent of Schools, Cook County Schools, Chicago; Colonel Harold W. Kent, Radio Council, Chicago Public Schools, Chairman; Elisabeth E. Marshall, Program Director, Radio Council, Chicago Public Schools; William Newton, BBC, Chicago; Myrtle Stahl, WGN-MBS, Chicago; E. Jerry Walker, WKBK, Chicago; Judith Wolfer, NBC, Chicago; J. Oren Woever, WBMB-CBS, Chicago.

FUNCTIONS
The Radio Council of the Chicago Public Schools operates a non-commercial, FM station and is a producing group primarily interested in presenting in-school broadcasts for classroom use. The Council also produces many out-of-school programs over standard Chicago stations of a public service or adult education nature.

The School Broadcast Conference will hold its 10th annual meeting in 1946, and is a permanent national meeting to discuss the use of radio in education.

An advisory committee, made up of some 50 educators and radio executives throughout the nation assist the executive committee in preparation of the annual program. The Conference, in connection with its annual meeting, holds an exhibit of new equipment for school use, and serves as a clearing house for information and requests for classroom use of radio, availability of scripts and such other information for schools throughout the year.

Radio Directors Guild
114 E. 52nd St., New York, N. Y.
Plaza 3-4300

OFFICERS
New York Chapter
President ....................... William N. Robson
Vice-President ....................... Anton M. Leader
Secretary ............................... George Maynard
Treasurer ....................... Robert L. Shayon

MEMBERS
Radio Executives Club of New York
630 Fifth Ave., New York 20, N. Y.

FUNCTIONS
A voluntary association to advance, foster, promote and benefit the interests of directors of radio programs and to protect their rights in their professional activities.

Radio Manufacturers Association
1317 F Street, N. W., Washington, D. C.
National 4901

FUNCTIONS
The major functions of the Radio Executives Club are: (1) to promote and encourage the use of radio broadcasting as an advertising medium; (2) to create a lasting fraternity of persons engaged in the business of radio; (3) to promote a better understanding of radio broadcasting and its attendant problems; (4) to maintain a central bureau of employment for members of the club; (5) to provide a common meeting place for all persons engaged in the business of radio. Meetings are held twice monthly from October to May and membership is open to anyone engaged in the business of radio, subject to approval of the membership committee.

Radio Technical Planning Board
55 W. 42nd St., New York, N. Y.

FUNCTIONS
The RTPB formulates plans for the technical future of the radio industry and services, including frequency allocations and systems standardization, in accordance with the public interest and the technical facts. The Planning Board advises government, industry and the public of its recommendations. Such planning is restricted to engineering considerations.

The Radio Writers' Guild of the Authors' League of America, Inc.
6 E. 39th Street, New York, N. Y.

FUNCTIONS
For the business protection of men and women earning their living as radio writers.
ORGANIZATIONS

Rocky Mountain Radio Council, Inc.
21 East 18th Ave., Denver 2, Colo.

KEYSTONE 5306

OFFICERS
President .................................. W. D. Armentrout
Secretary ................................. Roy M. Green
Treasurer ................................. Malcolm G. Wyer

EXECUTIVE COMMITTEE
A. Helen Anderson, Ben M. Cherrington, H. M. Crain, Robert L. Sterns.

FUNCTIONS
The Rocky Mountain Radio Council is a non-profit corporation of 30 organizations formed to give professional aid to educational organization in planning, preparing and producing their radio broadcasts. In 1944, it produced 361 programs for 16 organizations, which were re-broadcast 1,536 times in 19 commercial radio stations in the Rocky Mountain region. Recording studio facilities available for commercial work.

Sesac, Inc.
475 Fifth Ave., New York 17, N. Y.

MURRAY HILL 5-5365

OFFICERS
President ................................... Paul Heinecke
Treasurer ................................... R. C. Heinecke

FUNCTIONS
Licensing use of copyright music, transcription library, syndicated transcribed tailor-made programs for advertisers.

Society of Jewish Composers, Publishers and Song Writers
152 W. 42nd St., New York, N. Y.

LONGACRE 5-9124

OFFICERS
President .................................. Sholom Secunda
Vice-President ............................. Rev. Pinchus Jassinowsky
Treasurer ................................. Alexander Oshansetsky
Secretary ................................. Henry Lefkowitch
General Manager ......................... Salom J. Perlmutter

FUNCTIONS
This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

Society of Motion Picture Engineers
Hotel Pennsylvania, New York, N. Y.

PENNSYLVANIA 6-0620

OFFICERS (As of Jan. 1, 1946)
President .................................. D. E. Hyndman
Past President ............................ Herbert Griffin
Executive Vice-President .................. Loren L. Ryder
Engineering Vice-President ............... J. A. Mav er
Editorial Vice-President ................. A. C. Downes
Financial Vice-President ................. M. Richard Boyer
Convention Vice-President ............... W. C. Kunzmann
Secretary ................................. Clyde R. Keith
Treasurer ................................. Earl I. Sponable
Executive Secretary ...................... Harry Smith, Jr.

GOVERNORS

FUNCTIONS
In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

Song Writers' Protective Association
(SPA)
1250 Sixth Ave., New York 20, N. Y.

COLUMBUS 5-3758

OFFICERS
President .................................. Sigmund Romberg
Vice-President ........................... Charles Tobias
Second Vice-President .................... Milton Drake
Secretary ................................. Sam H. Stopt
Treasurer ................................. Abel Bae
Counsel ................................... John Schulman
Executive Secretary ...................... Sayre Marder

FUNCTIONS
Song Writers' Protective Association aims to foster the interests of all persons engaged in writing musical compositions. By cooperative effort it seeks to eliminate inequitable conditions and harmful practices and to assist members when disputes arise over enforcement of contracts or the collection of royalties.

Southern California Broadcasters' Association, Inc.
542 S. Broadway, Los Angeles 13, Calif.

MICHIGAN 8654

OFFICERS
President .................................. Robert O. Reynolds, KMPC, Los Angeles Secretary-Treasurer .................. Lee Wynee, KGER, Los Angeles

FUNCTIONS
Membership of the Southern California Broadcasters' Association is composed of 30 southern California stations and 4 networks, represented in each case by its manager or senior executive. Meetings are devoted to discussion of industry problems, such as ASCAP, BMI, labor, engineering, code of ethics, agency recognition, coordination with governmental agencies, civic activities, etc.

Sports Broadcasters Association
(New York Chapter)
c/o Hank Viscardi, 1440 Broadway, New York, N. Y.
PENNSYLVANIA 6-9600

OFFICERS
President .................................. Bill Slater
Vice-President ............................ Red Barber
Vice-President ............................ Bud Watson
Treasurer .................................. Jimmy Dolan
National Secretary ...................... George Schreier
FUNCTIONS
It is the object of the Sports Broadcasters Association to promote the standard of the profession of sports broadcasting among its members and to disseminate sports information to its members through a regular weekly luncheon. Membership is restricted to any male person who is actively engaged in the profession of sports broadcasting whether as an announcer, commentator or writer.

Television Associates, Inc.
190 N. State St., Chicago, Ill.

OFFICERS
President.......................... Charles Collette
Vice-President..................... Chester C. Woolridge
Secretary-Treasurer............... E. C. Upton

FUNCTIONS
Television Associates, Inc., was formed for the purpose of being a service organization to the television industry. Television apparatus developed from the Bill Eddy patents will be put on the market from time to time.

Television Broadcasters’ Assn., Inc.
500 Fifth Ave., New York, N. Y.
Lackawanna 4-4798

OFFICERS
President.......................... Jack R. Poppele
Vice-President..................... F. J. Bingley
Secretary-Treasurer............... Will Baltin
Assistant Secretary-Treasurer..... O. B. Hanson

DIRECTORS

FUNCTIONS
Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment of adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

Television Press Club of New York
C-o Miss Elizabeth Forsling
Radio Ed-tor, Newsweek
152 West 42nd St., New York, N. Y.

BOARD OF GOVERNORS
Chairman, Stanley Kemper, Retailing Home Furnishings; Vice-Chairman, Lewis Winner, Communications; Secretary, Elizabeth Forsling, Newsweek; Treasurer, Clifford E. Denton, Daily News; Committee Chairmen: Publicity, T. R. Kennedy, Jr., New York Times; Membership, Ben Kaufman, Television Magazine; Other Members: M. H. Shapiro, Radio Daily; Bruce Robertson, Broadcasting; Patricia Murray, TV.

FUNCTIONS
A non-profit, unsponsored organization, this informal group was formed in 1944. Membership is limited to the professional television press—writers covering tele for newspapers, magazines, the trade press, books, films and radio. Purpose is to foster the sound development of television by serving as a focal point for members of the total press to meet regularly and discuss current trends. Prominent figures in television are invited as guest speakers for the luncheon meetings.

Twenty Year Club
167 East 64th St., New York, N. Y.
Régent 4-3344
Founder............................ H. V. Kaltenborn

FUNCTIONS
The Twenty Year Club is an Honor Roll of men and women who have been associated with radio broadcasting for 20 years, and whose association antedates April 4, 1925. There are no dues, fees, officers, regular meetings, or other obligations. Three year books have been published. Much historic material on the beginnings of broadcasting has been placed in the club files.

United States Department of Agriculture
Office of Information
Radio Service
Washington 25, D. C.
Republic 4142—Extension 5163.

OFFICERS
Chief.............................. John C. Baker
Western Representative.......... Kenneth M. Gapen
821 Market St., San Francisco, Calif.

FUNCTIONS
Prepares and voices Department of Agriculture programs on the networks, including the National Farm and Home Hour, The American Farmer and Consumer Time. Produces radio transmissions for national distribution on agricultural subject, issues weekly information letters and background material for farm and women’s program directors.

PRODUCTION AND MARKETING ADM.
Information Service
Washington 25, D. C.
Republic 4142—Extension 3283

OFFICERS
Director.......................... J. B. Hasselman
Radio and Market News.......... E. J. Rowell

BRANCH OFFICES
New York: 150 Broadway.
Chicago: 5 S. Wabash Ave.; Walter W. John, In Charge.
San Francisco: 821 Market St.; J. Don Walsh, In Charge.
Atlanta: Western Union Bldg.; Arthur Susott, In Charge.
**ORGANIZATIONS**

**FUNCTIONS**
The Production and Marketing Administration is generally responsible for production, adjustment, loan, purchase, subsidy, diversion, export, surplus disposal programs, supply estimates, allocation recommendations, market news, standardization, inspection and grading, agricultural marketing agreements and other activities and programs.

- **Western Association of Broadcasters**

  109 C. P. R. Building
  Edmonton, Alberta, Canada
  Telephone 22101

  **OFFICERS**
  
  President ............................................ G. R. A. Rice
  (CFRN, Edmonton, Alberta)
  
  **DIRECTORS**
  
  
  **FUNCTIONS**
  To promote Goodwill and mutual protection amongst the broadcasting stations of Western Canada. To make recommendations to the Canadian Association of Broadcasters; to raise the standard of ethics of the operations of commercial broadcasting stations in Western Canada. Generally, the objects of the Canadian Association of Broadcasters.

- **Writers' Board**

  147 W. 42nd St., N. Y.
  Telephone 9-6937

  Chairman .............................. Rext Stout
  Executive Secretary .................. Fredericca Barach

  **MEMBERS**
  
  Carl Cramer, Russel Crouse, Jerry Devine, Clifton Fadiman, Thomas K. Finletter, Jack Goodman, Samuel Grafton, Alan Green, Oscar Hammerstein II, Morrison Hobe, Christopher La Farge, Robert Landry, Margaret Leech, Jean Ellis Poletti, Henry Pringle, Luise Silcox.
  
  **FUNCTIONS**
  To work with writers, editors, radio stations, etc., to further the production of constructive material dealing with racial and religious tolerance, the eradication of native fascism and promotion of world government in our time.

- **Woman's National Radio Committee**

  113 West 57th St., New York 19, N. Y.
  Telephone Circle 7-4110

  **OFFICERS**
  
  Chairman .............................. Mme. Yolanda Mero-Irion
  Vice-Chairman .......................... Mrs. Marion M. Miller
  Secretary ................................. Miss Helen Havener
  Treasurer ................................. Mrs. M. D. Jackson
  Executive Secretary .................. Mrs. Rosalie Wolf
  Members-At-Large ........................
  Mrs. Sidonie M. Gruenberg,
  Mrs. Mary P. Larkin, Mrs. Mary Ross,
  Mrs. Jesse M. Bader, Mrs. Bettina Gunczy.
  
  **FUNCTIONS**
  This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint. Also publish "Radio Review."

**United States Department of Interior—Radio Section**

**INTERIOR DEPARTMENT RADIO STUDIOS, WASHINGTON, D. C.**

**PERSONNEL**

Director........................................... Willett Kempton
Chief Engineer ................................. Harry S. Barton

**FUNCTIONS**

The Radio Section of the Interior Department operates studios and a transcription service available to all agencies of the Federal Government, and acts as a radio production and information center for the bureaus and divisions of the Interior Department in keeping broadcasters and radio advertisers informed about such matters as fish and wildlife conservation, the national parks, land rehabilitation and utilization, hydro-electric power and irrigation projects, natural resources, and other affairs affecting the Territories and island possessions, geological survey, grazing service, etc.

**The Advertising Council, Inc.**

11 West 42nd St., New York, N. Y.
Telephone 9-3641

**OFFICERS**

Chairman............................................. James W. Young
Vice-Chairman ................................. Paul B. West
Vice-Chairman ................................. Kerwin H. Fulton
Vice-Chairman ................................. William Reydel
Secretary-Treasurer .......................... Frederic Gamble
Executive Director .......................... Theodore S. Reppler

**BRANCH OFFICE**

1010 Vermont Ave., Washington 5, D. C.
Theodore S. Reppler, Executive Director
Phone: District 9043

To provide a means for marshaling the forces of advertising so that they may be of maximum aid in the successful prosecution of the war.

**Washington State Association of Broadcasters**

Tom Olsen, Olympia, Wash.
Olympia 6636

**OFFICERS**

President ........................................... Tom Olsen
Vice-President .................................... H. E. Studtebaker
Secretary-Treasurer .......................... Robert Priebe

**FUNCTIONS**

The Washington State Association of Broadcasters is an organization formed for the mutual protection, the exchange of commercial ideas and the education of its members in matters pertaining to radio.

923
## Non-Commercial Educational Outlets

*As Listed By The Federal Communications Commission, Dec. 31, 1945*

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency (Mc)</th>
<th>Power Emission</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board of Education, City of Buffalo, Buffalo, N. Y.</td>
<td>WCAH</td>
<td>42.9</td>
<td>1 kw Special (C. P. only)</td>
</tr>
<tr>
<td>Board of Education, City of Chicago, Chicago, Ill.</td>
<td>WBEZ</td>
<td>42.5</td>
<td>1 kw Special</td>
</tr>
<tr>
<td>Board of Education, City of New York, Brooklyn, N. Y.</td>
<td>WNYE</td>
<td>42.1</td>
<td>1 kw Special</td>
</tr>
<tr>
<td>The Board of Education of Newark in the County of Essex Newark, N. J.</td>
<td>WBGO</td>
<td>To be assigned by Commission pursuant to proceedings in Docket No. 6651</td>
<td>1 kw Special for FM (C. P. only)</td>
</tr>
<tr>
<td>Board of Education of the San Francisco Unified School District, San Francisco, Calif.</td>
<td>KALW</td>
<td>42.1</td>
<td>1 kw Special for FM (C. P. only)</td>
</tr>
<tr>
<td>Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio</td>
<td>WBOE</td>
<td>42.5</td>
<td>1 kw Special</td>
</tr>
<tr>
<td>The Regents of University of Michigan, Ann Arbor, Mich.</td>
<td>WATX</td>
<td>42.1</td>
<td>50 kw Special</td>
</tr>
<tr>
<td>T-Dexter Twp., near Dexter, Mich. School District of Kansas City, Mo. Kansas City, Mo.</td>
<td>KICR</td>
<td>To be assigned by Chief Engineer</td>
<td>1 kw Special (C. P. only)</td>
</tr>
<tr>
<td>The State University of Iowa Iowa City, Iowa</td>
<td>KSUI</td>
<td>42.7</td>
<td>1 kw Special for FM (C. P. only)</td>
</tr>
<tr>
<td>University of Illinois, Urbana, Ill.</td>
<td>WIUC</td>
<td>42.9</td>
<td>250 w Special</td>
</tr>
<tr>
<td>University of Kentucky, Lexington, Ky.</td>
<td>WBKY</td>
<td>42.9</td>
<td>500 w Special</td>
</tr>
<tr>
<td>University of Southern California, Los Angeles, Calif.</td>
<td>KUSC</td>
<td>42.9</td>
<td>1 kw Special (C. P. only)</td>
</tr>
</tbody>
</table>
The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

**Operation and Service**

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency’s educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

**Power Requirements**

The operating power of non-commercial education broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

**Frequencies Allotted**

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

- 42,100 kc.
- 42,300 kc.
- 42,500
- 42,700
- 42,900

Stations serving the same area will not be assigned adjacent frequencies.

Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

Only one frequency will be assigned to a station.
BRITISH GUIANA
RADIO STATION ZFY

For reaching the British West Indian population, short-wave station ZFY located in Georgetown, British Guiana, is a "MUST." Owned and operated by THE BRITISH GUIANA UNITED BROADCASTING COMPANY . . . this station . . . THE VOICE OF GUIANA . . . is the only English-speaking station working a commercial schedule in the Caribbean area.

HAITI

At the crossroads of the Americas is Haiti's most powerful radio station . . .

<table>
<thead>
<tr>
<th>HHGM</th>
<th>HHBM</th>
<th>HHCM</th>
</tr>
</thead>
<tbody>
<tr>
<td>1473 kc</td>
<td>9660 kc</td>
<td>6165 kc</td>
</tr>
<tr>
<td>1000 watts</td>
<td>2000 watts</td>
<td>1000 watts</td>
</tr>
</tbody>
</table>

located in the capital city of Port-au-Prince under the ownership and operation of MAGLOIRE BROADCASTING CIRCUIT. These three outlets transmitting simultaneously on long and short wave, give not only excellent local, but international coverage as well.

For further information in connection with the above markets, please consult . . .

PAN-AMERICAN BROADCASTING COMPANY
330 Madison Avenue  
New York, N. Y.
Murray Hill 2-0811-0810
International Broadcast Stations Of The United States

- CBS and NBC Latin-American Networks

- Mexico

- South America

- Central America
with music...  
... and words

A network of 113 radio stations all over Latin America! Thousands of artists, composers, writers and technicians are cooperating to build up the structure for a new world. This great task is fostering a single continental economy opening unlimited new horizons to commerce and industry offering opportunities for future commercial interchange... new markets! A new world for radio advertising!

LATIN AMERICA’S MOST IMPORTANT RADIO ORGANIZATION

RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System

P.O. Box 1324 MEXICO, D.F. - EMILIO AZCARRAGA, Pres: CLEMENTE SERNA MARTINEZ, V.Pres. Gen. M
### INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency (Kc)</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Associated Broadcasters, Inc.</td>
<td></td>
<td>6060, 7230, 9570, 11870, 15290, 17760, 19160</td>
<td>100 kw</td>
</tr>
<tr>
<td>San Francisco, Calif.</td>
<td>KWID</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Associated Broadcasters, Inc.</td>
<td></td>
<td>6060, 7230, 9570, 11870, 15290, 17760, 21610</td>
<td>50 kw</td>
</tr>
<tr>
<td>San Francisco, Calif.</td>
<td>KWIX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td></td>
<td>6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Brentwood, L. I.</td>
<td>WCBX</td>
<td>S.A. 9490, S.A. 9590, SSA 11145 and 9750</td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td></td>
<td>6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Brentwood, L. I.</td>
<td>WCRC</td>
<td>S.A. 9490, S.A. 9590, SSA 11145 and 9750</td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td></td>
<td>6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>10 kw</td>
</tr>
<tr>
<td>Brentwood, L. I.</td>
<td>WCRC</td>
<td>S.A. 9490, S.A. 9590, SSA 11145 and 9750</td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td></td>
<td>6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Brentwood, L. I.</td>
<td>WCBN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td></td>
<td>6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Wayne, N. J.</td>
<td>WOOC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td></td>
<td>6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Wayne, N. J.</td>
<td>WOOW</td>
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<tr>
<td>Columbia Broadcasting System, Inc.</td>
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<td>6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
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<td>75 kw</td>
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<td>WLWO</td>
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<td></td>
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<td>50 kw</td>
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<td>Mason, Ohio</td>
<td>WLWK</td>
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<td>The Crosley Corp.</td>
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<td>200 kw</td>
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<td>Mason, Ohio</td>
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<td>200 kw</td>
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<tr>
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<td></td>
<td>6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21590, SSA 17,880, SA 9530</td>
<td>50 kw</td>
</tr>
<tr>
<td>South Schenectady, N. Y.</td>
<td>WGEA</td>
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<td></td>
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</table>
LA PRIMERA CADENA ECUATORIANA DE RADIODIFUSION...

consisting of:
La Voz de Imbabura of Ibarra
Radio Comercial of Quito
Emisoras Splendid of Quito
Radio Ambato of Ambato
La Voz de Tomebamba of Cuenca

Through its powerful long and short wave outlets you receive complete coverage of the Ecuadorean market.

CUBA
RADIOEMISORA CMKS

Operating on 900 kc.

GUANTANAMO, CUBA

Administrative-Director
CANDIDO SUAREZ SAVON

"MUST" for
EL SALVADOR
RADIODIFUSORA YSO

LA VOZ DE LA DEMOCRACIA

Located in San Salvador
Long Wave
1,500 watts
Short Wave
1,000 watts

QUALITY IN MEDELLIN

Discriminating advertisers use

LA VOZ DE ANTIOQUIA for guaranteed results.

RADIO STATIONS HJDE-HJDK

For further information in connection with the above markets, please consult . . .

PAN-AMERICAN BROADCASTING COMPANY
330 Madison Avenue
New York, N. Y.

MUrray Hill 2-0811-0810
<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency Details</th>
<th>Power</th>
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<tr>
<td>General Electric Company</td>
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<td>6190, 7000, 9530, 9650, 11847.5, 15330, SSA 9550 and 17880</td>
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<td>6190, 7250, 9530, 9550, 11730, 15210, 15330, SSA 11790, 15130 and 17880</td>
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<td>near Belmont, Calif.</td>
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<tr>
<td>General Electric Company</td>
<td>Schenectady, N. Y.</td>
<td>Freq. To Be Assigned</td>
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<tr>
<td>National Broadcasting Co., Inc.</td>
<td>Bound Brook, N. J.</td>
<td>6100, 9670, 11890, 15150, 15190, 17780, 21630, SSA 11870 Kc and SA 11893</td>
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<td>Same as above</td>
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<td>National Broadcasting Co., Inc.</td>
<td>Bound Brook, N. J.</td>
<td>Same as above</td>
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<tr>
<td>National Broadcasting Co., Inc.</td>
<td>Bound Brook, N. J.</td>
<td>Same as above</td>
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<td>Dixon, Calif.</td>
<td>Freq. To Be Assigned</td>
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<td>Dixon, Calif.</td>
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<td>Westinghouse Radio Stations, Inc.</td>
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<tr>
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<td>Schenectady, N. Y.</td>
<td>931</td>
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La Cadena De Las Americas
(The Network of the Americas)

of

THE COLUMBIA BROADCASTING SYSTEM

PERSONNEL

Director of Latin American Affairs and Shortwave Broadcasting ........................................ Edmund Chester
Assistant Director of Shortwave Broadcasting ........................................................................... John Hundley
Director of Shortwave News Division ......................................................................................... Lawrence Haas
Music Director and Arranger ....................................................................................................... Terig Tucci
Assistant Director of Latin American Relations .......................................................................... Roberto Unanue
Manager of Press Information for Latin American Network ....................................................... Margaret Kennedy
Assistant in Charge of Public Relations for Latin America ............................................................ Carlos Garcia Palacios

ARGENTINA

Call Letters Station Name and/or Owner Location Frequency Kilocycles Power Watts
LR3 Radio Belgrano Buenos Aires 930 50000
LRY Radio Belgrano Buenos Aires 9460 50000
LRY1 Radio Belgrano Buenos Aires 6090 50000

—Radio Belgrano Network—

LU2 Radio Bahia Blanca Bahia Blanca 900 5000
LV2 Radio Central Cordoba 960 5000
LT7 Radio Corrientes Corrientes 1340 10000
LT8 Radio Rosario Rosario 840 3000
LV1 Radio Colon San Juan 560 10000
LV4 Radio San Rafael Mendoza 690 5000
LV11 Radio del Norte Santiago del Estero 1170 500
LT14 Radio General Urquiza Parana
LT15 Radio Concordia Concordia
LV12 Radio Aconquija Tucuman 580 15000
LV14 Radio La Rioja La Rioja 1330 5000
LV10 Radio Cuyo Mendoza 1210 10000
LV13 Radio San Luis San Luis 1250 5000
ZP5 Radio Encarnacion Encarnacion, Paraguay 920 5000
ZPA5 Radio Encarnacion Encarnacion, Paraguay 950 3000

CHILE

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 11820 1000
CB90 Radio Sociedad Nacional de Agricultura, Valparaiso 900 1000
### COLOMBIA

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Station Name and/or Owner</th>
<th>Location</th>
<th>Frequency Kilocycles</th>
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<tr>
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<td>Emisora Atlantico</td>
<td>Barranquilla</td>
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<td>HJAH</td>
<td>Emisora Atlantico</td>
<td>Barranquilla</td>
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<td>HJCS</td>
<td>Radio Continental</td>
<td>Bogota</td>
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<tr>
<td>HJE</td>
<td>La Voz del Valle</td>
<td>Cali</td>
<td>1150, 1000</td>
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<tr>
<td>HJED</td>
<td>La Voz del Valle</td>
<td>Cali</td>
<td>4825, 1000</td>
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<td>HJFB</td>
<td>Radio Manizales</td>
<td>Manizales</td>
<td>6105, 6000</td>
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<td>HJFD</td>
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<td>Manizales</td>
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<tr>
<td>HJDT</td>
<td>Radio Nutibara</td>
<td>Medellin</td>
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<td>HJFF</td>
<td>Ondas del Otun</td>
<td>Pereira</td>
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<td>HJFK</td>
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<td>Pereira</td>
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<td>La Voz de Santa Marta</td>
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### COSTA RICA

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<td>TIPG</td>
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<td>RHC Cadena Azul</td>
<td>Camaguey</td>
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<td>CMCY</td>
<td>RHC Cadena Azul</td>
<td>Havana</td>
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<tr>
<td>CCOY</td>
<td>RHC Cadena Azul</td>
<td>Havana</td>
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<td>CMKY</td>
<td>RHC Cadena Azul</td>
<td>Holguin</td>
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<tr>
<td>CMAN</td>
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<td>Pinar del Rio</td>
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<tr>
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<td>RHC Cadena Azul</td>
<td>Santa Clara</td>
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<tr>
<td>COHI</td>
<td>RHC Cadena Azul</td>
<td>Santa Clara</td>
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<tr>
<td>CMKN</td>
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### DOMINICAN REPUBLIC

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<td>HIZ</td>
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<tr>
<td>HCQR</td>
<td>Radio Quito</td>
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<td>HCQRX</td>
<td>Radio Quito</td>
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<tr>
<td>HCBS</td>
<td>Radio Bolivar</td>
<td>Quito</td>
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<td>HCBT</td>
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### EL SALVADOR

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<td>TGWA</td>
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<tr>
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<td>HH3W</td>
<td>Station de Radiofision</td>
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### MEXICO

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<td>XEHR</td>
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### PANAMA

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**PERU**

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<td>CXA8</td>
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La Cadena Panamericana
(The Pan American Network)
of the
NATIONAL BROADCASTING COMPANY

PERSONNEL

Manager of International Division........................................... Fred B. Bate
Radio Facilities Engineer.................................................. Raymond F. Guy
Director, Latin American Programs....................................... Eli B. Canel
Chief, Spanish-language Section.......................................... Alberto N. Gandero
Chief, Portuguese-language Section..................................... James I. Christie
Continuity Acceptance..................................................... F. J. Lara
Production Manager.......................................................... Ary Moll
Assistant Production Manager............................................. Alvaro Gonzalez
Musical Director............................................................. Emilio de Torre
Director of Station Relations............................................. Cal J. Abraham
Chief of Traffic Section................................................... Charles Mangano

ARGENTINA

Call Letters Station Name and/or Owner Location Frequency Kilocycles Power Watts
LR4 Radio Splendid Buenos Aires 990 50000
LRS Radio Splendid Buenos Aires 9315 10000
LRS1 Radio Splendid Buenos Aires 5985 10000

Radio Splendid Network (Red Argentina de Emisoras Splendid S. A.)

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<th>Power Watts</th>
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<td>LT2</td>
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<td>Rosario</td>
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<td>20000</td>
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<tr>
<td>LU3</td>
<td>de la Red Splendid</td>
<td>Bahia Blanca</td>
<td>1150</td>
<td>10000</td>
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<tr>
<td>LT4</td>
<td>de la Red Splendid</td>
<td>Posadas</td>
<td>1010</td>
<td>2000</td>
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<td>LV6</td>
<td>de la Red Splendid</td>
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<td>Catamarca</td>
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<td>Neuquen</td>
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BOLIVIA

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CHILE

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<td>Radio La Frontera</td>
<td>Temuco</td>
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<td>CC117</td>
<td>Radio Simon Bolivar</td>
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<td>12455</td>
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<tr>
<td>HC2GI</td>
<td>Radio El Telegrafo</td>
<td>Guayaquil</td>
<td>1160</td>
<td>300</td>
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<tr>
<td>HC2ET</td>
<td>Radio El Telegrafo</td>
<td>Guayaquil</td>
<td>9200</td>
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### EL SALVADOR

<table>
<thead>
<tr>
<th>Call Letters</th>
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<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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<tbody>
<tr>
<td>YSS</td>
<td>Alma Cuscatleca</td>
<td>San Salvador</td>
<td>638</td>
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<td>HUB</td>
<td>Alma Cuscatleca</td>
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<td>YSD</td>
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### GUATEMALA

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<td>TGW</td>
<td>La Voz de Guatemala</td>
<td>Guatemala City</td>
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<td>TGWA</td>
<td>La Voz de Guatemala</td>
<td>Guatemala City</td>
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<td>TGWB</td>
<td>La Voz de Guatemala</td>
<td>Guatemala City</td>
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<td>TGWC</td>
<td>La Voz de Guatemala</td>
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<tbody>
<tr>
<td>HHGM</td>
<td>Magloire Broadcasting Circuit</td>
<td>Port-au-Prince</td>
<td>1473</td>
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<tr>
<td>HHBM</td>
<td>Magloire Broadcasting Circuit</td>
<td>Port-au-Prince</td>
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<td>HHCM</td>
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### Mexico

#### XEW Network (Radio Programas de Mexico)

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<td>Acapulco, Gro.</td>
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<td>XEBI</td>
<td>Pedro C. Rivas</td>
<td>Aguascalientes</td>
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<td>XEA</td>
<td>Luis A. Maury</td>
<td>Campeche, Camp.</td>
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<tr>
<td>XEPQ</td>
<td>Pedro Lopez Diaz</td>
<td>Cananea, Son.</td>
<td>980</td>
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<tr>
<td>XENC</td>
<td>El Heraldo del Bajío</td>
<td>Celaya</td>
<td>1540</td>
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<tr>
<td>XEQZ</td>
<td>Ramon Zamora Manjarrez</td>
<td>Chetumal</td>
<td>1240</td>
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<tr>
<td>XEPI</td>
<td>David C. Mireles</td>
<td>Chihuahua, Chih.</td>
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<td>XEBA</td>
<td>Jose D. Gonzalez</td>
<td>Ciudad Guzman</td>
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<td>XEP</td>
<td>Esteban Parra</td>
<td>Ciudad Juarez</td>
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<td>XEPR</td>
<td>Antonio Pozo L.</td>
<td>Ciudad Valles</td>
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<td>XEBJ</td>
<td>Fernando Elizalde</td>
<td>Ciudad Victoria</td>
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<td>XERL</td>
<td>J. Roberto Levy</td>
<td>Colima, Col.</td>
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<td>XESA</td>
<td>Modesto Roberto Perez</td>
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<td>XEE</td>
<td>Jose Valenzuela</td>
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<td>XEHL</td>
<td>Radio Anunciadora Kist.</td>
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<td>XEDR</td>
<td>Modesto Ortega</td>
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<td>XEBH</td>
<td>Jose Remigio Agraz</td>
<td>Hermosillo, Son.</td>
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<td>XEBO</td>
<td>Alfonso Martinez</td>
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<tr>
<td>XEKL</td>
<td>Carlos Ferraez Matos</td>
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<tr>
<td>XERF</td>
<td>Rafael C. Navarro</td>
<td>Leon, Gto.</td>
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<tr>
<td>XECF</td>
<td>Francisco Perez, Jr.</td>
<td>Los Mochis, Sin.</td>
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<tr>
<td>XEAM</td>
<td>Manuel L. Salinas</td>
<td>Matamoros, Tamps.</td>
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<td>XERM</td>
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<td>Merida, Yuc.</td>
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<td>XECL</td>
<td>Armando Maldonado</td>
<td>Mexicali, B.C.</td>
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<td>XEDW</td>
<td>Angel Lagarda</td>
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<td>XEFB</td>
<td>Jesus Quintanilla</td>
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<td>XEI</td>
<td>Tibureo Ponce</td>
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<td>XEGL</td>
<td>Fausto M. Gomez</td>
<td>Navojoa, Son.</td>
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<td>XEHF</td>
<td>Gaston Mascarenas</td>
<td>Nogales, Son.</td>
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<td>XEFE</td>
<td>N. Tijerina Carranza</td>
<td>Nuevo Laredo, Tamps.</td>
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<td>XEA</td>
<td>A. Marquez Gonzales</td>
<td>Oaxaca, Oax.</td>
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<td>XETQ</td>
<td>Francisco Campos H.</td>
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<td>XEAT</td>
<td>Sucs. Jorge Perez</td>
<td>Parral, Chih.</td>
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<td>XEMU</td>
<td>Alfonso L. Bres</td>
<td>Piedras Negras</td>
<td>580</td>
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<td>XEHU</td>
<td>Roberto Canedo</td>
<td>Puebla, Pue.</td>
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<td>Radioemisora Queretana</td>
<td>Queretaro, Qro.</td>
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<td>San Luis Potosi</td>
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<td>XETU</td>
<td>Impulsora Moderna del Radio</td>
<td>Tampico</td>
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<td>XETS</td>
<td>Wadelay Dominguez</td>
<td>Tapachula</td>
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<td>XERK</td>
<td>Tomas Mondragon</td>
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<td>XEC</td>
<td>Luis Enrique Enciso</td>
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<td>XECH</td>
<td>Rodolfo Llamas</td>
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<td>A. O. Stevenson</td>
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<tr>
<td>XEUF</td>
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<td>XEU</td>
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<td>XEDH</td>
<td>Vicente Hernandez</td>
<td>Villa Acuna</td>
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<tr>
<td>XELK</td>
<td>Jose M. Acevedo</td>
<td>Zacatecas, Zac.</td>
<td>1280</td>
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</table>

### Frequency

- **HHGM**: 1473 kHz
- **HHBM**: 9660 kHz
- **HHCM**: 6165 kHz
- **HRN**: 5875 kHz
- **XEW**: 900 kHz
- **XEW**: 9500 kHz

#### Frequency Details

- **XEW**: 15160 kHz

**Note**: The above frequencies are approximate and may vary slightly due to regional conditions and broadcasting regulations.
### NICARAGUA

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Station Name and/or Owner</th>
<th>Location</th>
<th>Frequency (Kilocycles)</th>
<th>Power (Watts)</th>
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</thead>
<tbody>
<tr>
<td>YNPS</td>
<td>La Voz de Nicaragua</td>
<td>Managua</td>
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<td>YNDS</td>
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### PANAMA

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<th>Power (Watts)</th>
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<td>Radio Panamenica</td>
<td>Panama City</td>
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<td>HP5G</td>
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<td>La Voz de la Victor</td>
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### PARAGUAY

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<td>Asuncion</td>
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### PERU

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<tbody>
<tr>
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<td>Radio Nacional del Peru</td>
<td>Lima</td>
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<td>OAX4Z</td>
<td>Radio Nacional del Peru</td>
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<td>Radio Nacional del Peru</td>
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<td>OAX6A</td>
<td>Radio Acrequipa</td>
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<td>OAX1A</td>
<td>Radio Delcar</td>
<td>Chiclayo</td>
<td>6210</td>
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<td>OAX1B</td>
<td>Radio Plura</td>
<td>Piura</td>
<td>5230</td>
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<td>OAX4P</td>
<td>Radio Huancayo</td>
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<td>OAX7A</td>
<td>Radio Cuzco</td>
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### PUERTO RICO

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<tbody>
<tr>
<td>WNEL</td>
<td>The Link of the Americas</td>
<td>San Juan</td>
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### URUGUAY

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<th>Frequency (Kilocycles)</th>
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<tbody>
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<td>CX14</td>
<td>Radio el Espectador</td>
<td>Montevideo</td>
<td>810</td>
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<td>CX19</td>
<td>Radio el Espectador</td>
<td>Montevideo</td>
<td>11835</td>
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<td>CX18</td>
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**El Espectador Network (La Cadena Uruguaya de Radiodifusión)**

<table>
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<th>Frequency (Kilocycles)</th>
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<td>Colonia</td>
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<td>CW19</td>
<td>Difusora Rochense</td>
<td>Rocha</td>
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<td>CW23</td>
<td>Radio Cultural</td>
<td>Salto</td>
<td>820</td>
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<tr>
<td>CW33</td>
<td>Radio Florida</td>
<td>Florida</td>
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<td>CW35</td>
<td>Radio Paysandu</td>
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<td>CW43</td>
<td>Radio Lavelleja</td>
<td>Minas</td>
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<td>CW45</td>
<td>Difusora Treinta y tres</td>
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<td>CW46A</td>
<td>Zorrilla de San Martin</td>
<td>Tacuarembro</td>
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<td>CW47A</td>
<td>Radio Welcome</td>
<td>San Jose</td>
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### VENEZUELA

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<th>Frequency (Kilocycles)</th>
<th>Power (Watts)</th>
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<td>YV5RA</td>
<td>Radio Caracas</td>
<td>Caracas</td>
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<td>YV5RN</td>
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<td>Radio Popular</td>
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<td>Radio Coro</td>
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<td>Radio Coro</td>
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**Radio Programas de Mexico, S. A.**

*Head Office: Ayuntamiento 52*

*General Offices: J. M. Marroqui 11*

P. O. Box 1324, Mexico City, Mexico

*Phones: Head Office: L-13-73, 12-72-34*

*General Office—J-29-01, 12-65-44*

---

**PERSONNEL**

President: Emilio Azcarraga

Vice-President and General Manager: Clemente Serna Martinez

Sales Manager: Juan M. Duran y Casahonda

Continuity Department: Antonio Eufacio Ontiveros

Engineering Department: Carlos Camacho

Accounting Department: Horacio Nino Medina

Advertising Department: Daniel Nino Medina

International Division: Homero Rios D.

---

Key Stations: XEW-XEWW—XEQ-XEQQ—Mexico City

**AFFILIATED STATIONS IN MEXICO**

**XEW-Network**

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### RADIO PROGRAMAS DE MEXICO

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## LATIN-AMERICAN STATIONS

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**BRITISH GUIANA**

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**BRITISH HONDURAS**

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**CHILE**

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Chillan ...................................... CC138 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.)
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Concepcion .................................. CC64 640 1.0 Federico Sanchez
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Curico ....................................... CA96 960 0.3 Cesar Nieme Abey
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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

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** **Share time.

**DOMINICAN REPUBLIC**

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Casper Estevez
Pedro Zacca Cheda
Luis y Ernesto
Casas Rodriguez
Domingo Fernandez Cruz
La Voz del Aire S. A.
Obelardo Menocal
V. E. Weiss y O. Ramirez Isla
RHC
RHC
Enrique Lasanta
Francisco Chavarry Fuster
RHC
Circuito CMQ
Raul Soulayr Exchevarria
Roberto Miguel Gonzalez
Jaime Nadal
Otto Juan Vinas Gimeno
Angela Viciedo Quintero
F. E. Soto del Valle
Perez y Chisholm
Enrique Lasanta Oliver
Luis Perez Garcia
Enrique Artalejo Fernandez
Emilio Gran Medina
Frank Hatton
Frank Hatton
Jorge L. Rodriguez
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Partido Dominicano
Dominican Govt.
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A. Cordero Puello
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† It is reported that this station is being operated by the Govt. on 4500 kc. as a communications station.

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<td>HC1AB</td>
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**EL SALVADOR**

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<td>Alberto Cevallos</td>
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<td>YSS</td>
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<td>YSP-1</td>
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<td>YSP-A*</td>
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*Reported off the air by FBIS.

**GUATEMALA**

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<td>Quezaltenange</td>
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**HAITI**

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<td>Leogane</td>
<td>HHK*</td>
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### LATIN-AMERICAN STATIONS

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### HONDURAS

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<td>San Pedro Sula</td>
<td>HRP1</td>
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<td>Tegucigalpa</td>
<td>HRN</td>
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<td>Granada</td>
<td>YNLAT</td>
<td>7625</td>
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<td>Leonidas A. Tenorio</td>
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<td>Granada</td>
<td>YNWW</td>
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<tr>
<td>Leon</td>
<td>YNJAT</td>
<td>5758</td>
<td>0.6</td>
<td>Jose Agustin Tijerino</td>
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<td>Leon</td>
<td>YNDG</td>
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<td>Dionisio E. Gallo</td>
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<td>HP5H</td>
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<td>HP5J</td>
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<td>Iseru and Scarello</td>
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<td>0.1</td>
<td>A. C. Bajac</td>
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<td>970</td>
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959
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<td>ZPA2, ZPA6, ZPA7, ZPO3</td>
<td>11721 sw.<em>, 7890 sw.</em>, 15780 sw.</td>
<td>5.0 Kcs., 5.0 Kws.</td>
<td>Teleco Paraguaya S. A.</td>
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<td>ZP5</td>
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<td>Villarrica</td>
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*Reported off the air by FBIS.*

### PERU

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<td>OAX3A</td>
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<td>OAX5B, OAX5C, OAX4H</td>
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<td>6000.57 sw., 1400</td>
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<td>Gobierno del Peru</td>
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### SURINAM (DUTCH GUIANA)

| Paramaribo      | ZPH | 5865 | 0.150 | J. C. Herrenberg, Chairman, of private radio club “AVROS,” Tech. equip. owned by Surinam Govt. |

960
# Latin-American Stations

## Uruguay

<table>
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962
For the BEST IN NEWS

For the

BEST IN PROGRAMS

BASED ON NEWS

AP I
WHEN CAN TELEVISION TURN A PROFIT?

Facts, figures and "television know-how" are needed when considering this important question. Du Mont is qualified to help you find the answer. Du Mont has marched in the forefront of radio and electronic progress for the past 15 years. Du Mont has contributed importantly to television broadcasting and receiving equipment design. Du Mont has built more tele-stations than any other company. Du Mont has operated Station WABD and commercially programmed its time since 1942.

From this deep reservoir of television experience, Du Mont has drawn a pattern which you can use to plan your television future. This pattern is presented in detail in our new booklet, "The Economics of Du Mont Television." This booklet sharpens but one axe—the tested superiority of Du Mont station equipment. This is another Du Mont contribution to the development of a great new medium. Please request it on your firm letterhead.
LEADERSHIP REQUIRES VISION

First in the West with

★ ALL-TELEVISION STATION ★ TELEVISION
BROADCASTING ★ ALL-TELEVISION BUILDING
★ FREQUENCY MODULATION ★ ALL-FM BUILDING

First on the Pacific Coast with

★ NETWORK RADIO BROADCASTING
★ COMPLETE RADIO COVERAGE (39 Stations)

Now

Don Lee has acquired a television site of the height considered most advantageous for both Television and Frequency Modulation Broadcasting. Don Lee's purchase of a site on the top of Mount Wilson, home of the world-famous Mount Wilson Observatory, will give KHJFM and W6XAO a transmitter height of 5,900 feet for Television and Frequency Modulation Broadcasting. No finer location could be obtained in all Southern California.
Radio Daily presents the first edition of the Year Book of Television ... a mellowed reflection of the past, a colorful show window of today and a happy preview of things to come.

☆

We believe that Television will soon break through the dam of reconversion difficulties. ... Its place in the sun, alongside of the stage, screen and radio is already assured.

☆

In the meantime it is hoped that the pages that follow will be of help to the explorer in the field of video ... To those who have helped we are indeed deeply appreciative.

JACK ALICOATE
Editor
Since 1928, Philco's pioneer contributions have played a leading part in the progress of television.

In television reception, perhaps the most important factor will be the quality of the picture. And Philco scientists and engineers... more than any other research group... have been responsible for constant improvement in the clarity, sharpness and detail of the television picture which have become the accepted standards of the industry.

In television transmission... Philco engineers designed and constructed the world's first multiple-relay television system to link two major cities... Washington and Philadelphia. Rapid development of nationwide networks can follow the pattern of this Philco relay system... thus bringing television entertainment to national audiences!

Look to Philco for continued pioneering... for leadership... in television.

PHILCO

Famous for Quality the World Over
Television To-Day
—and Tomorrow

By FRANK BURKE, Editor, RADIO DAILY

TELEVISION—lusty infant of the electronic age—which suffered growing pains during 1945 now stands on the threshold of a boom era.

Despite the production setbacks and delays incident to channel allocations, television progressed during 1945 with leaders laying the foundation for network development, standardizing equipment, and educating the public on the potentialities of the new visual art.

Among the important developments of the past year was the FCC’s action in allocating television channels in 140 major markets throughout the country, the completion of a coaxial cable network linking Washington and New York and the experimental networks using microwave relays and booster stations.

Applications received by the FCC indicate approximately 150 television stations are sought by broadcasters throughout the country. Most of the applications come from key center cities, and if production of transmitters gets underway it is expected that at least 10 new television stations will take to the air during 1946.

Television set manufacturers view 1946 as a banner production year with OPA difficulties eased. One manufacturer predicts that 200,000 new television receivers will be in the hands of consumers before the end of the year and that a potential market of millions of receivers awaits production and sales schedules.

The battle of frequencies continues with two schools of thought airing their views on whether television should develop immediately in the low frequencies with an acceptable black-and-white image or wait until ultra high frequency color television is fully developed for commercial acceptance. In the black-and-white field RCA recently demonstrated an excellent image using the new image orthicon camera and improved receivers. On the other hand CBS staged press previews of color television using a new transmitter and a vastly improved mechanical scanning system.

Production Gets Underway

While the battle of the frequencies is being waged RCA, Philco and General Electric are going right ahead with the manufacture and merchandising of black and white receivers which are expected to range in price from $150 to deluxe models as high as $1,000. Proponents of color, while not geared at present to produce receivers, forecast that color television sets will be available within six months and that the cost of these receivers will not exceed 10 per cent more than the conventional black-and-white sets.

As the industry gets in the stride the ranks of the so-called “experts” continues to grow. Television institutes and schools are springing up in New York, Chicago and the west coast and layman interest in video continues to grow. In many instances “experts” have talked and written themselves out on the subject of television and left advertising agency executives, potential sponsors and others wanting more specific information on the visual art.

Intra-store television looms as an important phase of video merchandising with experimental installations having been tried out in Philadelphia and Jamaica, L. I. The Philadelphia demonstration, staged by Gimbel’s store in collaboration with RCA, attracted large crowds and proved that visual merchandising was practical. Similar results were obtained in Jamaica with the demonstration operating on a smaller scale.

In conclusion the best appraisal of the future of television was made by Paul Porter, ex-FCC chairman, during the inauguration of the coaxial link between Washington and New York on Lincoln’s Birthday. Porter said that communications, including television, would become a $6,000,000,000 industry, would create many new jobs and carry “a great reconversion load in the next few years.”
Farnsworth! The name you think of first in television! With a rich heritage of eighteen years of experience in electronic television, with increased plant facilities, with war-acquired skills and techniques, Farnsworth is ready to meet the industry’s need for communications, broadcasting and television transmission and reception units, including technical equipment for laboratory use.
Television Gains Via Wartime Use

By D. F. SCHMIT, Director of Engineering, RCA Victor Division

Unlike many of the newer wonders which are ushering in the Electronic Age, television is not a "war baby." Television graduated from the laboratory to the state of a limited public service some years before the war. Many public demonstrations were given, transmitters went on the air in several of the larger American cities, and television receivers were purchased and used in some 10,000 American homes.

It has been during the war and the few months since its close, however, and partly as an outgrowth of wartime research for military purposes, that television has come of age. Having now attained its majority, it promises in the next year or two to become at least one of the most important, if not the most important, of all electronic services, in point of both its economic significance and its effect on the living of America.

Major Developments

Several major developments contributing to the technical advancement of black-and-white television have come out of the RCA Laboratories and the various engineering development laboratories of the RCA Victor Division of the Radio Corporation of America during the war years. These include a new super-sensitive camera, new picture tubes that greatly increase the brilliance and clarity of the televised image, a large-screen projection system for home receivers, and new tubes and circuits which improve image quality and, at the same time, make it possible to design cameras, studio and control equipment, and receivers that are smaller, lighter in weight, and more compact than pre-war units.

Before the war, outdoor program material was limited by weather and the time of day, and indoor material required intensely brilliant artificial lighting. A screen image of adequate brilliance could be obtained only in a darkened room, and even then, definition left something to be desired. Home receiver viewing screens, occupying the face of the picture tube, were restricted in size by physical limitations on the size of tube it was practicable to build, with the usual screen size about 7 by 9 inches.

Program Possibilities

Today, with the super-sensitive RCA Image Orthicon in a lightweight, compact field camera, television producers have entered upon a vast new field of program possibilities, encompassing round-the-clock coverage of news and special events in any kind of weather, by sunlight, twilight, streetlight, or the ordinary indoor lighting of theaters, auditoriums, schools, churches, courtrooms, concert halls, and sport arenas.

With the new and improved RCA Kinescopes, set-owners may see television images possessing brilliance, definition, and contrast equal to those of motion pictures in a normally lighted room.

Prospective set-owners contemplating the purchase of de luxe television receivers for large rooms or relatively large family or social groups of observers may look forward to a screen image approximately as large as a full page of a newspaper, provided by the RCA Victor large-screen projection-type receiver.

The RCA Image Orthicon is possessed of light-sensitivity 100 times greater than that of prewar camera tubes and approaching that of the human eye. This extreme light-sensitivity is achieved by interposing a series of electron multiplier stages between the photocathode on which the light image is focused and the signal output, thereby amplifying the initial response to low light levels.

The vastly improved brilliance and definition of images obtained on new RCA Kinescopes have been achieved through advances in the design of electron guns and the development of luminous materials providing increased efficiency and picture contrast.

Large Screens

RCA Victor's projection-type receivers employ a reflective optical system, consisting of a spherical mirror, which picks up the image from the face of the pic-
picture tube, and a molded plastic aspherical lens, which brings the reflected and enlarged image to a sharp focus on a rear-projection type viewing screen built into the receiver cabinet.

In the new RCA Projection-Kinescope to be used in these large-screen receivers, light losses are minimized by means of a very thin metallic film behind the fluorescent screen, which acts as a mirror to keep light generated by the fluorescent screen, which acts as a mirror to keep light generated by the fluorescent material from radiating back toward the inside of the tube.

Although color television cameras and receivers employing mechanically driven color filters have been demonstrated experimentally by RCA, and promising results have been obtained, the company feels that this phase of television is still in the laboratory stage. RCA does not plan to market equipment in this field until a non-mechanical, all-electronic color system can be perfected to provide images equal in clarity to those obtained with the present RCA black-and-white all-electronic system.

Present uncertainties in the manufac-
turing situation preclude the fixing of a specific date for the beginning of distribution on new RCA Victor television receivers, but it is expected that the first table models will come off the production lines about the middle of this year, with console models following next autumn.

RCA Victor's manufacturing schedule embraces a variety of television receivers, ranging from a direct-viewing type employing a 7-inch kinescope (picture size about 4½ x 6 inches) to a de luxe large-screen projection-type console providing a picture about 15 x 20 inches. Auxiliary services such as AM and FM radio reception and record reproduction will be included in some models. Prices are expected to range from about $200 for a table model to approximately $500 for a large-screen projection model with AM and FM reception.

RCA Victor, which has supplied more television broadcast equipment than any other company in the world, expects to have the first of its new television transmitters and other station equipment items ready for distribution by late summer or early autumn of this year.

Be Wise...
FILMS DON'T TELEVISE

Unless....

produced by the methods and techniques required for Telescanning, as against the present form of "movie" production that has been unsuccessfully applied, they will not conform to technical and electronic requirements and the exacting standards that should govern quality Television presentation.

As pioneer producers of Television Film Transcriptions, exclusively, TransVideo is prepared to place at the disposal of sponsors, agencies and stations, its unique "know how" in the production of films for Television.

TransVideo Film Productions
INCORPORATED
112 PARK AVENUE
NEW YORK 17, N. Y.
MUrray Hill 4-6628
Color Television of Tomorrow

By DR. PETER C. GOLDMARK, Dir. Engineering Research-Development, CBS

The science of radio has continually probed for realism. In the aural field the fidelity of the sound has been improved bit by bit over the years until we can transmit over the air the full frequency range of the sound just as it would be heard by a listener on the spot. In the development of television, we have been following the same path. Now we are able to transmit a picture of a scene faithfully and completely, in natural colors, as it would appear to an observer on the spot.

In the field of electronics, the impulses carried on the air waves have been developed from the comparatively simple vibration of the wireless telegraph instrument, until today in the ultra-high frequencies around 500,000,000 impulses per second we are able to transmit the full, natural colors of objects before the television camera.

War research and employment of electronic discoveries, plus prior experience in field and laboratory, are the ingredients that make possible the new television in full color which the Columbia Broadcasting System has demonstrated and brought to the point of public commercial practicability.

By imposing the three primary colors one on top of the other in a rapid succession of impulses, the exact hues of the original object are transmitted to the eye of the viewer at the home receiver.

The ultra-high frequencies not only have brought us high definition color television, but because they permit the use of highly directional receiving antennas, they have made possible the absolute elimination of secondary images, known as "ghosts."

On the lower frequencies, these "ghosts" are the result of reflections. The image-carrying beam from the transmitter, strikes a high building or other obstruction and "bounces" off. In many instances both the primary wave, as well as the image that has bounced off the obstruction, are picked up by the antenna and shown on the television screen at the receiver, thus giving a blurred image.

The directional antenna consists of a ten-inch horizontal bar, and a parabolic reflector six feet wide by eighteen inches high. The antenna can be turned in an arc to obtain the best image. The rotation of the antenna is controlled automatically by the station selector switch. On the low frequencies a directional antenna of similar properties would have to be sixty feet wide—obviously too heavy and clumsy to be practical.

The same characteristic of the ultra-high frequency which makes possible compact directional receiving antennas also makes it possible for us to achieve high gain in the transmitting antenna. Again the physical dimensions of the antenna are in favor of the ultra-high frequency. On the 71st floor of the Chrysler Building we now have installed an antenna with a gain of twenty which gives an effective power of 20 kilowatts to the CBS one-kilowatt ultra-high frequency transmitter.

On the subject of color fidelity of the CBS system, a number of questions have been raised as to the relative color quality of electronic and so-called mechanical systems. At the present time the CBS system includes mechanical elements. We have been and are working on an electronic system as well, but for the near future we see little hope of successful results. Moreover, it can be proven mathematically that the color quality of any electronic system cannot be superior to that inherent in the present CBS system. The reason for this is that the colors are today produced by filters of high mathematical and optical precision. Moreover, when and if an electronic color system arrives, there is no reason why it need make obsolete any color receiver employing the CBS color system and in use at that time.
Just recently we invited the press to a preview of full color television in the ultra-high frequencies. Of course, we had planned running an ad on the event. What we hadn’t planned was that the ad should be entirely (and glowingly) written for us. Here’s what the press says about CBS color television.

SAYS “TIDE”

... CBS did not overlook the increased advertising potential of color. A women’s style show, almost meaningless in monochrome, came to life in color. Even little things, like packages of cigarettes, do much better when seen in their familiar colors....

...The significance to the television industry of last week’s demonstration would be hard to overstate....

The general reaction: “THIS IS IT!”

SAYS THE “DAILY NEWS”

...the demonstrations prove that 3 great obstacles, once regarded by many as insuperable, have been overcome. First, CBS is able to generate sufficient power in frequencies above 300 megacycles to transmit satisfactory color images. Secondly, it modulates a 10 megacycle video band, which most authorities said could not be done. Third, it has eliminated the bothersome reflections known as “ghosts”, which have hitherto marred television pictures.

Ultra-high frequency color television, without annoying “ghost” reflections, is a reality....

SAYS THE “WORLD-TELEGRAM”

CBS color video, in debut, proves beautiful beyond description.

...The image is sharp, distinct and completely realistic. Dr. Goldmark has given us a magic casement, and the vistas it will open should have a profound effect on every phase of the advertising and entertainment business, not to mention the arts, letters and sciences. It is a medium that
calls for the best in all these fields.
...those who watched the CBS demonstration feel sure there will be a mad rush to buy television sets as soon as the public has a glimpse of natural color video.

SAYS THE "HERALD TRIBUNE"
There were several new things about the demonstration. The signal was being transmitted in a full 360-degree arc from the Chrysler Building, rather than in a directional beam; one transmitter was sending both sight and sound, instead of a separate transmitter being used for each; there were no multiple reflections, or "ghosts" on the viewing screen; the colors appeared real. There was clear definition in the images as well....

SAYS "TIME"
It was clearly—and colorfully—the most notable television demonstration of the year....The reception, as vivid as a Van Gogh painting, made black-and-white television look antiquated....

SAYS THE "WALL STREET JOURNAL"
Television in color is a lot closer than most people had believed, it was conceded over the week-end by experts in the industry....

The pictures shown by CBS were clear and the color contrasts as good as those of the best color moving pictures....

The CBS demonstration left little doubt that color television has reached the perfection of black and white....

SAYS "P. M."
The long-awaited press showing of CBS color television demonstrated without doubt that they have achieved a dramatic refinement on image transmission....
- Numeral Indicates Number of Commercial Channels Allocated

Coaxial Cable Installed or Under Construction
- Proposed Coaxial Cable Routes
- Proposed Radio Relay Routes
- Radio Relays Installed or Under Construction
- Westinghouse Stratovision
Indicates Area Has Commercial Stations

Now Operating
Chicago—Two
Los Angeles—Two
New York—Three
Philadelphia—One
Schenectady—One

977
As I started to say in an earlier article in this Year Book, television has become so good in catching the sports picture that many sports executives are beginning to develop fears. In this field we may easily fall into what has become almost an occupational disease of the modern, scientific era—namely we can produce more than we can market without upsetting the economic apple cart.

Such an academic-flavored statement should be brought down to cases. That is easy. Consider the men who own professional baseball clubs. Their business has been built up through two generations of devising ways and means of getting John Q. Public to plunk down his money and make those turnstiles click. To these persons the question of whether or not television will keep fans away from the game is a vital matter.

Granting that it might be hard to find sponsors rich enough to pay the bill for a heavy loss in gate-receipts, and you have the makings of a first-rate impasse. On the question of what effect telecast baseball might have on the gate, there are, of course, two sides and you will find groups able to defend each side strenuously and with some logic.

There naturally follows the question of how feasible it might prove to have the games telecast from the park into movie houses, where it is easy to tax the customers as they come in.

Mike Jacobs has hopes of telecasting his fights—the best of all video sports bill-of-fare so far—into a string of theaters.

However it all works out, both radio-wise and video-wise, there are busy days ahead for sports spielers. And these days will be more than just busy ones.
Video Variations—Facts and Figures

Tomorrow's television holds promise of getting in stride during 1946 with boom years ahead. The following is factual data on this new electronic industry:

Estimated 7,500 to 8,000 pre-war television receivers now in use in the United States with about 5,000 of these located in Greater New York.

Applications for new commercial, television stations reached 143 on January 1 with the FCC adopting an allocation plan providing for 400 transmitters in the first 140 markets.

Leading manufacturers estimate new television sets will be priced from $200 to over $1,000 and it is anticipated that from 250,000 to 300,000 will be sold during 1946.

Seventy-five manufacturers, according to TBA, are ready to manufacture television receivers, transmitters and their components.

Network television developments include the opening of the Philadelphia-New York coaxial cable link of A.T. & T. on December 1 and the recent completion of the coaxial line between New York and Washington.

Television surveys indicate that the service will reach 64,754,900 persons within two years of full commercialization and over 72,000,000 persons with five years.

Paramount Pictures is expected to demonstrate large screen television for theaters in New York in August of 1946.

Use of television in education already being undertaken by the public school systems of New York and Chicago.

Television in Great Britain, discontinued in 1939, has been resumed on the 405-line standard.

Number of new television stations going on the air in 1946 is dependent upon availability of equipment from manufacturers and action by FCC in approving construction grants.

Controversy on merits of black-and-white television as compared to the ultra high frequency color television continues with RCA declaring monochrome ready and CBS reporting color past the experimental stage.

Programming schedule on nine operating commercial stations calls for 28 hours a week per station beginning in July, according to FCC regulations.
Musical Audience Participation
("Breakfast Club")
Variety said, "...Don McNeill and his 'Breakfast Clubbers' proved that audience-participation shows provide sock entertainment for the video medium..."
Hollywood Reporter said, "McNeill and his Windy City gang proved the American web's theory that audience participation airers make good television fare..."

Children's Programs
("Tele Tales for Children")
Variety said, "Those who viewed the Singing Lady of radio strutting her stuff in video for ABC last Friday were more than entertained—they were convinced that television had found itself."

Sports
(Night Baseball)
Variety said, "...the tele department of ABC reached a new high last week in the tele filming of (Esquire's) sports event...came up with one of the clearest and most interesting sports events yet

Special Programs
("Letter to Your Serviceman")
Variety said, "Nine times out of 10 the variety format on television molds itself into a click show. The (ABC) video department has been the greatest exponent of variety stanzas for television with 'On Stage, Everybody,' 'Kiernan's Corner' and..."Letter to Your Serviceman..."

Trade reviews tell you...

Why ABC is on the

When we started in television, we knew that to make a success of it we had to establish a basic pattern in order to build television that was above all practical. In outline, it was something like this:

1 America's advertisers had a lot to do with making radio the success it is today. By competing among themselves for larger audiences, they made programs increasingly better, with the result that they, the public and the radio industry all benefited.

2 Advertisers and their agencies will play just as important a part in commercial television. For that reason, the best approach to television is from the standpoint of making it a practical, economical medium for advertising.

3 The logical place to begin the development of television is with what has already been learned about listening audiences. New and costly experimental work in new types of programs will play its part. But right now the adaptation of proved, successful, economical radio shows with assured listening audiences is the industry's best bet in developing practical television.

4 Shows should be televised on regular weekly schedules, just as they are in radio, in order to build and hold television audiences. Just as radio listeners
Musical Variety
(“On Stage, Everybody”)
Billboard said, “The show ran with a smoothness that is big-time...had everything—color, movement, integration, format and theme...there hasn’t been anything on the air in a variety format that has been any better.”

Musical
(“King’s Record Shop”)
Variety said, “Show...gives staunch support to a vast sector of the industry which believes that while video is in the toddling stage, programming keynote should be simplicity.”

Special Events
(Navy Day Program)
Billboard said, “Just about the best film record of New York’s Navy Day celebration...a film which is a fitting document of our Navy and the public’s reaction to it.”

Audience Participation
(“Ladies, Be Seated”)
Variety said, “...network execs know whither they are going. They have formulated a program policy of using network radio shows which have the best chance of scoring strongly when televised.”
Billboard said, “It’s funny, it’s commercial and it’s inexpensively produced...genuinely entertaining.”

Right Track in Television

look forward to hearing their favorite shows every week, so will video audiences expect continuity in their entertainment.

The Plan Really Works!
How far that philosophy has taken us in just the past few months is best told in trade reviews of ABC video shows. Some of them are on this page. Read them closely. What they say, in effect, is that in all types of video programs—audience participation, children’s shows, night baseball, special events—ABC is not only on the right track, but off to a good start as well. That’s why advertisers who want to get into television on a practical, economical basis are getting set on ABC today.

Schenectady folks enjoyed special ABC Christmas television programs
December 21, 24, 26, 27 and 28 on Station WRGB.

American Broadcasting Company
A NETWORK OF 195 RADIO STATIONS SERVING AMERICA
981
Television Status
In Great Britain

By H. BISHOP, Chief Engineer of British Broadcasting Corp.

In 1943 the British Government appointed a Committee under the chairmanship of Lord Hankey to prepare plans for the reinstatement and development of the television service after the war. The Committee submitted their report early this year, and the Government have now announced that they have given general approval to the Committee's recommendations. The Committee conducted a comprehensive review of the pre-war television service, war-time research, and the steps which should be taken to provide and develop a post-war service.

Committees

A similar Committee was set up in 1934 by the Government of the day to report how a television service might be started in Great Britain. It was as a result of this Committee's report that a regular daily service of high definition television was started by the British Broadcasting Corporation on the 2nd November 1936 from a television station erected at Alexandra Palace in the north of London. Two systems employing different technical standards were used, the Marconi-EMI and the Baird. They were using them during alternate weeks until February 1937 when it was decided that the technical standards used in the Marconi-EMI system should be adopted for all public transmissions from the London station. From February 1937 to the 1st September 1939, when the service was closed down due to the war, the standards remained unchanged, and were 405 lines, 50 frames interlaced, giving 25 complete pictures per second. The number of lines are a measure of the definition of the picture, and the number of frames, or complete pictures, determines the absence or otherwise of flicker.

These standards were chosen to give adequate picture definition with imperceptible flicker for ordinary domestic viewing. If a worthwhile improvement in definition is required, then the number of lines must be considerably increased, and this means that the technical complication, both at the transmitting and receiving ends, is also increased. The standards we adopted were a compromise and represented what was economically practicable from the technical point of view at that time.

Development

It may be of interest to say something about the development of television in Great Britain. With the aid of apparatus developed by Baird, the BBC started daily television transmissions of a somewhat primitive kind as far back as 1929. Research from that date to 1936 permitted the establishment of a television service which the Television Committee of 1934 felt would be acceptable to the public. The system employed and the design of the London Television Station at Alexandra Palace have been fully described in technical literature (principally in BBC publications and in the Journal of the Institution of Electrical Engineers) published before the war. The period between 1936 and 1939 was itself one of development, but of rather a different kind. The apparatus remained substantially the same but there were big improvements both in the technical and program sides in the utilization of the medium for the presentation of public entertainment.

Over 2½ hours' program a day was regularly transmitted, the time being divided between afternoon and evening sessions. In addition there were morning test transmissions for the set retailers. A wide variety of programs was produced both in the studios and outside in the grounds of Alexandra Palace. Initially these programs were of a simple character, but as time went on they became more ambitious, and producers learned how to make the best use of the technical facilities at their disposal. The studio programs ranged from tap-dancing and the lightest type of variety act to grand opera and drama. They included illustrated talks, music, ballet, revue, art exhibitions, fashion parades and frequent appearances in person of people in the news. Current newsreels were shown daily and cartoon films were frequently included.
Topicality

Topicality is one of the essentials of a television service. With the development of the necessary technical equipment, it became possible to transmit a wide range of entertainment from places in the London area where interesting events, both in buildings and in the open air, were taking place. There were for example successful transmissions of Royal Processions, the arrival of distinguished visitors at Victoria Station, the international tennis championship at Wimbledon, boxing, cricket and football matches, performances from London theaters, and many other notable events.

For these outside events two sets of mobile equipment mounted in trucks and completely self-contained were in constant use. The programs were conveyed to the transmitter at Alexandra Palace by land line or mobile radio link. For the former a special cable was laid round London, but where the point of broadcast did not lie on the route of this cable a method of using ordinary 40-lb. telephone pairs was developed to give the wide band-width necessary for television transmission.

This was the stage that television in Great Britain had reached at the beginning of the war. We were on the point of increasing substantially the studio facilities in London, and it was also our intention to extend the service as quickly as possible to provincial cities such as Birmingham and Manchester.

The war put a stop to it all, and it was the task of the Hankey Committee to recommend how the service should be restarted. There are two principal ways in which this might be done. It could begin again as it was in September, 1939, with minor improvements which have become possible since that time, or the resumption of a public service could be delayed until such time as a new and improved system could be brought into service.

Guiding Delay

At first sight, it seems obvious that, provided the delay is not too great, the opportunity should be taken to restart with a new and improved system so that the public may have the benefit of a better service at the earliest moment and not be persuaded to buy sets which will be unsuitable for the improved system which will come eventually. However, the crucial point is whether in fact there is an improved system ready to be put into public service now. The answer is that there is not, although experimental systems are being tried out. The Hankey Committee considered that it was of the utmost importance that there should be no avoidable delay in restarting a service in Great Britain and consequently they favored opening on the basis of the pre-war system rather than waiting for the development, manufacture and installation of a new system.

Critics will say that this new system has in fact already arrived and has been demonstrated. This is true, but as every engineer knows there is a vast difference between a laboratory demonstration and the operation of a regular service for reception by the public. The Committee quoted several reasons for their decision to start up again on the old system. They felt that the pre-war transmissions had achieved a high degree of reliability and afforded a consistently good entertainment value in the home. Moreover, with certain minor refinements and particularly with receivers of better design and quality, the good entertainment value of the 1939 service would soon be surpassed. It is a fact too that radio developments during the war, great as they have been, have not materially affected the television position. War developments are not immediately applicable to the production of a better picture in the home, and, consequently, if the reopening of the service were to be delayed until an improved system were available there might be a long gap without any service at all. Finally, the Alexandra Palace equipment fortunately escaped damage by bombing and can soon be made ready for service when the skilled staff (both program and engineering) again become available.

Recommendations

The Hankey Committee recommended that plans should be made for extension of television to possibly six of the most populous provincial centers as soon as possible after the reinstatement of the service in London. These extensions would of course employ the London system. While this work was in progress they hoped that vigorous research on an improved system, having a standard of definition approaching that of the cinema and possibly incorporating color and stereoscopic effects, would be pursued with the intention that, when the new system was available, it should be introduced side by side with the existing system and eventually replace it. Finally the Committee discussed the financing of the television service, the aim being to make it self-supporting as soon as possible.

These are the recommendations which the British Government have accepted. It will not fall to the BBC, with the guid-
ance of an Advisory Committee, to carry out the work. It is inevitable, of course, that television should be compared with the cinema. Technically the definition of a cinema picture is far greater than a 405 line television picture, but on the other hand television has an actuality value which is lacking in the cinema. Moreover it is available in one’s own home by the turn of a switch.

Problems

The problem which confronted the BBC and the radio trade before the war will certainly confront them again. The number of television receivers sold in the London area before the war was about 50,000. Rememering that the Alexandra Palace station gave up a service up to a radius of about 40 miles embracing a population of some 10 millions, the number of those who bought receivers was small. Several reasons can be suggested for this slowness to buy on the part of the British public, but there were certainly two important ones. The first was that there was an unjustified air of experiment surrounding television. People were inclined to hold back until teething troubles had been overcome and until they thought that the service had been fully established. The second reason was the comparative high cost of a television receiving set. It is true that in 1939 receivers with a screen measuring about 7" by 5" and cost about $100 were beginning to come on to the market, but a receiver with a screen at about 10" by 8", in my opinion a much more suitable size, cost about $200 or more. This was a large sum for the British listener to spend, and he was unwilling to do so because he felt, quite wrongly that there was a doubt about the service being a permanent one and that there was a possibility that the set would become out of date in a very short time.

However, few of those who spent their money regretted their decision. Television was a nightly source of entertainment; it appealed to both grownups and children and its unique character took an increasing hold on those who participated in it. In passing I might mention that in my experience it was not easy to convert a doubtful purchaser by just one or two demonstrations. Visitors who came in to see the programs expressed great interest, but did not rush to their radio dealers the next day to play an order. Those, however, who eventually did so became confirmed television fans when they had had the set in their own homes for a week or so. This experience suggests that some kind of extended trial period in the home of the prospective purchaser will be necessary, at any rate, until television sets become more common than they are at present.

Technical Standards

When television begins again in 1946 the British viewer will find that the service will not have changed because the technical standards will be the same as before the war. There will undoubtedly be developments in the design of television sets within the limits of the present standards. Pre-war receivers did not always make full use of the whole of the transmitted band width and the picture suffered accordingly. One looks forward to improved cathode ray tubes, more reliable components, larger screens, and perhaps the application of miniaturization to enable the overall size of television sets to be made smaller without reducing the size of the picture. There are many difficulties to be overcome in extending television to the provincial cities.

Question of Costs

Apart from technical problems, the over-riding question associated with television is cost. In Great Britain we consider, as a yardstick, that everything connected with television, programs, equipment, number of staff and so on, is ten to fifteen times as expensive as the equivalent requirement for sound broadcasting. Before the war, the BBC operated sound broadcasting and television with the income received from receiving licenses which all listeners have to have. During the war, special arrangements were made and the BBC was financed by grants voted by Parliament. No decision as yet been made on post-war finance, but whatever is done provision for meeting the cost of television must be included. The Hankey Committee recommended that the aim should be to make television self-supporting as early as possible, but they felt that the precise manner by which this was to be achieved was one for further consideration. There is certainly some hard thinking to be done on this subject. The pre-war television frequencies were 45Mc/s for vision and 41.5Mc/s for sound. It is our intention to restart the service on the same frequencies so that no changes will be necessary to the receivers already in the hands of the public. When an improved system is introduced, higher frequencies will be used. Vigorous steps are being taken to overcome electrical interference with reception and it is hoped that there will soon be legislative powers to enforce suppression.
Television Ready For Biggest Year

By JOHN F. ROYAL, V.-P. in Charge of Television, NBC

TELEVISION is fast shaping up for its biggest year. Programmers are readying for the day when 28 hours of telecasting a week will be routine. Receiver manufacturers are gearing up for the largest sale of sets in the industry’s history. Hundreds of new groups—advertising agencies, sponsors, cooperating groups—either now or in television or preparing to enter it soon. Networks and stations are recruiting personnel for jobs in an expanded industry—an industry that will doubtless come nearer its full flowering in 1946 than in any year prior to this.

This is the status of television today: there is in existence a complete television system, capable of being flung across the nation to form a countrywide network. Black-and-white network television is no longer a dream. Telecasts between long distances have already been made and are out of the laboratory, experimental stage. There is a known system of television transmission, of television distribution, of television reception. Vast new electronic developments in transmission—like the RCA Image Orthicon camera—in distribution, like the Bell System’s coaxial cable—and in reception—like the greatly enhanced black-and-white sets recently demonstrated by RCA—assure the viewer of greatly improved pictures comparing favorably with home movies.

Through television in 1946 we will become familiar with every gesture of our Congressman as he rises for debate on Capitol Hill, we will learn to know and respect our neighbors in other lands, we will see the televising of important news events, of great Broadway plays, of developments in science, in education.

Turn for a moment to two recent new program developments that will find their way to the television screen through the facilities of NBC’s television station WNBT. Look first at the first permanent series of regularly-scheduled educational programs ever attempted in television. These are being produced in cooperation with the New York City Board of Education and stress the fields of physical sciences. Groups of students and teachers each week witness these programs in our studios and comment upon them with an eye toward giving the broadcaster and the educator an indication of how the two agencies can cooperate.

Second of these new developments is the recent agreement made between NBC and the Dramatists Guild. This series, expected to start in the fall, will be titled “Broadway Preview” and will have a two-fold aim: to expand the market for new writers who otherwise would be unable to bring their plays to the attention of Broadway stage producers, and to provide needed material for television by good writers. Material—good material—is the bread-and-butter of any entertainment medium. Nowhere is this more true than in television—which will doubtless eat up material even faster than any of its predecessors in the entertainment field.

Under the agreement, NBC will televise plays written for Broadway production by members of the Dramatists Guild. Producers will be invited to attend these previews of plays by television.

With these immediate new developments—and a host of others in preparation—NBC Television is well-prepared to pioneer further and to expand its program operations. Last year, the station more than doubled its time on the air—jumping its weekly output from ten to twenty hours. This is more than twice as much as any other operating station in the country. This year, 1946, will see a steady accretion of program time which will reflect an increase in all three types of television broadcast techniques: studio, outside pickup and films.

The Dramatists Guild arrangement, as well as numerous other dramatic plans will bring an appreciable increase in variety, dramatic, and educational shows from the studio.

This is the outlook for the year 1946—the year that is certainly providing the springboard for the greatest activity in television this country has ever seen.
The New G-E Studio Console

The New G-E 250-Watt AM Transmitter

The New G-E 1-Kw FM Transmitter

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For earliest possible delivery of your broadcast equipment, place your order now.
TELEVISION TALK
A MODERN GLOSSARY

(Courtesy Caldwell-Clements, Inc.)

A

AMPLITUDE—The magnitude of any quantity, particularly voltage or current.
AMPLITUDE MODULATION—The periodic variation of the voltage or current in a circuit in accordance with some signal being transmitted.
ANTENNA—An electrical circuit for radiating or receiving electromagnetic waves (radio).
ASPECT RATIO—The ratio of picture width to picture height. Now 4:3.
AUDIO—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range.

B

BAND-PASS FILTER—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.
BANDWIDTH—The number of cycles per second required to convey the information being transmitted either visual or aural.
BLACKER-THAN-BLACK—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.
BLANKING—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from bottom to top of the picture.
BLOCKING OSCILLATOR—A type of oscillator which generates intermittent signals used for scanning in cathode ray tube.
BLOOM—The condition of overall bright illumination of the picture tube obscuring any picture detail.
BOOSTER ANODE—A conductive coating placed inside a cathode-ray tube near the screen and because of a high positive voltage applied to it, causes a brighter picture.
BRIGHTNESS CONTROL—A control on the receiver for regulating the overall brightness of the picture.

C

CAMERA TUBE—The electron tube used to translate a scene into electrical impulses.
CARRIER—The term applied to the high frequency radio wave which is modulated by the audio and video signals.
CATHODE—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.
CATHODE RAY TUBE—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.
CHARACTERISTIC IMPEDANCE—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.
CLIPPER—A circuit used to separate signals of different amplitudes. In television these circuits are used to separate the synchronizing pulses to the video and signal.
COAXIAL CABLE—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately confined along the center of the hollow conductor.
CONTRAST—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.
CONTRAST CONTROL—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver.

is performed.

988
CONTROL ROOM—Studio facilities from which television cameras, lighting, shading and mixing is performed.

CYCLE—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

D

DAMPING CIRCUITS—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

DC RESTORER—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

DC TRANSMISSION—This term applies to circuits which will pass zero frequency.

DEFLECTION—The movement of the cathode ray beam by electric or magnetic fields.

DEFLECTION YOKE—The combination of coils used to direct the cathode ray up-and-down and right-and-left to form the image.

DELAY SCREEN—A fluorescent screen used in cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

DIFFERENTIATING CIRCUITS—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

DIODE—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode. It is used for rectification (detection), that is the conversion of alternating currents into direct currents.

DIPOLE ANTENNA—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends, is known as a doublet. For short waves the physical dimensions are such that self-supporting metal rods or tubes can be used.

DIRECTOR—A section of an antenna used to increase the pick-up from the side on which the director is placed.

DISSECTOR TUBE—The special type of television tube used in the pick-up camera in the Farnsworth system.

DISTORTION—Any change in the original frequency, amplitude or phase of a radio signal.

DIVERGENCE—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

DOLLY—The movable stand upon which the television camera is mounted.

DOUBLE SIDE BAND—When a carrier is modulated by a plurality of signal frequencies, two distinct bands of frequencies appear, due to the modulation process, one near each side of the carrier frequency.

E

ELECTRODE—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such as 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.

FACSIMILE TRANSMISSION—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white reproductions only, it is now considered to include processes producing half-tone and shaded effects as well.

FADE-OUT—A camera technique in which a scene is gradually dimmed from view.

FIDELITY—The faithfulness with which a system reproduces audio or video signals.

FIELD—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

FLUORESCENT SCREEN—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

FLYBACK—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line, thereby, it is necessary to restore it to start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback.

FOCUS—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

FRAME—One of a series of complete pictures that are successively viewed so as to simulate moving scenes.

FRAME FREQUENCY—The rate at which frames are sent each second in the various moving picture and television applications.

FRAMING CONTROL—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

FREQUENCY—A term applied to the rate of repetition of voltage or current or other periodic functions.

FREQUENCY MODULATION—A process by which the carrier frequency is modulated in accordance with the information to be transmitted.

FUNDAMENTAL—The basic frequency of a wave or sound. It is sometimes referred to as the “first” harmonic.

GAS-FILLED TRIODE—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

GHOST—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts are usually caused by the radio signal being reflected from objects within approximately one mile of the receiver antenna.

HALATION—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen.

HALFTONE—A method whereby photographs having various degrees of lights and shadows can be reproduced in ordinary printing, using a system of dots which are substantially undistinguishable to the unaided eye. However, the dots are graded as to size or density so as to produce the highlights and shadows of the pictures.

HARMONICS—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are also called harmonics.

HEAVISIDE LAYER—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or “mirror” for radio waves. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

HETERODYNING—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

HORIZONTAL CENTERING—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.
**HORIZONTAL HOLD CONTROL**—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

**ICONOSCOPE**—A designation used by RCA for a particular type of cathode ray tube developed for the purpose of picking up the scenes to be televised. It is the essential part of a studio camera.

**IMAGE DISSECTOR**—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past pickup aperture by deflection circuits.

**INTEGRATING CIRCUITS**—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for synchronization.

**INTERFERENCE**—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, etc.

**INTERLACING**—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate fields and superimposed to create one frame or complete picture.

**ION SPOT**—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

**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.

**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.

**MEGACYCLE**—A total of one million cycles.

**MICROPHONE BOOM**—The arm which carries the microphone above the area being televised.

**MICROWAVE**—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

**MODULATION**—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

**MODULATION GRID**—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.
MONITORING—The technique of controlling, at the transmitter, the picture shading, and other factors involved in the transmission of both the scene and the accompanying sound.

MONOSCOPE—A television camera tube which contains a simple picture or pattern used for test purposes.

MOSAIC—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

MULTIGRAPH TRANSMISSION—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

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.

ORTHICONOSCOPE—A television camera tube combining some of the features of the image dissector and Iconoscope.

PANNING—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

PEAKING—A technique of increasing the response of amplifiers at some particular range of frequencies.

PEDESTAL—A portion of the television video signal used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

PHASE—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

PHASE SHIFT—Any change in the phase relations of current or voltage.

PHOTOELECTRIC EMISSION—The phenomena of electrons being emitted from certain materials when they are exposed to light.

PHOTOELECTRIC TUBE—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

PICTURE ELEMENT—A small section of a given scene as reproduced by the cathode ray spot at any instant.

PICTURE NOISE—Interference signals causing spots of light and other irregular patterns on the received picture.

POLARIZATION—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

POSITIVE TRANSMISSION—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

RADIO CHANNEL—The "space" in the frequency spectrum allotted to each station. In present television standards the channel is 6 megacycles.

RASTER—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

REFLECTOR—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

RELAXATION OSCILLATOR—A type of circuit which oscillates periodically. Used to generate scanning voltages.

RETURN TRACE—The lines on the cathode ray screen formed as the cathode day beam moves back to its starting position.
SAW-TOOTH—A voltage or current whose variation with time follows a saw-tooth outline.

SCANNING—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

SCANNING LINE—One line from left to right of a picture being transmitted.

SENSITIVITY—A measure of the ability of a receiver or other device to produce a given output for a given input.

SHADING—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

SIDE BANDS—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

SIGNAL—The electrical impulses which represent the sound or picture elements being transmitted.

SPECTRUM—A band or range of frequencies.

SPOT—The light produced by the slender beam of electrons on the fluorescent screen.

SWEET—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.

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.

VESTIGIAL SIDE BAND TRANSMISSION—A method of suppressing part of one side band to limit bandwidth with 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.

YOKE—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.
1943 PLAQUES
To WRGB, General Electric, Schenectady
For the station contributing most to programming in 1942
To WNBT, National Broadcasting Co., New York
For the station contributing most to television as a public service
1944 PLAQUES
To WABD, DuMont, New York
For the station contributing most to the art of commercial television
To WRGB, General Electric, Schenectady
For the station contributing most to the art of television programming
To W6XYZ, Television Productions, Inc., Los Angeles
Honorable mention for adaptation of motion picture techniques to television
To Norman D. Waters, ATS President, 1941-1944
Special Service Award
1945 PLAQUES
To Ruthrauff & Ryan, Inc., New York, for Lever Bros. show
For the most consistent effort in developing effective television commercials
To WNBT, National Broadcasting Co., New York
For the most consistent sports programming
For the outstanding television program, "Men in White,”
directed by Ed Sobol
To WCBW, Columbia Broadcasting Co., New York
For the best educational program, “Opinions On Trial”
For the outstanding news program, “CBS Newscast,” with Everett Holles
1945 SPECIAL AWARDS
To WABD, DuMont, New York
For the development of television commercially
To W6XAO, Don Lee, Hollywood
For making television facilities available for commercial development
on the West Coast
To WBKB, Balaban & Katz, Chicago
For preparing the midwest for commercial television
To Klaus Landsberg, W6XYZ, Television Productions, Inc., Los Angeles
For constant technical excellence in television production
To WRBG, General Electric, Schenectady
For the best institutional commercial, “Conquest Over Darkness”
For the outstanding contribution to children’s programming
To Paul Alley, WNBT, National Broadcasting Co., New York
For the outstanding editing of news films, “The War As It Happens”
To WPTZ, Philco, Philadelphia
For developing football television technique
To Paul Mowrey, American Broadcasting Co., New York
For preparing the American Broadcasting Co. for television
To Dan Halpin, ATS President, 1944-1945
Special Service Award
Television Acting
Viewed by Expert

By DR. JOHN REICH, Dir. of Video, Studio Dramatic Arts, N. Y.

THERE are two principal groups of radio actors today: a larger and younger group which grew up in radio and has little stage experience or none at all; and a smaller and older group which received its training on the legitimate stage, but has grown rusty in many years of radio work. The number of radio actors who are also active on stage and in pictures is small, indeed.

Television today is like a theater an hour before the performance: Money in hand, the audience is waiting to obtain seats. The technicians are ready. The stage is set. As yet the curtain is down, but already the cashier is lighting the box office. Sooner than the public expects, the play will begin—only to reveal the inadequacy of the actors.

Situation Analyzed

The present situation of the radio actors is not as bad as was the plight of the silent picture actors when sound was introduced; for unlike the silent film, the old, blind, simple medium will continue alongside the new, visual complex one. Yet there are similarities between screen players then and radio players now. Just as some silent picture stars were not really actors but merely photographic models, so many radio performers today are not actors but merely "voices." Then as now, the advent of the new medium favored those who had learned their profession the hard way: on the legitimate stage. Television's coming of age will force radio "voices" to study acting, or else restrict them forever to the narrowing confines of sound broadcasting alone.

New Skills Needed

Whereas radio's dramatic performers can use in television little more than a certain intimacy of speech and a sense of timing, they have to acquire new skills which cannot be mastered overnight. The radio "voice" must develop into an actor who "acts all over," i.e. with his emotion, his intellect, his body, and his voice. The television actor's principal skills to be acquired through careful instruction and constant practice are: Memorization, physical behavior, concentration, imagination, observation, co-ordination, and communion.

The first time the radio player sur-
renders his script and starts acting, he feels like a student of swimming when the teacher slackens the rope: Reproducing every speech from memory seems as difficult as remaining afloat. Not only are there one's own lines to memorize, but also many of the partners as well as gestures, movements, the handling of props and costumes. Like every serious student of acting, the radio player soon finds out that it is not a part the way he learned a poem or geography lesson at school. Those actors who claim they knew their lines at home but cannot remember them on the stage are not lying. The strain which results from being watched by colleagues and directors, together with the manifold distractions in the studio, account for a considerable loss in the memory's efficiency. Only with a 150 per cent sure-fire memorization can proper performance of the memory be assured.

Physical Attitude Important

For his characterizations the radio player need not develop a physical attitude beyond watching his distance from the microphone. In television he is faced with the task of making his body both receptive and suggestive of thought and emotion. The sheer physical task is considerable. He must learn how to sit, to stand, to walk gracefully, to be well poised and balanced in every movement as seen from every angle. Unlike the human spectator, the television camera checks up on the placing of the feet, the gesture of the hand, the carriage of head and shoulders. The "voice" turned actor needs to acquire a sense of space, the ability of maneuvering between pieces of furniture and of expertly handling objects which seem like as many gremlins to the beginner. And all these requirements are only preliminary to the creation of behavior patterns not one's own, but suggestive of a character in a play. More specifically, television's standards of physical behavior are set not only by the actor's expressive body and by the requirements of his part, but also by certain studio conditions which vary not only with the studio but also with each program at the same studio. Thus, the actor's performance may be influenced
by the number and position of cameras and floor lights, the nature of the preceding and following programs, the size and number of locations, and the size and number of studios available for the production.

Concentration Essential
Reading a well-typed script to a microphone in a comfortable sound studio is one thing; living a part before the cameras under the pressure of time and technical difficulties, is another. Only the exercise of full concentration can insure good video acting. Any scattering of concentration may produce a derailment of the actor's train of memory which cannot be rightened because there is no prompter. The player in television has to maintain his concentration despite many distractions of both an acoustical and a visual nature. The sound and music on the floor, whispered conversation in the corner, and the signal language of the floor manager; the ever-shifting cameras and individual lights; the cramped space and the (now improving) heat from the lamps: all that makes it hard, especially for radio actors, to maintain the artistic discipline so necessary for the delivery of their parts. While following prearranged directions, signals on the floor and, to a certain extent, the movements of all cameras, the performer must at all times stay completely in character, either in his own or in the one suggested by the author.

Imagination, Observation Needed
In a blind medium which tends to characterize by voice and diction only, the radio actor's imagination is often content to suggest barely the speech habits of a dramatic character. In training for television, the broadcaster needs to develop his powers of imagination and observation in order to create all the physical aspects of a dramatic character: facial expression, posture, movement, gesture, attitude, and the mode of handling properties. These physical aspects must be closely integrated with the character's speech and inner life. The radio actor has to learn how to create an image derived from the playwright's material and his own sum of instinctive and experienced emotions. Then he must transform himself into that image, so that the character's situations, objectives, and adaptations become his own. Seasoned with selected bits of observed reality, the imaginative approach by which the actor puts himself into the character's place, will make for honest and natural television acting. Radio's speech cliches will not work in television because the new medium exposes any insincerity of emotion, any crude pretension to being somebody else. If the actor lives the part, he will forget his own stage fright and all the distractions around him. Only then will the camera be his friend.

"Motor Responses" A Factor
The radio actor is not obliged to heed certain laws of psychophysics to which we are subject in our daily lives and which must be recreated in truthful acting. Because of his nearness to the reality of the viewer's home, the video actor—more than the stage actor—must learn how certain motor responses precede speech and how a sudden shock may freeze it. He must be able to reproduce that perfect co-ordination of emotion, thought, speech, and physical reaction which we easily possess in our daily lives but which is so difficult to obtain in acting. Because of the viewer's nearness to the set, and because of the frequent camera closeups, every flaw in the actor's co-ordination is easily detected on the home screen.

Must Forget Mike
The average radio actor's real partner is the microphone. Most of the time he addresses that static little machine and gives but scant attention to the members of the cast. A radio performer of this type cannot become a good television actor unless he learns the art of communion; for by a constant stream of give and take the video actor, even more than the stage performer, keeps in ever-changing rapport with an animate or inanimate partner. The statement that the theater calls for action, the screen for reaction applies also to the television screen. The better the video player's nervous system is attuned to that of his partner or else pitched against it, the more convincingly will his reaction register on the magic tube. To be most effective, this communion of actor and partners must be physical, mental, emotional.

Actors Must "Think"
Some radio actors will soon find out how dangerous television is to those who speak without thinking and think without feeling. The finest speech, the most graceful gesture, the keenest mind will fail to please unless the actor also exhibits an essential human quality of his own. Not only must he play the instrument of his personality with expert co-ordination; his personality must be a fine instrument. On the screen a face which fails to reflect an ever-changing kaleidoscope of thought and emotion like a still picture can hold attention only for three seconds. If radio actors can be made to act not from the depth of their voices but from the depth of their hearts, television may give us what the movies so rarely offer: a face mirroring a great emotion, a body transparent with the soul shining through.
Chicago And Its Television Future

By BILL IRVIN, Staff Correspondent, RADIO DAILY

"CHICAGO has a television future if it realizes it. It has every possibility New York has for becoming a tele center. It just got started a little later, that's all. With the advent of a few hundred more tele receivers in Chicago we'll be in the big time in television here."

In those words no less an authority than William C. Eddy, director of television and FM for Balaban and Katz, sums up the Chicago television outlook. In his capacity as B&K tele director, Bill Eddy supervises tele station WBKB with a daily schedule which adds up to approximately 11 operational hours weekly. A television pioneer and long noted for his wizardry in radio and electronics, Bill Eddy knows whereof he speaks when he predicts a bright outlook for television in Chicago. His words also command attention when he says:

"It's more logical for Chicago to be the television center of the country because of its geographical location."

Aside from the geographical factor, Eddy points out that Chicago has the vitality, the wherewithal and the talent to make it a television center.

"We have set our goal to be the biggest and most important television station in the country," says Eddy, speaking of his plans for WBKB. "We at B&K are showmen. Our angle is not selling receivers. We are going to be salesmen of shows. We're taking advantage of every possible thing to increase quality and standards of programs. We have found a marked increase in sponsor interest, and also a marked increase in the use of professional talent. In the near future 90 per cent of the shows over WBKB will be commercial."

In line with his announced objective of making WBKB the biggest and most important tele station in the country, and indicative of his faith in Chicago's future place in television, Bill Eddy took the first step in his wide-scale expansion program for WBKB immediately after his retirement from the Navy a couple of months ago with the rank of captain. Until he put away his Navy blues for the second time, the job of helping to make Chicago a television center second to none had had to wait while Bill Eddy finished his wartime job of training three-quarters of a million American boys in the intricacies of radar. His efforts after Pearl Harbor to get back into the Navy a second time met with repeated failure because of several physical defects, including deafness. It was the deafness, incurred during experimental depth diving tests after his graduation from the U. S. Naval Academy at Annapolis, that caused a naval board to put him on the retired list in 1932. It was his suggestion, however, that the navy needed a radar training center which finally paved the way for his return to navy blues for the second time.

Eddy's first move after returning to his civilian job at WBKB was to add a new hour-long program to its daily schedule, Mondays through Fridays. The time period is devoted mainly to experimental commercial and sustaining shows, with emphasis on spot plugs. The new period was added primarily to aid manufacturers in the Chicago area in the development of new type receivers. Increased demands for time as a result of greater agency interest in the development of new video programming techniques also was a factor, according to Eddy.

Another step taken by Eddy was the signing of a five-year pact between B&K and the management of the Chicago Coliseum for the exclusive televising by WBKB of all events taking place there during the next five years, particularly sports events such as ice shows, prize fights, basketball tourneys, roller derbies and wrestling matches.

Further assurance of Chicago's future dominant role in television is found in the FCC's allotment to the city of seven tele channels. As one television executive pointed out, that action by the FCC is a "challenge to Chicago to be a major television center."
Chicago also is a major link in a proposed television network in the middle west, the first step in the establishment of which the American Telephone and Telegraph Company recently took with the filing of applications with the FCC for authorization to build and operate micro-wave relay stations which would link the Windy City with Milwaukee. Such a system would cost approximately $500,000 and, in the event of favorable FCC action on the applications, would probably be ready for tests early in 1947. Terminals of the system would be the Illinois Bell Telephone Company's long distance center in Chicago and the Wisconsin Telephone Company's toll building in Milwaukee. Three radio repeater stations would be built along the way, one near Barrington, Ill., another in Illinois but near Wilmot, Wis., and the third near Prospect, Wis. During the experimental period the system would be used for tele transmission in cooperation with tele station WMJT in Milwaukee and any other broadcaster who might be able to use the facilities.

Paul Mowery, director of television for the American Broadcasting Company, said that the network's plans for television activity in Chicago, while hinging on FCC action, are ready to be put into operation with the greatest possible speed.

“We are prepared to give television service in Chicago just as fast as possible,” said Mr. Mowery.

How fast that will be is more a question of mechanics than training, he emphasized. The training of skilled television crews already is under way, so there will be no delay from the standpoint of competent personnel.

Station WGN long has had experimental television equipment on order. The date for starting such experimental operation, station officials said, depends wholly on when the equipment becomes available.

Marshall Field and Company, Chicago department store, has a post-war top priority for the purchase and installation of a General Electric tele system to be used as an intra-store selling and promotion medium. The Chicago store was the first to order a tele system of the non-commercial type. However, plans for the installation of the intra-store system have not yet been made. But store officials have indicated a strong interest in the possibilities of television as a sales medium. They believe it holds tremendous potentialities, both inside the store as a service to customers and outside as an advertising medium to consumers.

FOR PHONE LISTINGS—OF IMPORTANT TELEVISION NUMBERS IN N. Y.-LOS ANGELES-CHICAGO-WASHINGTON PLEASE TURN TO PAGES 100-107
TELEVISION HIGHLIGHTS—1945
(From the Files of RADIO DAILY)

A review of the past year's television events indicates the tremendous possibilities of the sight-and-sound medium. Increasing momentum is evident from the upward surge of activity reported in the columns of Radio Daily.

JANUARY
10—Keen interest in television as an important factor in displaying and merchandising goods as leaders in the industry discussed its various phases at the National Retail Dry Goods Association convention in New York.
12—A last minute request for permission to televise the inauguration of President Roosevelt was turned down by the White House because arrangements for press, radio and pix coverage had already been worked out.
16—Slicing by one-third the number of six-megacycle channels for television, the FCC announced that it believed the current monochrome service should not be scrapped in the promise that a new color tele system would someday be ready. Instead of the present 18 channels below 294 megacycles, there would be 12 according to the allocation system announced by the commission. These channels would be shared with non-interfering services.
17—Approval of the action by the FCC in its "decision favoring the continuance of commercial television in that portion of the spectrum currently used by television broadcasters" was voiced by J. R. Poppelle, president of Television Broadcasters Association.
22—Tele and FM applications will not be served on a "first come, first served" basis, FCC Chairman Paul A. Porter told the FCC Bar Association.
26—Robert L. Gibson, vice-president and member of the board of directors of TBA resigned because his firm, GE, had shifted him to another department in the company. F. J. Bingley, chief television engineer for Philco, and a TBA board member was elected to the post of vice-president. The board vacancy was not filled.
30—At a meeting of Canadian Broadcasting Corp. governors, Dr. Augustin Frigon, general manager, in discussing television prospects in Canada, said that CBC had obtained a site in Toronto for the purpose of building a television station and, he added, that other stations would be established across Canada in due time.

FEBRUARY
2—Juan Trippe, Pan-American World Airways president announced the sponsorship of a new 15-minute world-travelogue television show titled, "Wings of Democracy."
7—Forecasting the possibilities of subscription television as a method of creating "box-office" for video, Arthur Levey, president to Scophony Corp. of America, announced that SCA was contemplating production of home tele receivers for that purpose.
9—Technical employers of CBS were accorded the privilege of attending a special 60-week course in the operation of television studio and transmitter equipment beginning Feb. 12. Arranged in three 20-week segments, the tripartite course was given by the Division of General Education and College of Engineering of NYU under the direction of Dr. Peter Goldmark, CBS director of engineering research and development department, and Robert Serrell, member of CBS' television engineering operations, assisted by Mason Escher, technical staffer representing the IBEW.
14—Development of a new television technique known as "Tele-Minicatures" affording greater speed in production and increased economy, was announced by Patrick Michael Cunning, head of P. M. Cunning Tele. Products.
19—Newsreels and television were on an equal footing insofar as release dates of footage from the War Department was concerned. Only reason the tele pool received War Department footage later than the newsreel pool was that the department, in order to speed handling, did not copy the film itself.
20—Television, discontinued in Great Britain shortly after the start of the war, was resumed on a private-showing basis.
23—Maintaining their position that only the use of wide bands in the higher frequencies could provide television pictures with twice
the detail of television sets operating on pre-
war standards, CBS filed a brief with the
FCC.
27—Blue Network inaugurated television from
New York in addition to launching its regu-
lar schedule of tele broadcasts with pro-
grams from Schenectady. This advent marked
the first time a broadcasting company origi-
nated and presented regularly broadcast net-
work programs over more than one station.

MARCH

2—Col. William A. Roberts, appearing for TBA,
presented the FCC with a suggested plan
for allocation of television facilities in the
major market areas of the country to pro-
vide at least 398 stations. This plan was
designed to utilize the 12 six-megacycle
channels proposed for commercial sale.
6—First web V-E Day planning was announced
by the Blue Network when it revealed that
arrangements had been made with the Du
Mont Television Laboratories for the use of
the entire facilities of WABD for tele broad-
casts on victory day in Europe.
13—Formation of a company to produce films
exclusively for television was announced by
the Bond-Charteris Enterprises. The films,
to be commercially sponsored, deal primari-
ly with visualization of products for in-
clusion in televised advertisements. Other
tele products will include 15 to 30-minute
packaged television entertainments.
15—RCA showed a postwar model television
receiver which projects an image of 16 x
21-1/3 inches and with FM and standard
broadcast receiving facilities which will cost
approximately $395. The new receiver was
a decided improvement over the pre-war
sets, and displayed an image of brilliance
and clarity indicative of the progress made
in electronic research.
19—Applications for licenses to construct and
operate a national network of television and
broadcasting stations to be linked via micro-
wave, were filed on March 15 with the FCC
by the Raytheon Mfg. Co., a subsidiary of
the Raytheon Products Corp. of Boston,
manufacturers of radio and tele equipment.
23—DuMont Laboratories highlighted their en-
tertainment of the Television Broadcasters
Association with a private showing of a new
20-inch cathode ray tube which had a flat
surface and produced a direct view tele
image 18 x 13½ inches.
26—Addressing a joint meeting of the American
Institute of Electrical Engineers and the
Institute of Electrical Engineers, Dr. C. B.
Jcliffe, head of RCA Laboratories envisaged
television as a five to ten billion dollar en-
terprise which would revolutionize the pres-
tent way of life.
27—CBS stockholders were advised that the cor-
poration had contracted with Federal Tele-
phone and Radio Corp., for the first experi-
mental transmitter for use in color trans-
mision.
28—Television Producers Association adopted a
standard form of television script along with
a standard cue sheet, the latter using a three-column method.

APRIL

1—Twentieth Century-Fox leased from General
Television Corp., the inactive tele station,
WIXBG, Boston. The film company asked
for an experimental license to operate the
station. Plans include programming and the
use of sound films for entertainment pur-
poses.
2—Commercial sponsorship of the time breaks
on the special V-E Day television programs of
the Blue Network on WABD, was an-
counced by Paul B. Mowry, manager of the
web's tele department. Sponsor will be
Waltham Watch Co.
11—Considered the first French-American pro-
gram in television history, CBS tele station
WCBV televised "Soldiers Without Uniforms," a drama based on the Paris re-
sistance movement obtained from material
brought to this country by Pierre Schaeffer
and Pierre Garrigues, representatives of the
French Broadcasting Service.
17—First multiple-rely television network in the
world linking two major cities was proven
technically practical in a demonstration be-
tween Washington and Philadelphia. This
scientific demonstration revealed that it is
entirely practical and possible to connect
distant cities for television by a series of
micro-wave tele relay transmitters.
26—John Ballantine, president of Philco Corp.,
announced that all Philco telecasting ac-
tivities would be brought under one head.
Ernest B. Loveman was appointed vice-presi-
dent in charge and with the formation of the
the television broadcasting division of Philco
Radio and Television Corp., every phase of
the activity would be centralized under
Loveman.

MAY

1—Paul L. Chamberlain, GE sales exec, told the
Ad Club of Boston at a luncheon that tele-
vision will supplement other forms of adver-
tising to maintain the national income
needed to keep American workmen on the
job, and that a new dimension will be added
to home entertainment which will provide
one of the most powerful advertising media
ever developed.
7—Bell System of the AT & T expects that
some 2,000 miles of coaxial cable suitable
for television and other long distance trans-
mision will have been manufactured by the
end of 1945 and that at least three-fourths
of this cable mileage will be under ground
by the same time.
15—Speaking before the Society of Motion Pic-
ture Engineers, Ralph B. Austrian, execu-
tive vice-president of RKO Television Corp.,
said he believed that it would be perfectly possible and feasible to release a tele show on film over a “first-run” group of stations and then re-release it in the same locality at a later time to a “second-run” group and finally a “subsequent run” group. He pointed out that any given locality can be fairly and completely covered.

18—Seven channels between 174 and 216 megacycles were definitely assigned television by the FCC, with the 480-920 mc. band also reserved for the new wide-band color tele. Six additional tele bands would be provided in the 44-108 mc. region—apportioning of which would be delayed pending further testing.

23—IT & T received a telegram from Guy Rabuteau, French scientist in charge of the laboratories of Le Materiel Telephonique, Paris, IT & T associate, which stated that despite German occupation, French research organizations had continued developing television and manufacturers were in a position to deliver pick-up equipment, transmitters, receivers suitable for black and white high definition tele and later full color television.

27—First of a series of television programs covering the world of science and using both “live” talent and film, was inaugurated by the American Museum of Natural History in conjunction with NBC’s station WNBT.

28—Senators Emil A. Bartunek and Lawrence A. Kane, formally introduced into the Ohio state legislature their bill which amended the Ohio censorship statutes to include television, along with motion pictures and other eligible productions. Proposed amendments included a fee of $3 for each 10 minutes of televised screen time or fraction thereof. This was the first tele censorship measure and levied fee as well.

30—As a contribution to the advancement of television production, George A. Hirliman, prexy of the Internation Theatrical and Television Corporation, announced that they would sponsor a national contest on July 1st offering 11 prizes which would include a $10,000 cash award to the best amateur film production submitted.

JUNE

5—A new type of experimentation looking toward development of a broad-band microwave relay system was approved when the FCC granted the Raytheon Mfg. Co., construction permits for five experimental relay stations to be installed between Boston and New York.

7—IATSE issued a charter to a new union in the field designated as Television Broadcast-

ing Studio Employees, Local 794 of the Alliance. The new union, having been granted its charter, was expected to launch an intensive drive to unionize tele employees in New York.

11—In a move to further its activities in the field of commercial television, CBS revealed the appointment of George Moskovics as commercial manager of television operations, a newly created post made in anticipation of experimental commercial activities in the video field.

14—New television plastic lens and receiver, developed by RCA Victor from materials manufactured by Dun Pont, is expected to provide an image five times as large as those obtained with pre-war models, also, brighter images and reduced cost of the receiving sets are indicated, all based on discs of “Lucite” composition as basic material.

14—American Television Society held its final official meeting of the season in the auditorium of the Museum of Modern Art, with George T. Shupert, of Paramount Pictures, taking over the reins as newly elected president. Awards for television activity during the season were made to various network and inde tele outlets as well as individual effort.

18—CBS tele facilities and personnel were made available to network clients on a “working basis” for testing, development and broadcasting of commercial video programs. While there would be no charge for time on the air, there would be a charge of $150 an hour for use of major studios, personnel and equipment.

20—Philco Radio applied to the FCC for three experimental relay broadcast stations to operate in New York, Philadelphia and Washington. Assignment of frequencies between 42 and 10,000 megacycles by the FCC chief engineer was asked.

25—John F. Royal, NBC vice-prexy in charge of television, speaking at the opening of the fourth annual NBC-Northwestern U summer radio institute, forecast that television would be a great force for peace during the coming years.

26—First large scale relay experiments for tele and FM to be undertaken between Los Angeles and San Francisco were forecast by the application to the FCC of the International Business Machines for relay terminal stations with 15 watts power in those two cities.

27—FCC announced the assignment of the first six tele channels. Channel No. 1, 44-50 mc.; channels No. 2 3 and 4, 54-60, 60-66 and 66-72 mc.; channels No. 5 and No. 6, 76-82 and 82-88 mc.
29—A large screen tele receiver, which produced a picture 16 x 22 inches and included a radio-phonograph unit was unveiled by GE at a press showing held in New York.

29—A RADIO DAILY survey revealed that tele industry leaders were pleased by the FCC's channel allocations.

JULY

9—CBS was reported to have obtained the American rights for 1,000 line television as developed in France and also new foreign patents covering colored television.

10—Experimental tele transmission in England will get under way in January, and the commercial aspects of the media, dormant since the outbreak of the war will be stressed in accordance with an ambitious developmental program already mapped out.

13—Little criticism was expressed at the informal engineer hearing on FCC's proposed standards and regulations for tele stations.

17—Zoning Adjustment Board of the District of Columbia following a seven-hour hearing, denied the Bamberger Broadcasting Service, Inc., permission to locate a transmitting station and 300-foot tele tower in a residential area selected in the northwest section of Washington.

18—The FCC released to the industry its proposed technical specifications for tele operation on the 13 six-megacycle bands presently allocated for commercial operation. The industry in general was well pleased with the Commission proposals.

19—George E. Markham, manager of WRGB, Schenectady, speaking before a two-day symposium on tele and the future at the University of Michigan, declared that television would supplement the newspapers, radio, theater and the movies, but would not replace them.

20—Plans for the first full-fledged television field tests in the New York metropolitan area using higher frequencies as proposed by the FCC reallocations to be conducted by NBC in collaboration with RCA Laboratories, were announced by Dr. C. B. Joliffe, vice-president in charge of the RCA Labs.

25—Music Corporation of America announced that it had added a new television department, to be under the head of Roger Carlin, former legít theater producer and Paramount man.

AUGUST

1—Television department of NBC and the New York City Board of Education have readied plans to launch the first comprehensive experiment in the adaptation of tele to classroom education. Announcement was jointly made by John E. Wade, Superintendent of Schools and John F. Royal, NBC v.p. in charge of television.

3—Bob Feiner, Jr., program assistant for WCBW, CBS tele station, was named assistant director of television programs for CBS.

7—Purchase for post-war delivery of a 40 kilowatt television transmitter was announced by Harry R. Lubcke, tele director of Don Lee Tele and Don Lee Broadcasting Systems. The west coast web has filed with the FCC for permission to install the transmitter 5,800 feet above sea level on Mt. Wilson.

9—A plan for utilizing stratosphere airplanes cruising six miles in the air for the transmission of television and FM was revealed by execs. of the Westinghouse Electric Corp. in collaboration with the Glenn L. Martin Company.

20—CBS announced that it would install a new ultra-high frequency television transmitter in the Chrysler Bldg. in December. The transmitter would broadcast tele in high definition color, on a frequency of 485 megacycles. A coaxial cable carrying the 10-megacycle signal would connect the transmitter to the labs at Madison Ave., via the studios in Grand Central Terminal.

24—Television stations will have a total national payroll of over 16 million dollars, Paul E. Carlson, merchandising manager of Allen B. DuMont Laboratories, Inc., predicted in an address before the opening session of the Board of Education sponsored War Industries Training Program in New York.

27—The Chicago public school system will use television as an integral part of its educational program for the first time, starting the week of September 17, it was announced by George Jennings, director of the Radio Council of the Board of Education. In cooperation with Balaban and Katz tele station, WBKB, Jennings has arranged a weekly series of 13 experimental telecasts to originate in the station's studios. The shows will be picked up on special receivers to be installed in two schools.

30—John Wanamaker Company announced that a deal has been consummated with the Allen B. DuMont Laboratories, Inc., for the installation of three complete television studios in the main New York store.

SEPTEMBER

11—Announcement was made of the resignation of Gilbert Seldes, director of CBS television programs, effective as of September 28, in order to be free to do independent work in the video field. No successor was appointed.

11—Ted Collins, Kate Smith manager and partner, confirmed rumors that he would undertake a $1,000,000 tele laboratory enterprise in Jacksonville, Fla.

18—WABD, DuMont television station in New York, left the air until December 15 in order
to make the switchover from Channel 4 to Channel 5. The suspension of tele transmission of activities during the period of technical readjustment was approved by the FCC.

19—The American Broadcasting Company announced that following the conclusion of telecasting activities at DuMont's station WABD, television operations would be carried on from station WRGB, Schenectady.

20—Recalling its statement of May 25th that insufficient frequencies are available below 300 mc. to provide "a truly nation-wide and competitive television system," the FCC issued its proposed allocation of frequencies among the rural, metropolitan and community telecasters.

24—Technical operations of CBS television are being integrated with the web's other New York broadcasting operations. Progress of various phases of CBS television research under Dr. Peter Goldmark's department of engineering research and development has made integration possible.

25—The FCC threw out 16 applications for experimental tele and developmental FM facilities on the grounds that clear need for these stations to carry on meritorious research plans was not shown.

27—Edward Sobol, NBC tele producer told a panel and members of the American Television Society that the script is the most important part of the television program, and script writers would become a very important cog in the machine of television production.

OCTOBER

1—The Motion Picture Producers and Distributors Association does not plan to inject itself into the television scene, new prexy Eric Johnston declared during his first press conference after succeeding Will Hays.

4—Revision of the tentative assignments of channels for commercial television, including changes in the number of metropolitan stations permitted in many communities, as well as changes in the channel numbers assigned in some cases, were reported by the FCC.

5—DuMont Television signed a five-year contract with the Television Studio Broadcasting Employees Union, Local 794 of the IATSE.

11—Paul Kesten, CBS vice-president, announced at the FCC Television hearing in Washing-
bel's Department Store in Philadelphia was proven "eminently successful" and definitely established tele as a powerful selling medium, representatives of both RCA and Gimbels indicated. An RCA representative said that plans were being completed to take the intra-store video unit on a nationwide tour of the largest department stores of America.

7—The Studio of Dramatic Arts offered a 16-week course in television acting, designed to "retrain radio actors for the visual medium." Director of the course was John Reich, professor at New York U, and former dramatic director of CBS television.

13—The first Television contract in Chicago was signed by International Photographers of the Motion Picture Industries and Television Film Shorts, Inc.

15—Keith S. McHugh, vice-president of A T & T, announced that a coaxial cable between Washington and New York would be made available, without charge, to television broadcasters early in January. The first program over the new cable will be a cooperative venture with WNB T, DuMont and WCBW participating in the historic telecast.

16—CBS has applied for a license for its new experimental Tele Station to operate on the higher frequencies between 480 and 496 megacycles. CBS disclosed it was "ready to go" on its wider band, full-color broadcasting. Dr. C. B. Jolliffe, vice-president in charge of RCA laboratories, speaking before a meeting of the Radio Executives club in New York, said "Television is ready to go." Dr. Jolliffe stated that the time is here when management must take television out of the engineering laboratory and give it a chance to grow.

20—Victory Loan films will be broadcast over nine tele stations for the first concerted drive of its kind, the Treasury Department has announced.

23—FCC's Television rules issued. As a whole, FCC followed many industry recommendations in issuing the new rules. Granted seven channels in New York and relaxed its original minimum operating order but did not change its order making chain broadcasting regulations applicable to tele stations.

26—Roundup of applications for construction of new commercial television stations now on file with the FCC shows a wide-open scramble is in the making for new tele channel designations. The demand for frequencies far exceeds the supply in major cities.

26—A telegraphic survey of the industries reaction to the FCC tele allocations, conducted by Radio Daily, shows, in most instances, the allocations were interpreted as the signal to go ahead with manufacturing and station developments.

DECEMBER

3—Washington was selected as "testing ground" for wide-open scramble for television stations in large cities Friday, when the FCC announced a consolidated hearing on nine applications for the capital's four channels. No date for the hearing has been set.

5—Intra-store tele shown by RCA. First New York demonstration draws big merchandising interest. Manufacturers and retailers of consumer goods believe television will play a highly important role in the merchandising of such commodities in the near future.

6—Consolidated hearing on nine applications for Washington's four television channels will begin on Jan. 21. The ten-day hearing will end on Feb. 1, the Commission announced in setting the date.

7—RCA's tele patents and others in the radio field are to be made generally available to manufacturers, Henry A. Wallace, Secretary of Commerce, announced yesterday.


14—RCA demonstrates color television. About five years will elapse before practical home color tele will be available to the public, they said.

26—The FCC has announced assignment of channels for six commercial tele licenses and for ten experimental stations.

27—President Truman's appearance before Congress next month to deliver his annual message will be televised for the first time in the nation's history. NBC, CBS and DuMont will telecast the event.
WASHINGTON NATURAL TELEVISION CENTER

By ANDREW H. OLDER, Staff Correspondent, RADIO DAILY

As peace broke out the future of television was more confused than ever. Only one thing was certain—that pre-war estimates of the eventual importance of tele will be not only borne out but actually surpassed. It will be many years before motion pictures and sound broadcasting are displaced by television—if ever—but it will not be so very long before tele takes equal rank in importance alongside these two great media of news and entertainment.

Here in Washington, through the war years, two agencies—War and Navy—have been primarily concerned with television.

With the war over, the new technical developments will again be announced from Camden, Chicago, New York, Philadelphia and the other homes of leading private tele manufacturers. How much of value the industry will gain as German techniques are released by the Department of Commerce is questionable—thus far it seems that American technicians were far ahead of the Nazi researchers in tele. Some aid in color projection may be realized from the enemy processes.

The biggest headache, insofar as overall regulation is concerned, lies with the FCC. For the past two years the FCC has been squarely in the middle as the proponents of "downstairs" and "upstairs" video carry on their battle. Although there are signs that a commission majority believes tele will approach its full utility only on the wider bands above 480 megacycles, a policy of strict impartiality has been maintained as proponents of the two systems battle it out with press releases and feverish experimental work.

The commission has simply insisted that television—without specifying which system—is coming out of its swaddling clothes.

The "downstairs" television interests were not overly pleased with the apportionment of the spectrum below 300 megacycles, justly pointing out that 13 video channels is insufficient for full-magnitude development of the service.

Although the FCC revised its allocation of these channels to make more stations possible in New York and other major centers than it had originally provided, the fact is that so long as licenses are confined to the 13 "downstairs channels" video will not achieve the competitive development scheduled for it.

A year-end development of uncertain importance was the anti-trust suit filed by the Department of Justice against the Scophony Corporation and affiliates of Twentieth Century-Fox and Paramount Pictures. Of far-reaching importance in the development of theater television on a broad nation-wide basis, the importance of the suit as it affects home video could not be clearly established.

There are those who believe that the larger projections embodied in Scophony's "supersonic" system might provide an important improvement for home video sets if inclusion of the necessary design in the sets were freely permitted.

It is claimed also that the "skiatron" system developed by Scophony makes possible use of the subtractive principles of color employed in Technicolor and Kodachrome photography. No commercial sets embodying these principles have been developed, although Paramount—one of the controllers of the patents for the Western Hemisphere—is half owner of the Allen B. DuMont Laboratories.

The big question is what the next year will bring in the line of regulatory policies on television. Most important question, of course, is the extent to which the FCC will indicate its superior faith in the "upstairs" system. And that is a decision which must be reached not on the basis of investments in the two systems but rather on the basis of public interest.

On March 7, 1946, the FCC awarded three of the four Washington television channels to NBC, Bamberger Broadcasting Co., and the Evening Star Broadcasting Co. The fourth channel, sought by both Du Mont and Philco, will be settled at another commission hearing. Both applicants have been invited to present additional arguments.
Classification of Television Stations and Allocations Of Frequencies

RULES Governing Television Broadcast Stations. Subpart D. Sections 4,201 through 4,281, are repealed, and the following is substituted (by the FCC) therefor:

§3.601 Numerical Designation of Television Channels. — The channels or frequency bands set forth below are available for television broadcast stations.

<table>
<thead>
<tr>
<th>Channel No.</th>
<th>Megacycles</th>
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<tbody>
<tr>
<td>1</td>
<td>44—50</td>
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<tr>
<td>2</td>
<td>54—60</td>
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§3.602 Sharing of Television Channels. — Channels 1 through 5 and 7 through 13 are available for assignment to radio services other than television upon showing that no mutual interference will result.

§3.603 Community stations. — (a) A Community station is designed primarily for rendering service to the smaller metropolitan districts or principal cities. Television channel No. 1 is assigned exclusively for Community stations. Channels 2 to 13, inclusive, can also be used for Community stations provided such use complies with Section 3.606.

(b) The power of a Community station may not exceed an effective radiated peak power of 1 kilowatt. The maximum antenna height for such stations shall be 500 feet above the average terrain as determined by methods prescribed in the Standards of Good Engineering Practice concerning Television Broadcast Stations.

(c) The main studio of a Community station shall be located in the city or town served and the transmitter shall be located as near the center of the city as practicable.

§3.604 Metropolitan stations. — Metropolitan stations may be assigned to television channels 2 through 13, both inclusive. They are designed primarily to render service to a single metropolitan district or a principal city and to the rural area surrounding such metropolitan district or principal city.

(b) Metropolitan stations are limited to a maximum of 50 kilowatts effective radiated peak power with antenna having a height of 500 feet above the average terrain, as determined by the methods prescribed in Standards of Good Engineering Practice concerning television broadcast stations. Where higher antenna heights are available, they should be used but in such cases the Commission may authorize less than 50 kilowatts effective radiated peak power so that the coverage (within the 5000 uv/m contour) shall be substantially similar to that which would be provided by 50 kilowatts effective radiated peak power and a 500 foot antenna. Where it is shown that an antenna height of 500 feet is not available, the Commission may authorize the use of a lower height antenna but will not permit an increase in radiated power in excess of 50 kilowatts. The service area of Metropolitan stations will not be protected beyond the 5000 uv/m contour and such stations will be located in such a manner as to insure, insofar as possible, a maximum of television service to all listeners, whether urban or rural.

(c) The main studio for Metropolitan stations shall be located in the city or metropolitan district with which the station...

(Continued on Page 1021)
A Television Service—
Serving the Industry for the past six years

Offering a Wealth of Unique and Valuable Material and Services for Present and Future Telecast Programming

FEATURE PICTURES - SHORT SUBJECTS
DRAMAS — COMEDIES — SERIALS
MUSICALS — TRAVELOGS — CARTOONS
DOCUMENTARY and EDUCATIONAL SUBJECTS

* OVER 10,000,000 FEET OF STOCK SHOTS
Material To Fit In With Every Possible Idea
A COMBINATION OF LIVESHOWS AND FILM PROGRAMS
OFFERING EXCEPTIONAL PRODUCTION VALUE

* Many Pictures and Serials That Will Fit In With A SPONSOR'S Product
ALL FILMS CAN BE CUT TO MEET YOUR REQUIRED SHOWING TIME

PROJECTION ROOMS—CUTTING ROOMS
SHIPPING SERVICE—REHEARSAL ROOMS

COMPLETE PROGRAM DEPT.

A Production Department Producing Pictures for
Advertisers who Plan to Use Television Commercially

ADVANCE TELEVISION PICTURE SERVICE, Inc.
Telephone: BRyant 9-5600-1-2-3-4
729 SEVENTH AVENUE — — NEW YORK CITY
## Commercial Television

**Broadcast Channels**

As allocated to Metropolitan Districts by the FCC

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Total Stations

Metropolitan

Community

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### Commercial Television Channels—Market Areas

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<th>Sales Rank</th>
<th>Population</th>
<th>Channel Nos.</th>
<th>Community</th>
<th>Total Stations</th>
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**FOR COMPLETE EQUIPMENT SECTION CLOSELY ALLIED TO TELEVISION — PLEASE REFER TO PAGE 1035**
Television Broadcasting Stations

As of March 1, 1946

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

Commercial Television Broadcast Stations Licensed By The Federal Communications Commission

<table>
<thead>
<tr>
<th>Location</th>
<th>Licensee</th>
<th>Call Letters</th>
<th>Old* Channel No.</th>
<th>New** Channel No.</th>
<th>Vis. Power</th>
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<td>ILLINOIS</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Chicago</td>
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<td>WBKB</td>
<td>2</td>
<td>3 or 4</td>
<td>4KW 2KW</td>
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<td>New York</td>
<td>Columbia Broadcasting System, Inc.</td>
<td>WCBW</td>
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<td>3KW 2.5KW</td>
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<td>New York</td>
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<td>WABD</td>
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<tr>
<td>New York</td>
<td>National Broadcasting Co. Inc.</td>
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<td>1</td>
<td>4</td>
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<td>Schenectady</td>
<td>General Electric Co.</td>
<td>WRGB</td>
<td>3</td>
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<td>40KW 20KW</td>
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NEW YORK

<table>
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<tr>
<th>Location</th>
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<th>Old* Channel No.</th>
<th>New** Channel No.</th>
<th>Vis. Power</th>
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<td>Philco Radio and Television Corp.</td>
<td>WPTZ</td>
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List of Construction Permits Outstanding for Commercial Television Stations

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<th>Location</th>
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<th>Old* Channel No.</th>
<th>New** Channel No.</th>
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<td>Don Lee Broadcasting System</td>
<td>KTSB</td>
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<td>Zenith Radio Corp.</td>
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<td>Milwaukee</td>
<td>The Journal Company</td>
<td>WMJt</td>
<td>3 or 4</td>
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<td>4KW 2KW</td>
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</table>

* Old Channel means one of the 18 channels assigned to commercial television stations prior to the Commission's allocation report of June 27, 1945.

** New Channel means one of the 13 channels finally assigned to commercial television stations by the Commission's allocation report of June 27, 1945.
WBKB
CHICAGO
CHANNEL 2
Frequency .................. 61.25 mc.; 65.75 mc.
Power .......................... 4 Kw.; 2 Kw.
Effective Signal Radiated .......... 798
Owned-Operated By .. Balaban & Katz Corp.
Business Address ............. 190 N. State St.
Phone Number ............. Franklin 6446
Transmitter & Antenna Location 190 N. State St.
Time on the Air ....... 1-2 p.m.; 4:5 p.m.; 7:15-9 p.m.
News Service ................ Transradio
Transmission Service ......... World Broadcasting

Personnel
Director of Television ... William C. Eddy
General Manager .... Reinald Werrenrath, Jr.
Station Manager .... George W. Thomas
Program Manager ... A. Warren Jones
Publicity Director .... Herbert T. Lyons
Chief Engineer ........ A. H. Brolly

Facilities
One studio, three camera chains (two for live talent and one for film), one mobile unit for outdoor pickups (not being used for the duration).

Activities
News, fashion shows, sports (indoor) such as judo, fencing, boxing; dramatic shows; musical comedies; operettas; music and variety acts such as ventriloquists, puppets, marionettes, magicians, etc.; quiz shows; educational; lessons in dancing, Spanish, exercises for health and beauty.

W9XZV—(WTZR)
W9XZC
CHICAGO
CHANNEL 1
(Experimental)
Effective Radiated Signal .................. 1270
Owned-Operated By .. Zenith Radio Corp.
Business-Studio Address ... 6001 Dickens Ave.
Phone Number .......... Berkshire 7500
Transmitter & Antenna Location ... 6001 Dickens Ave.
Time on the Air .......... Unlimited license

Personnel
President-General Mgr. .. E. F. McDonald, Jr.
Station Manager ........ J. E. Brown
Program Director ......... E. F. Classen, Jr.

WCBW
NEW YORK CITY
CHANNEL 2
Frequency ............... 54-60 mc.; Sight, 61250; Sound, 65700
Owned-Operated By .. Columbia Broadcasting System
Business Address ... 15 Vanderbilt Ave.
Phone Number .......... Murray Hill 6-6340
Studio Address ......... 15 Vanderbilt Ave.
Transmitter & Antenna Location .... Chrysler Building
Time on the Air ....... Tues. 8-8:30 p.m.; Wed. 8-8:45 p.m.; Fri. 8-9 p.m.; plus remote pickups
News Service ............... UP

Personnel
V-P. in Charge ......... Lawrence W. Lowman
Station Manager ... Worthington Miner
Commercial Manager .. George Moskovics
Sales Promotion ...... Harry H. Bornhart, Jr.
Asst. Program Director .. Ben Felner, Jr.
Production Manager .... Charles Holden
Publicity Director....... James J. Kane
Musical Director ........ Paul Belanger
Director Research ...... Dr. Peter C. Goldmark
In Charge of Operations .. Merritt Coleman
Director CBS Tele Audience ..
Research Institute ...... Dr. Donald Horton
In Charge Technical
Operations .................. Henry Grossman
Director Television Plans Div ... Leonard Hole

W6XYZ
HOLLYWOOD
(Paramount Studio Lot)
CHANNEL 5
(Experimental)
Frequency .................. 76-82 mc.; Power: Visual 4 Kw; Oral 1 Kw.
Owned-Operated By . Television Productions, Inc.
Business Address .......... 5451 Marathon St., Hollywood 38

1014
COMMERCIAL TELEVISION STATIONS

Phone Number Hollywood 2411
Transmitter and Antenna Location Mount Wilson
Time on the Air Six Hours Per Week

Personnel
President Paul Raibourn
Vice-President Bernard Goodwin
Vice-President Y. Frank Freeman Jr.
Station Director Klaus Landsberg

FACILITIES
Equipment includes complete apparatus for studio as well as field operation. Cameras and transmitters were built by Allen B. DuMont Laboratories, Inc. and many additional units, including electronic special-effect equipment, were designed and built by Television Productions, Inc. A relay transmitter, W6XLA, to operate in conjunction with W6XYZ, was also developed and constructed by the company. A special antenna system combining a double-cone type of antenna for video and a special four di-pole antenna for audio of its own design and construction are used. Studio facilities also include a flexible lighting arrangement, slide and background projection apparatus and screens.

ACTIVITIES
W6XYZ has operated regularly since February 1, 1943, each Wednesday and Friday night and has been producing a weekly total of four to six hours of live-talent programs. These programs were entirely dedicated to the training of Civilian Defense volunteers until the summer of 1943, since which time entertainment as well as educational programs have been aired.

K T S L
LOS ANGELES (HOLLYWOOD) —
EST. 1931
CHANNEL 1
MUTUAL — DON LEE BDCT. SYSTEM

Frequency 69.5 Mc
Power: Sight, 4000 Watts; Sound, 2000 Watts
Effective Signal Radiated 5600
Owned-Operated By Don Lee Broadcasting System

Business Address 3800 Mount Lee Drive
Phone Number 8255

Transmitter & Antenna Location 3800 Mount Lee Drive
Time on the Air Alternate Mondays, 7 to 10 p.m.
News Service AP, INS
Transcription Service World Representative John Blair

Personnel
President Thomas S. Lee
Vice-President and General Manager Lewis Allen Weiss
Station Manager Harry R. Lubcke
Chief Television Engineer Harry W. Jury
Commercial Manager Sydney Gaynor
Sales Promotion Herb Sonnenberg
Production Manager Jack Stewart
Stage Manager Ted Driscoll
Publicity Manager Harriet Crouse
Film Editor Marjorie Campbell
Asst. Program Director Grace Neville
Record M. C. Johnny Courier

FACILITIES
SYSTEM IN USE: 525 line 30-60 frame F.C.C.
Standard, all electronic cathode-ray. Horizontal Polarization. Three Studio Cameras and film equipment. Two cameras of Orthicon type. Complete 100 ft. square two story television building housing one 100 ft. x 60 ft. x 30 ft. television stage, one 46 ft. x 26 ft. x 16 ft., stage, monitor, film, transmitter, makeup, and lounge rooms, offices, shop, transformer vaults, etc. Three hundred foot tower, antenna elevation 2000 ft.

The Pasadena Community Playhouse and other organizations have presented plays such as Ibsen's "Master Builder," "Alice in Wonderland," and others.

RECEIVERS: There are some 400 television receivers in the service area of W6XAO, some as far as Pomona at 35 miles away, a number in Long Beach at 25 miles away and many in cities at lesser distance. The predominant commercially manufactured television receiver is the TRK12 or 120 of RCA. There are some RCA TRK9, and approximately 50 TT5 RCA television receivers. A number of the latter are operating satisfactorily in Long Beach at 25 miles from W6XAO.

W M J T
MILWAUKEE
CHANNEL 3
(C. P. Only)

Owned-Operated By The Journal Co.
Business Address 333 W. State St.
Studio Address 720 East Capitol Drive
Phone Number 6000
Transmitter & Antenna Location 720 East Capitol Drive
Newspaper Affiliation The Journal Co.

W A B D
NEW YORK CITY
CHANNEL 5

Frequency 69.5 Mc
Power Sight, 4000 Watts; Sound, 1000 Watts
Owned-Operated By Allen B. Du Mont Laboratories, Inc.
Business-Studio Address 515 Madison Ave.
Studios Wanamakers, Broadway at 9th St.
Phone Number 3-8800
Transmitter and Antenna Location..............Same
Time on the Air.........................Unlimited

Personnel
President .................................. Allen B. Du Mont
General Manager. ......................... Samuel H. Caff
Asst. Gen. Mgr. ......................... Robert F. Jamieson
Chief Engineer .......................... Sal Patreimo
Chief Operating Engineer .............. Otis Freman

FACILITIES
The 160-foot tower of WABD atop a 42-story building raises the antenna to 850 feet above sea level. Covering a service range of 35 to 50 miles, the station has regular viewers as distant as 100 miles. It is completely equipped by Du Mont Laboratories. WABD has two studios for live talent shows as well as film-projection facilities. It operates on a commercial license.

ACTIVITIES
This outlet serves not only as a commercial telecast service but also as a laboratory for practical experience. Engineering, programming and advertising sponsorship aspects of television broadcasting are being worked out in actual practice. Broadcasters, engineers, producers, performers, advertisers, advertising men and others interested in television have been granted use of station facilities.

WNBT
NEW YORK CITY

CHANNEL 4

Frequency ......................66-70 mc.
Power: Sight, 5000 Watts; Sound, 3000 Watts
Effective Signal Radiated ..............1800
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
Time on the Air..................Approx. 18 hours per week

Personnel
NBC Vice-President, in Charge of Television .......... John F. Royal
NBC V.P. & Chief Engineer ............. O. B. Hanson
Manager of Television Dept.................. Noran E. Kersta
Executive Producer ...................... Warren Wade
NBC Press Dept ..................... Sydney H. Eiges
Television Editor ...................... Allan H. Kalmus
Eastern Sales Manager ................. Reynold R. Kraft
Business Manager ..................... John T. Williams
Effective Signal Radiated..............Approximately 335
Owned-Operated By ..........Philco Radio & Television Corp.
Business Address .................Tioga and C Sts.
Phone Number ......................Nebraska 5100
Transmitter & Antenna Location ......Wyndmoor, Pa.
Time on the Air: Monday, Wednesday & Friday evenings, 7:45-9:45; Experimental W3XE.
Monday through Friday afternoons, 1:30-2:30.

WRGB
SCHENECTADY, N. Y.

CHANNEL 3

Frequency .................66-72 mc.; Power: Visual, 40,000 Watts, Oral, 20,000 Watts
Effective Signal Radiated ........1810
Business Address .................60 Washington Ave.
Phone Number .......................4-2211
Transmitter & Antenna Location ......New Scotland, N. Y.
Time on the Air ......................Nine Hours Weekly

Personnel
Vice-President and Manager of Broadcasting ........... Robert S. Poare
Assistant Manager ........................ B. W. Rowan
Manager ..................................... G. E. Markham
Acting Supervisor of Production ...................... H. T. Rhodes
Chief Engineer ......................... B. H. Cruger

FACILITIES
Technical facilities of Station WRGB include a direct pickup studio for live talent productions, located at 60 Washington Ave., Schenectady. It is fitted with five camera channels. A film scanning room has two cameras and three motion picture projectors—two for 35 mm. and one for 16 mm. films. Film slide, lantern slide and projectors of small opaque pictures and objects are also available.

Signals from the WRGB transmitter, located in the Helderberg mountains, New Scotland, N. Y., near Schenectady, are received over a service area with a radius of approximately 50 miles, which includes the Troy-Albany-Schenectady area.

WRGB claims the first television relay station, picking up programs from NBC in New York City, 128 miles away, and relaying them to the Capitol district.
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Pending Applications for Commercial Television Broadcast Stations

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<th>City</th>
<th>Applicant</th>
<th>City</th>
<th>Applicant</th>
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<td>Akron, Ohio</td>
<td>United Broadcasting Co.</td>
<td>Cleveland</td>
<td>National Broadcasting Co., Inc.</td>
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<td>Cleveland</td>
<td>The WGAR Broadcasting Co.</td>
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<td>WJW, Inc.</td>
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<td>Maryland Broadcasting Co.</td>
<td>Columbus</td>
<td>Central Ohio Broadcasting Co.</td>
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<td>The Tower Realty Co.</td>
<td>Columbus</td>
<td>The Crosley Corp.</td>
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<td>Baltimore</td>
<td>E. Anthony &amp; Sons, Inc.</td>
<td>Columbus</td>
<td>Interstate Circuit, Inc.</td>
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<td>Boston</td>
<td>Filene's Television, Inc.</td>
<td>Dallas</td>
<td>The Crosley Corp.</td>
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<tr>
<td>Boston</td>
<td>The Yankee Network, Inc.</td>
<td>Detroit</td>
<td>International德拉 Corp.</td>
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<td>Boston</td>
<td>The Connecticut Television Co.</td>
<td>Detroit</td>
<td>The Jam Handy Organization, Inc.</td>
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<tr>
<td>Bridgeport</td>
<td>(6½ miles out)</td>
<td>Detroit</td>
<td>King Trendle Broadcasting Corp.</td>
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<td>Detroit</td>
<td>United Detroit Theatres Corp.</td>
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<td>Detroit</td>
<td>WJR, The Goodwill Station</td>
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<td>Detroit</td>
<td>J. E. Rodman</td>
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<td></td>
<td></td>
<td>Fresno, Calif.</td>
<td>Keystone Broadcasting Corp.</td>
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<td></td>
<td>Hartford</td>
<td>The Travelers Broadcasting Service Corp.</td>
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<td>Hartford</td>
<td>The Yankee Network, Inc.</td>
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<td>Indianapolis</td>
<td>The Wm. H. Block Co.</td>
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<td>Indianapolis</td>
<td>Capitol Broadcasting Corp.</td>
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1019
<table>
<thead>
<tr>
<th>City</th>
<th>Applicant</th>
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</thead>
<tbody>
<tr>
<td>Indianapolis</td>
<td>Indianapolis Broadcasting Inc.</td>
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<tr>
<td>Indianapolis</td>
<td>WFEM, Inc.</td>
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<tr>
<td>Jacksonville</td>
<td>Jacksonville Broadcasting Corp.</td>
</tr>
<tr>
<td>Florida</td>
<td>WJAC, Inc.</td>
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<tr>
<td>Johnstown, Pa.</td>
<td>The Kansas City Star Co.</td>
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<tr>
<td>Kansas City, Mo.</td>
<td>Lancaster Television Corp.</td>
</tr>
<tr>
<td>Lancaster</td>
<td>WAGL, Inc.</td>
</tr>
<tr>
<td>(3½ miles out)</td>
<td>American Broadcasting Co., Inc.</td>
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<td>Lancaster</td>
<td>Earle C. Anthony, Inc.</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Consolidated Broadcasting Corp., Ltd.</td>
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<tr>
<td>Los Angeles</td>
<td>Fox-West Coast Theatres</td>
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<tr>
<td>Los Angeles</td>
<td>Don Lee Broadcasting System</td>
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<tr>
<td>Los Angeles</td>
<td>Hughes Productions, Division of Hughes Tool Co.</td>
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<tr>
<td>Los Angeles</td>
<td>Metro-Goldwyn-Mayer Studios, Inc.</td>
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<td>Los Angeles</td>
<td>National Broadcasting Co., Inc.</td>
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<td>Los Angeles</td>
<td>Television Productions, Inc.</td>
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<td>Los Angeles</td>
<td>The Times-Mirror Co.</td>
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<td>Los Angeles</td>
<td>Warner Bros. Broadcasting Corp.</td>
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<tr>
<td>Louisville</td>
<td>WAVE, Inc.</td>
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<tr>
<td>Miami Beach</td>
<td>A. Frank Katzentine</td>
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<td>Milwaukee</td>
<td>Hearst Radio, Inc.</td>
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<tr>
<td>Milwaukee</td>
<td>The Journal Co.</td>
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<tr>
<td>Nashville</td>
<td>J. W. Birdwell Bremer Broadcasting Corp.</td>
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<tr>
<td>Newark</td>
<td>Loyola University</td>
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<tr>
<td>New Orleans</td>
<td>Maison Blanche Co.</td>
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<td>New Orleans</td>
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<tr>
<td>New York</td>
<td>Bamberger Broadcasting Service, Inc.</td>
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<tr>
<td>New York</td>
<td>Columbia Broadcasting System, Inc.</td>
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<td>New York</td>
<td>Debs Memorial Radio Fund, Inc.</td>
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<td>New York</td>
<td>Palmer K. &amp; Lois C. Leberman</td>
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<td>New York</td>
<td>Marcus Loew Booking Agency</td>
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<td>New York</td>
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<td>New York</td>
<td>National Broadcasting Co., Inc.</td>
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<td>New York</td>
<td>News Syndicate Co., Inc.</td>
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<td>New York</td>
<td>Philco Radio &amp; Television Corp.</td>
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<td>New York</td>
<td>Twentieth Century-Fox Film Corp.</td>
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<td>New York</td>
<td>WLIX, Inc.</td>
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<td>New York</td>
<td>WKY Radiophone Co.</td>
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<td>New York</td>
<td>Radio Station WOW, Inc.</td>
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<td>New York</td>
<td>World Publishing Co.</td>
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<td>New York</td>
<td>Bamberger Broadcasting Service, Inc.</td>
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<td>New York</td>
<td>Pennsylvania Broadcasting Co.</td>
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<tr>
<td>New York</td>
<td>The Philadelphia Inquirer, a Division of Triangle Publications, Inc.</td>
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<td>New York</td>
<td>Philco Radio &amp; Television Corp.</td>
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<td>New York</td>
<td>Seaboard Radio Broadcasting Corp.</td>
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<td>WCAU Broadcasting Co.</td>
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<td>New York</td>
<td>WDAS Broadcasting Station, Inc.</td>
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<td>New York</td>
<td>Westinghouse Radio Stations, Inc.</td>
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<td>New York</td>
<td>WFIL Broadcasting Co.</td>
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<td>New York</td>
<td>Scripps-Howard Radio, Inc.</td>
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<td>New York</td>
<td>WCAE, Inc.</td>
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<td>New York</td>
<td>Westinghouse Radio Stations, Inc.</td>
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<td>Oregonian Publishing Co.</td>
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<td>New York</td>
<td>E. Anthony &amp; Sons, Inc.</td>
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<td>New York</td>
<td>The Outlet Co.</td>
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<td>New York</td>
<td>The Yankee Network, Inc.</td>
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<td>New York</td>
<td>Havens &amp; Martin, Inc.</td>
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<tr>
<td>New York</td>
<td>The Broadcasting Corp. of America</td>
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</table>
tion is associated and the transmitter should be located so as to provide the maximum service to the city or metropolitan district served.

§3.605 Rural stations.—(a) Licensees of Metropolitan stations or applicants who desire to qualify as licensees of Rural stations must make a special showing to the Commission that they propose to serve an area more extensive than that served by a Metropolitan station and that the additional area proposed to be served is predominantly rural in character. In addition, a showing must be made that such use of the channel will not cause objectionable interference to other television stations or prevent the assignment of other television stations where there is reasonable evidence of the probability of such station being located in the future.

(b) Channels 2 through 13 are available for assignment to Rural stations. The service area of Rural stations will be determined by the Commission.

(c) The main studio of Rural stations shall be located within the 500 uv/m contour.

§3.606 Table Showing Allocation of Television Channels to Metropolitan Dis-

tricts in the United States.—(a) The Table below sets forth the channels which are available for the areas indicated. The table below will be revised from time to time depending upon the demand for television stations which may exist in the various cities. Where it is desired to use a different channel in any such area, or to use one of the channels in another area conflicting therewith, it must be shown that public interest, convenience, or necessity will be better served thereby than by the allocation set forth in the table.

(b) Only the first 140 metropolitan districts are listed in the table below. Stations in other metropolitan or city areas not listed in the table will not be assigned closer than 150 miles on the same channel or 75 miles on adjacent channels, except upon an adequate showing that public interest, convenience, or necessity would be better served thereby or that by using lower power or by other means equivalent protection is provided.

(c) Persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefor with the Commission pursuant to the provisions of Section 3.661(c).
RULES Governing Television Broadcast Stations as promulgated by the FCC, include Administrative Procedure and those relating to Licensing Policies. Both these are given below in full.

Subpart D. of the Commission's Rules, also include Designation of Television Channels, Community and Metropolitan Stations and Table Showing Allocation of Television Channels to Metropolitan Districts in the United States. These will be found in the preceding pages of Television Year Book.

Administrative Procedure

§ 3.611 Application for television stations.—Each applicant for a construction permit for a new television broadcast station, change in facilities of any existing television broadcast station, or television station license or modification of license shall file with the Commission in Washington, D. C., three copies of applications on the appropriate form designated by the Commission and a like number of exhibits and other papers incorporated therein and made a part thereof. Only the original copy need be sworn to. If the application is for a construction permit for a new television station, Form FCC No. 330 should be filed; for a television station license, Form FCC No. 331 should be filed; and for modification of a television station license or for change in facilities of an existing television station, Form FCC No. 333 should be filed.

§ 3.612 Full disclosures.—Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial, and other qualifications, and as to all matters and things required to be disclosed by the application forms.

§ 3.613 Installation or removal of apparatus.—Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least 60 days prior to the contemplated removal and/or installation.

§ 3.614 Period of construction.—Each construction permit will specify a maximum of 60 days from the date of granting thereof as the time within which construction of the station shall begin, and a maximum of six months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

§ 3.615 Forfeiture of construction permits: extension of time.—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) An application (Form FCC No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.
§ 3.616 Equipment tests and proof of performance.—(a) Upon completion of construction of a television station in exact accordance with the terms of the construction permit, the technical provisions of the application therefor and the rules and regulations and standards of good engineering practice governing television stations and prior to filing of application for license, the permittee is authorized to test the equipment for a period not to exceed 90 days: Provided, that the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of tests.

(b) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity.

(c) Within the 90-day period prescribed by this section for equipment tests, field intensity measurements in accordance with the methods prescribed in the Standards of Good Engineering Practice Concerning Television Broadcast Stations shall be submitted to the Commission. The Commission may grant extensions of time upon showing of reasonable need therefor.

§ 3.617 Program tests.—(a) When construction and equipment tests are completed in exact accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations and standards of good engineering practice governing television stations, and after an application for station license has been filed with the Commission showing the equipment to be in satisfactory operating condition, the permittee is authorized to conduct program tests in exact accordance with the terms of the construction permit for a period not to exceed 30 days: Provided, That the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of such tests.

(b) The Commission reserves the right to cancel such tests or suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity by notifying the permittee.

(c) The authorization for tests embodied in this section or Section 3.616 shall not be construed as constituting a license to operate but as a necessary part of the construction.

§ 3.618 Normal license period.—All television broadcast station licenses will be issued so as to expire at the hour of 3 a.m. E.S.T. ad will be issued for a normal license period of 1 year.

§ 3.619 License, simultaneous modification and renewal.—When an application is granted by the Commission necessitating the issuance of a modified license less than 60 days prior to the expiration date of the license sought to be modified, and an application for renewal of said license is granted subsequent or prior thereto (but within 30 days of expiration of the present license) the modified license as well as the renewal license shall be issued to conform to the combined action of the Commission.

§ 3.620 Renewal of license.—(a) Unless otherwise directed by the Commission, each application for renewal of a television station license shall be filed at least 60 days prior to the expiration date of the license sought to be renewed (Form FCC No. 311). No application for renewal of license of a television broadcast station will be considered unless there is on file with the Commission, the information currently required by Sections 1.301-1.304, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of a television station license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

§ 3.621 Temporary extension of station licenses.—Where there is pending before the Commission any application, investigation, or proceeding which, after hearing, might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing television license, the Commission may, in its discretion, grant a temporary extension of such license: Provided, however, That no such temporary extension shall be con-
strued as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license: And provided further, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

§ 3.622 Repetitious applications.—(a) Where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new television broadcast station, or for change of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission’s order.

(b) Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

§ 3.623 Assignment or transfer of control.—(a) Voluntary: Application for consent to voluntary assignment of a television station construction permit or license or for consent to voluntary transfer of control of a corporation holding a television station construction permit or license shall be filed with the Commission on Form FCC No. 314 (assignment of license) or Form FCC No. 315 (transfer of control) at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(b) Involuntary: In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

1. the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

2. within thirty days after the occurrence of such death or legal disability, application on Form FCC No. 314 or 315 shall be filed for consent to involuntary assignment of such television station permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.

**Licensing Policies**

§ 3.631 Exclusive affiliation of station.—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

§ 3.632 Territorial exclusivity.—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network’s programs not taken by the former station, or which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization.

§ 3.633 Term of affiliation.—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: Provided, that a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

§ 3.634 Option time.—No license shall be granted to a television broadcast station which options for network programs any time subject to call on less than 56 days’ notice, or more time than a total of three hours within each of four segments of the broadcast day...
§ 3.635 Right to reject programs.—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

1As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

2All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Schedules from daylight saving time to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

3These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

§ 3.636 Network ownership of stations.—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control1 of a network organization, for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

§ 3.637 Dual network operation.—No license shall be issued to a television broadcast station affiliated with a network organization which maintains more than one network of television broadcast stations: Provided, that this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§ 3.638 Control by networks of station rates.—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

§ 3.639 Use of common antenna site.—No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (1) which is not available for use by other television licensees; and (2) no other comparable site is available in the area; and (3) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

§ 3.640 Multiple ownership.—(a) No person (including all persons under common control)2 shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same service area as another television broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1 that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; provided, however, that the Commission will consider the ownership, operation, or control of more than five television broadcast stations to constitute the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

1The word “control” as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

2The word “control” as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.
# Commercial Television Programs—1945

Following is a list of commercial television programs on leading stations during the year ending Dec. 31, 1945. Listing is alphabetically by program title, and giving the sponsor, product, type of program, station and advertising agency handling the account. Abbreviations: L, Live Talent; F, Film.

<table>
<thead>
<tr>
<th>Title</th>
<th>Sponsor-Product</th>
<th>Type</th>
<th>Station</th>
<th>Advertising Agency</th>
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</thead>
<tbody>
<tr>
<td>Adam Hat Sport Parade</td>
<td>Adam Hats</td>
<td>Sports (L-F)</td>
<td>WABD</td>
<td>Buchanan &amp; Co.</td>
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<tr>
<td>Alden's Fashions</td>
<td>Alden Chicago Mail Order House</td>
<td>Fashion (L)</td>
<td>WABD</td>
<td>Buchanan &amp; Co.</td>
</tr>
<tr>
<td>Airomagic Fashions</td>
<td>Airomagic Shoe Co.</td>
<td>Fashion (L)</td>
<td>WABD</td>
<td>Norman D. Waters &amp; Associates</td>
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<tr>
<td>American Television Society Shows</td>
<td>American Television Society</td>
<td>Variety, Drama, Musical (L)</td>
<td>WABD</td>
<td>ATS Laboratories</td>
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<tr>
<td>At Ease</td>
<td>Ben Pulitzer Fashions</td>
<td>Fashion (L)</td>
<td>WABD</td>
<td>L. S. Gamble Productions</td>
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<tr>
<td>Football Games</td>
<td>Atlantic Refining Co.</td>
<td>Football</td>
<td>WPTZ, WNBT and WRGB</td>
<td>N. W. Ayer &amp; Son</td>
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<tr>
<td>Aunt Jenny Stories</td>
<td>Lever Brothers</td>
<td>Drama (L)</td>
<td>WCBW</td>
<td>Ruthrauff &amp; Ryan</td>
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<td>Author Author</td>
<td>Allen B. DuMont Labs., Inc.</td>
<td>Educational (L)</td>
<td>WABD</td>
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<td>Backstage at Gimbels</td>
<td>Gimbel Bros. (Phila.)</td>
<td>Dramatic</td>
<td>WRGB</td>
<td>Direct</td>
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<tr>
<td>Benrus Time</td>
<td>Benrus Watch Co.</td>
<td>Time Signals (L)</td>
<td>WCBW</td>
<td>Young &amp; Rubicam</td>
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<td>Big Sister</td>
<td>Lever Brothers</td>
<td>Drama (L)</td>
<td>WCBW</td>
<td>Ruthrauff &amp; Ryan</td>
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<td>Boys from Boise, The</td>
<td>Esquire, Inc.</td>
<td>Musical, Variety (L)</td>
<td>WABD</td>
<td>Charles Storm Agency</td>
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<td>Botany Cartoons</td>
<td>Botany Woolen Mills</td>
<td>Movie Cartoons (F)</td>
<td>WABD</td>
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<tr>
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<td>Swift &amp; Co.</td>
<td>Variety (L)</td>
<td>WABD</td>
<td>American Broadcasting Company</td>
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<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>TYPE</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
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<tr>
<td>Fair Fashions, The</td>
<td>The Fair Store</td>
<td>Fashion (L)</td>
<td>WBKB</td>
<td>The Fair Store</td>
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<tr>
<td>Fashions Coming and</td>
<td>Cluett, Peabody &amp; Co. Sanforized Fabrics</td>
<td>Fashion (L)</td>
<td>WABD</td>
<td>Young &amp; Rubicam</td>
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<tr>
<td>Marschall Field Fashions Food</td>
<td>Can Mfgrs. Institute and Quartermaster Corps. Canned</td>
<td>Dramatic</td>
<td>WRGB</td>
<td>Direct</td>
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<td>in Armor</td>
<td>Foods</td>
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<td>Four Hundred Years in Four</td>
<td>General Mills Co.</td>
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<td>WCBW</td>
<td>Glorianne Lehr</td>
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<td>Minutes</td>
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<td>If Men Played Cards</td>
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<td>I. J. Fox Co.</td>
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<td>Allen B. DuMont Labs., Inc.</td>
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<td>WABD</td>
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<th>Variety (L)</th>
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<td>Letter to Your Serviceman</td>
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<td>Lily Dache Fashions</td>
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<td>Looking Thru' Gimbel's Window</td>
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<td>Lovely Lady</td>
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<td>Gimbel Brothers</td>
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<td>Men's Suits</td>
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<tr>
<th><strong>M</strong></th>
<th>Street &amp; Smith, Inc.</th>
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<td>Magazine of the Air</td>
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<td>Magic Carpet, The</td>
<td>Alexander Smith Carpet Co.</td>
<td>Travel (L-F)</td>
<td>WABD</td>
<td>Anderson, Davis &amp; Platte</td>
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<td>Alex. Smith Carpet Co.</td>
<td>Dramatic</td>
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<td>Magic from Aladdin's Lamp</td>
<td>Schwartz Television &amp; Radio Repair Corp.</td>
<td>Variety (L)</td>
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<td>Miles News</td>
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<td>News (L)</td>
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<td>American Broadcasting Co.</td>
<td>Variety (L)</td>
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<td>Hunt Club Dog Food</td>
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<td>Park &amp; Tilford</td>
<td>Park &amp; Tilford Co.</td>
<td>Variety (L)</td>
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<td>Variety Show</td>
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<td>Patterns for a Dream</td>
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<td>Peanut Is a Serious Guy, The</td>
<td>National Peanut Council</td>
<td>Puppets (L)</td>
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<td>Pleasure Time</td>
<td>Liggett &amp; Meyers</td>
<td>Variety (L)</td>
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<td>Private Johnson's Christmas</td>
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<td>Rival Dog Show</td>
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<tr>
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<td>WABD</td>
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| Socony-Vacuum Show | Socony-Vacuum Oil Co.  
| Spanish Dance | Duff-Gordon Wine Co.  
| Stardust Fashions | Stardust Garment Co.  
| Stories from Colliers | Winthrop Shoe Co.  
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| Variety (L) | WABD  
| Variety (L) | WABD  
| Fashion (L) | WABD  
| Drama (L) | WABD  
| Geyer, Cornell & Newell  
| Compton Advertising Agency  
| DuMont  
| Norman D. Waters & Associates  
| Westheimer & Co.  
| Telequizicalls | Edison Co.  
| Tele-Shopping With Martha Manning | R. H. Macy Co.  
| Television Quarterback | U. S. Rubber Co.  
| Televisual Specialties | Casual Clothes  
| Thanks for Looking | Allen B. DuMont Labs., Inc.  
| The Care and Feeding of Whiskers | Pal Blade Co.  
| The Queen Was in the Kitchen | American Central Mfg. Co.  
| The Vanishing Princess | Loft Candy Co.  
| Triangle Variety Show | Triangle Publications  
| Thrills & Chills | Allen B. DuMont Labs., Inc.  
| Voice of Firestone | Firestone Tire & Rubber Co.  
| Televes (F) | WNBT  
| WNBT  
| Sweeney & James Co.  
| Edison Advertising Department  
| RKO Television Corp.  
| Charles M. Storm Agency  
| Al Paul Lefton Co.  
| Bruno, N. Y.  
| Al Paul Lefton Co.  
| Charles Storm Agency  
| Buchanan & Co.  
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<th>TITLE</th>
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<td>Waltham Time</td>
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<td>N. W. Ayer &amp; Son, Inc.</td>
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<td>Lever Brothers Rinse—Spry—Lifebuoy</td>
<td>Drama, Variety, News (L)</td>
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<td>Wide Horizons</td>
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<td>Variety (L)</td>
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<td>Wings of Democracy</td>
<td>Pan-American World Airways</td>
<td>Travel (F)</td>
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<td>WNEW Programs</td>
<td>Radio Station WNEW Institutional</td>
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<tr>
<td>Woman of Tomorrow</td>
<td>American Broadcasting Co. Institutional—Tangee Cosmetics</td>
<td>Variety (F)</td>
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<td>World in Your Home, The</td>
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<td>WNBT</td>
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<tr>
<td>WOR Presents</td>
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<th>TITLE</th>
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<td>You Give What You Got</td>
<td>General Foods Post-Ten Cereal</td>
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<td>Educational (L)</td>
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</table>

Television and radio production, as well as the advertising agencies handling such accounts are closely integrated. Complete listing of Advertising Agencies and their radio-television accounts will be found on pages 100-7. For list of radio-television producers, please see page 665.
FOR BETTER BROADCASTING

AM or FM

More and more broadcasters are turning to Western Electric for better broadcasting equipment. From microphones through amplifiers and transmitters to antenna coupling units—AM or FM—Western Electric has a complete line of products to serve the broadcasting industry.

AM TRANSMITTERS—A complete line from 250 watts to 50 KW for all AM broadcasting needs.

FM TRANSMITTERS—A complete line of FM transmitters to meet the most exacting standards.

COMPONENTS—Many miscellaneous elements such as plugs, jacks, condensers, thermistors, relays and vacuum tubes to help you "roll your own."

AMPLIFIERS—For pre-mixing, line, program and monitoring. A complete line to fulfill every requirement.

ANTENNA EQUIPMENT—Including phasing, coupling, and monitoring equipment.

MICROPHONES—that will continue to set the standard for better broadcasting.

For deliveries, check your nearest Graybar house. Many items are carried in stock.

Western Electric
EQUIPMENT

The Technical Side

Equipping For Television

New Tubes And Circuits

Expanded Facilities

RMA In Peacetime Role

Radio Manufacturers Association

Chief Engineers Of Stations
In United States And Canada

Consulting Engineers

Radio Equipment Manufacturers
...in four New York recording studios that are typical of hundreds of Presto equipped studios throughout the country. Often recording 24 hours daily, their engineers appreciate the consistently reliable performance of Presto recorders and discs.

Now in full production, Presto is ready to supply equipment for your studio!

Presto Recording Corporation
242 West 55th Street, New York 19, N. Y.
WALTER P. DOWNS, Ltd., in Canada

World's largest manufacturer
of instantaneous sound recording equipment and discs
Proper Equipment For Television

By P. G. CALDWELL, Television Equipment Sales Manager, GE

At the outset, may I remind the reader, that proper master control equipment is necessary in planning for the development of your television station. This article briefly explains why the initial purchase of flexible equipment is necessary for orderly expansion from a small community television station to the larger metropolitan type as this new medium grows.

A study of the probable growth of commercial television, with full regard for the economic problems involved, indicates that a new television broadcaster will be interested primarily in purchasing equipment initially which will allow for easy future expansion. Only a few of the over 400 possible licensees in this country will be able to justify elaborate facilities at the start.

Basic Equipment

It is of interest, therefore, to examine the basic equipment needed for a television station and see how flexibility may be built in and future expansion made easy.

A small community station undoubtedly will derive most of its programming from motion picture film (16 mm), outside pickup of special events, and perhaps a very limited studio operation capable of handling news reports and commercials. These announcements can be made with a permanently installed camera channel or by studio operation of the outside pickup cameras. Later, when network program service will be available, this will obviously be an immediate and rich source of new programs.

To carry out a program service such as described in the preceding paragraph, a small station will obviously require a visual and aural transmitter, an antenna system, an outside pickup unit, and film projector equipment. It will also need a flexible master control system capable of monitoring and switching. Monitoring must be available to at least watch the outgoing program and the program coming next. General Electric has designed a master control desk which basically provides facilities for switching and monitoring (a) outside pickups, (b) networks, and (c) programs from as many as six studios. (Film would be fed through one of the studio channels.) This master control desk incorporates a distribution console to provide switching of the above program sources, and also two monitor consoles allowing the basic monitoring described above. Extra monitor consoles may be added as desired. All of these monitors will handle composite television signals.

Other Facilities

In addition to the facilities necessary for monitoring and switching the picture, the master control desk has provision for switching the audio portion of the program simultaneously with the picture. This feature simplifies the operator's job and minimizes errors in handling the program. Conveniently located on the distribution console is a talk-back microphone for calling any desired portion of the station as well as a telephone handset for private conversations.

As previously mentioned, the master control desk provides for expansion to handle the output from as many as six studios. In this expansion process each studio should have its own control room with camera monitors and program console* so that it may operate as an individual program unit, independent of any other studio in the building. The program from each studio may then be fed to the master control desk where the final output of the station is determined.

Adding Studios

A television broadcaster who has purchased this flexible type of master control equipment for a community type station is automatically in a position to add one or more studios, or extra outside pickup circuits without additional expenditure for master control equipment. When the decision has been made to add one or two fully-equipped studios to the small station, thus bringing it to the status of a metropolitan station, careful study should be given to the equipment

(Continued on Page 1050)
Fulfilling the Tradition of Collins Quality Leadership

The 21A is a thoroughly developed 5 kw AM broadcast transmitter, and an excellent example of characteristically superior Collins engineering and construction.

Based on sound, well-proved principles of design, the 21A has been completely modernized within recent months. New components of improved design, with longer life and higher safety factors than were previously available, assure reliable continuous operation.

The response curve is flat, within $\pm \frac{1}{2}$ db. from 30 to 10,000 cycles. Reduced power to 1 kw is obtained by instantaneous lowering of plate voltages, permitting uninterrupted program transmission.

We will be glad to send you detailed information regarding the 21A, other Collins transmitters, the 12Y remote amplifier, the 12Z four channel remote amplifier and Collins high quality studio equipment. Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y.

FOR BROADCASTING QUALITY, IT'S...
Collins equipment is sold in Canada by Collins-Fisher, Ltd., Montreal.
New Tubes-Circuits
FM-AM '46 Feature

By MEADE BRUNET and J. B. ELLIOTT, RCA Victor Division

Broadcast equipment of new and improved commercial design for both standard broadcast and frequency modulation radio stations has been placed in production by the Engineering Products Division of the Radio Corporation of America and initial units are scheduled to come off production lines during the first part of 1946.

Limited quantities of new RCA Victor table model radios and Victrola radio-phonographs, and a pocket-size Personal Radio, have already been shipped from the company's plants to its distributors throughout the country, and production is being increased as rapidly as possible.

RCA Victor will supply, as it did before the war, all of the equipment needed for radio broadcasting stations, from microphone to antenna.

Initial units of FM equipment, to be available in the spring, will include transmitters with output power ratings of 250 watts, 1 kilowatt, and 3 kilowatts, while 10-kilowatt and 50-kilowatt FM transmitters are scheduled to be ready for delivery later.

Standard broadcast (AM) transmitters, the first of which are also due to leave production lines during the first quarter, will include units with output power ratings of 250 watts, 1 kilowatt, 5 kilowatts, 10 kilowatts, and 50 kilowatts.

Among numerous design and circuit improvements in the company's initial postwar line of broadcast equipment, an outstanding feature is a new grounded-grid amplifier circuit which is being incorporated in all FM transmitters. This circuit provides a marked improvement in amplifier stability at the high frequencies used for FM broadcasting. It also permits the use of smaller tubes than those required in pre-war FM transmitters, making possible a reduction in operating costs.

Increased transmitter efficiency and reduced operating costs have also been achieved in the new AM transmitters through the use of new type tubes which were not available before the war. To meet special demands of the armed services, RCA designed and built 200 entirely new types of electron tubes, many of which will have applications in new radio transmitters, control and monitoring units, and receivers.

The market which is waiting represents the pent-up demand accumulated during four years of war work. There are now before the Federal Communications Commission a total of more than a thousand applications for new frequency allocations for radio broadcast purposes alone, exclusive of television—about 675 for FM stations and 425 for AM.

A design and engineering achievement featured in RCA Victor promotion of all of its postwar home instruments is the "Golden Throat," signifying exact coordination of the three basic elements essential to convert inaudible radio waves into audible sound waves—the electronic amplifier system, the loudspeaker, and acoustical qualities of the cabinet. The perfect matching of these requisites for life-like, balanced reproduction is declared to be the result of 26 years of RCA engineering research, blended with Victor's 47-year musical heritage.

Production is continuing on receivers and combination instruments at a pace limited only by the supply of materials.

RCA Victor will also offer a comprehensive line of FM radio receivers, including both table models and consoles, all featuring a new "ratio detector" circuit which is insensitive to electrical interference of all kinds, whether man-made by ignition systems, oil burners, or domestic appliances, or natural, such as atmospheric static. These receivers will also be equipped for standard broadcast reception.

Not only is the new circuit free of a critical threshold signal level, operating effectively regardless of the strength of the received signal, but its use eliminates the need for special tubes and parts formerly required.
SPEECH
INPUT EQUIPMENT
Worthy of an Engineer's Careful Consideration

Every unit of Langevin speech input equipment is held to a rigid standard of performance. These units may be cascaded in accordance with good engineering practices and still be well within the allowable limits of FM requirements as to frequency response, noise and distortion products.

All Langevin speech input equipment units are mounted on standard 5½" x 10½" chassis. Three of these units can be mounted on a Langevin 3-A Mounting Frame, which occupies 10½" of space on any standard rack. Wall mounting steel cabinets for housing these units are also available.

We are proud of the products which bear the name Langevin. It will only appear on good apparatus.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK
37 W. 65 St., 23
SAN FRANCISCO
1050 Howard St., 3
LOS ANGELES
1000 N. Seward St., 38
As this is written, radio broadcasting and communication facilities are about to experience the greatest expansion in their history.

New frequency channels have been opened for use by FM and Television Stations. Additional stations are being licensed in the standard broadcasting band, radio relay links spanning the country are about to replace or augment our wire communication system. International short-wave broadcasting facilities, built for war-time services, are making American entertainment available throughout the world.

Walky-talkies will shortly be in private use as well as radio communication equipment for private automobiles, planes and boats. Pocket radios no larger than your hand are in production.

Most important from an economic standpoint will be the expansion of our broadcasting facilities. It has been estimated that over 2,000 FM broadcasting stations and 250 television stations, will be placed in operation during the next three years. Assuming that a total of 2,500 stations, standard, FM and television are erected, we can produce some interesting figures on equipment and services that will be required in addition to the broadcasting equipment itself. For example, the erection of each of these stations will call for the erection and/or alteration of 3000 to 3500 buildings, the fabrication and erection of 2,500 steel towers, legal and engineering services, pianos, furniture, office equipment, telephone, electric power, water services and employment of possibly 30,000 additional technical, program, sales and administrative personnel.

According to recent figures, the cost of placing a local standard (250 watt) broadcasting station on the air with all equipment ready for business with reasonable allowance for working capital to start operation, will be between 25 and 30 thousand dollars. The cost of a community FM station ready for business will be between 35 and 50 thousand dollars, the metropolitan FM station 100 thousand dollars, the community television station assuming that their operation will include mainly the broadcasting of motion picture entertainment and the relaying of programs from nearby metropolitan television stations 200 to 250 thousand dollars, metropolitan television stations, other than those in the major talent centers, 500 thousand dollars.

Taking average figures for existing stations as compiled by the FCC the annual revenue of a local standard broadcasting station will be between 55 and 60 thousand dollars and the profit on operations about 8.5 per cent. In the case of the community FM station, the revenue, after it becomes established, may approach the same figure, but such earnings will have to await the general distribution and use of high frequency FM receivers in their locality. Local FM broadcasting service is the key to home receiver sales and conversely receiver sales are essential to the profitable operation of an FM station.

The community television station operating mainly to rebroadcast programs from other stations along with motion pictures, will operate at an expense of around 120 thousand dollars annually, and the operating revenue at such time as a sufficient number of receivers are in use to provide a commercial advertising medium, might approach 160 thousand dollars a year.

The figures for revenue and operating expense for a metropolitan television station may vary over an extremely wide range, depending upon the availability of a network connection and the working capital available for production of live talent programs during the period in which television receivers are coming into use. It has been variously estimated that the minimum cost would be 350 thousand dollars annually and that if an ambitious program schedule were undertaken including live studio programs and pickup of outside events, this cost might increase to over 750 thousand dollars annually. The revenue will be proportional to the program service rendered.
RMA Converting To Peacetime Role

By BOND GEDDES, Executive Vice-President, RMA

The Radio Manufacturers Association represents all phases of the radio manufacturing industry. It includes in its membership—now at a record peak of more than 300—most set manufacturers and a large representation of the component producers: radio parts, tube, transmitter, and amplifier and sound equipment manufacturers.

Having achieved a remarkable wartime production, during which the productive capacity of the industry was multiplied about 1200 per cent, the radio industry is resuming its peacetime job with bright prospects despite current handicaps which have retarded reconversion several months.

To better serve the industry, RMA is reviving many of its pre-war services and establishing new aids necessitated by post-war conditions. Among the pre-war services being resumed on a more extensive scale are industry statistics on both end equipment and components.

One of the principal new services is an industrial relations program to provide a variety of information to RMA members on wages, hours, labor practices, collective bargaining technique, and the like.

Besides the long-established engineering standards service carried on by the RMA Engineering Department, RMA has recently inaugurated a uniform system for identifying the source and the date of production of radio products.

Civilian radio production in 1945 was disappointingly small. Only about 300,000 radio sets were manufactured between V-J Day and the end of the year despite an optimistic forecast of the War Production Board that the industry's capacity would permit a production of 3,500,000 sets during that period. Pricing difficulties, particularly in the radio parts field, plus some material shortages and labor readjustments, were chiefly responsible for this failure of the industry to get going as quickly as had been hoped.

Indicative of the determination of many of the war-born radio manufac-

RMA is ever alert to the interests of the radio industry as recently when certain government agencies threatened to discard manufacturer-agent contracts for the disposal of radio and electronic war material Surpluses.
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VISITORS at the Winter Technical Meeting of the Institute of Radio Engineers held at the Hotel Astor in New York City last January saw an imposing display of radio telecommunications equipment in the spot-lit stage exhibit of Press Wireless. They saw a radio teleprinter circuit in actual simultaneous operation with voice broadcast on a single radio-frequency carrier; facsimile equipment transmitting and recording together with line and compressor amplifiers, dual-diversity radio receivers, a newly developed frequency shift keyer and monitor, single receivers, tone keyers, electronic rectifier-drivers, VT keyers and many other high-grade radio communications apparatus constituting nearly a score of equipment engineered and manufactured by Press Wireless Manufacturing Corporation. This represented a few of the important items developed by this aggressive young company and brought to their present state of perfection over a scant sixteen years. Huge fifty-kilowatt, ten-ton PW radio transmitters and their smaller twenty-kilowatt companions were not shown nor were many other units including the five, two-and-a-half kilowatt or the famous four-hundred watt transmitters. But this display marked a significant page in the history of PW.

During and immediately following World War I, the strange hold of an international cartel on cable services bottle-necked press traffic to paralyzing proportions. Enjoying a higher tariff rate commercial messages moved with top priority while the world waited anxiously for news dispatches that piled high in cable traffic offices for days of delay and often were never transmitted at all. To break this hold on the transmission of international news a small group of energetic United States publishers made an experiment. They tried trans-Atlantic radio! Their humble but diligent efforts met instantly with a great promise of success. Seven of these publishers and four world-wide news services formed and incorporated Press Wireless in 1929. The following year this new enterprise was under way with an intercept service between Halifax, Nova Scotia, and New York City. This was soon followed by the installation of New York to Chicago and Los Angeles circuits, then a service to Mexico City and Paris. Growth of this service has been rapid and continuous until today Press Wireless operates 27 major press circuits reaching more than 90 per cent of the civilized world. In sixteen years PW has advanced from a humble experiment to a significant global telecommunications operation. Last year alone PW handled over 154-million words of news dispatches together with an amazing volume of radio-photos besides thousands of hours of program transmission service for the broadcasting networks.

To accomplish and maintain these world-wide circuits required the design and development of new equipment and methods. Press Wireless has pioneered in the development of entire systems for 24-hour-a-day 365-days-a-year telecommunications circuits over long and short haul distances around the globe and during World War II initiated a manufacturing operation to supply our Armed Forces with high quality dependable radio equipment.

Landed on the Normandy beach in France D-Day-plus-4 a PW crew unloaded and installed directly behind the front lines a Press Wireless 400-watt transmitter which was destined to make international communications history. This transmitter and another “400” mounted on army trucks followed the allied armies through France, Belgium, Holland and to Germany transmitting directly to the United States war correspondents’ dispatches from directly behind the lines. Another famous “Fighting 400” was installed on Leyte immediately after the beginning of the Philippine invasion and again carried to the world “news in the making.”

Among the outstanding achievements of PW engineers has been the successful
and practical development of Radio Frequency Carrier Shift or "Frequency Shift" transmission which presages a tremendous advancement in the science of radio communications. The advantages of this new FS system of transmission is evidenced in the rapidly increasing number of installations throughout the world.

On December 1, 1945, the Manufacturing Division of Press Wireless, Inc., was re-formed and re-organized into a separate operation set up as Press Wireless Manufacturing Corporation with Executive and Sales Offices in the Times Square Building, New York City. Manufacturing facilities have been considerably expanded at Hicksville, Long Island, providing for mass production of communications equipment from small line-operating units up to huge 50,000 watt radio transmitters.

A new modern engineering laboratory containing approximately 18,000 square feet, located in Long Island City, houses the PW engineering staff which is designing and developing diversity remote-controlled radio receivers, FS keyers, FS converters, precision tunable h-f oscillators, monitors, electronic drivers, facsimile and photo transmission units, high and medium powered radio transmitters and scores of other telecommunications apparatus all of modern design and founded solidly on years of significant radio communications engineering experience and know-how in meeting the toughest specifications anywhere—those of the press of the United States.

Tomorrow Press Wireless, Inc., will transmit and receive many thousands of words of press traffic across the oceans and continents of the world, and tomorrow Press Wireless Manufacturing Corporation, with its newly expanded facilities for engineering and manufacturing, will build radio communications equipment for entire network systems for commercial airlines and foreign governments on every continent.

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TELE EQUIPMENT... (Continued from Page 1037)

purchased for this purpose, and to its location in the broadcast plant.

A television station with even a single studio requires a considerable number of equipment racks—some for sound and some for picture equipment. (There is one rack, for example, for each studio camera.) Experience at General Electric's television station WRGB has shown that these racks should be located in an equipment room separate from any studio. This room would also include the studio-to-transmitter link equipment plus any other required terminal apparatus. In some cases the equipment room might also house the master control desk.

Additional Space

There are several advantages in having a separate room for the bulk of the apparatus needed in the studio building. For one thing, maintenance can be carried on without interfering with any of the program personnel. Also, the heat generated by the large number of tubes in the various chassis is kept away from performers, producers, and technical operators.

Use of a separate equipment room allows each studio to be a self-contained unit with only the cameras, microphones, accessories and other necessary control room equipment. The program and technical personnel of a particular studio may thus operate independently of any other studio or of the master control room. This makes for smooth programming as a given studio becomes simply an additional program source added to the station's facilities.

Undoubtedly each television station will have problems and possibilities peculiar to its own service area.

To meet these demands, and to allow for future expansion, the G.E. television equipment has been designed with an inherent flexibility that assures an orderly growth from a small community station to one of the larger metropolitan types.

* See "Versatile Multichannel Television Control Equipment" by Norgaard and Jones, May, 1941. Proceedings of I.R.E.
Chief Engineers

Of Stations in United States and Canada
As of March 1, 1946

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Anniston, WHMA.............James Hudson
Bessemer, WJLD...............Rufus Jones
Birmingham, WSGN.........Gordon Bishop
WBRC.....................Jerry Hayman
WAPI........................Norman S. Hurley
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Gadsden, WHBY..............William Pigg
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WJAX.....................John T. Hopkins III
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Orlando, WDBQ............James E. Yarbrough
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Bloomington, WJBC....Ted Bally
Charleston, WCBD......Jerry Bernstein
WMNI....................A. P. Frye
WENR....................E. C. Horstman
WMAC..................Howard C. Luttgens
WGN....................Carl Meyers
WJJD....................Walter Meyers
WLS.....................Thomas L. Rowe
WCFL....................Richard Pappin
WAFT....................Ellery Plotts
Quincy, WATD............Urln Whitman
Rockford, WROK.........Maurice Nelson
WROK..................W. A. Smith
Tuscola, WZDZ............T. A. Gies
Urbana, WLL............James Ebel

Indiana

Elkhart, WTRC..........Lester Zellmer
Fort Wayne, WOWO......Bruce Raits
Hammond, WJOB........Stanley Strusburg
Indianapolis, WISH....Stokes Gresham, Jr.
Lafayette, WASK........Harry C. Garba
Muncie, WBLO...........Maury Crain
Richmond, WKBV........Louis Duning

Iowa

Clinton, KROS............Gilbert Andrew
Davenport, WOC..........Paul Arvildson
Des Moines, WHO........Paul A. Lorentzen
EKTN....................Charles Quinter
Dubuque, KTDH...........Charles C. Schulte
WREB....................Len T. Carlson
Fort Dodge, KVFD.......David G. Sinclair
Shenandoah, KFNF.....Robert N. Baglin
Sioux City, KSCJ.......Stephen S. Dier
KTRE...................Will Easterly
Waterloo, KXEL........Don Kassner

Kansas

Atchison, KVAK...........Thomas Vance
 Coffeyville, KGGF.......J. Sarto Jammet
 Emporia, KTSU.........J. Carl Molleder
 Garden City, KUIL......Robert W. Snyder
 Great Bend, KVGB.......Leo Legler
 Pittsburg, KOAM.......Leo Stafford
Salina, KSAL............N. E. Vance Jr.
Topeka, WIBW...........K. G. Marquardt
Wichita, KFH...........Amos Dadisman
KANS...................Ted Heithecker
KFBI....................K. W. Pyle

Kentucky

Ashland, WCLM...........Clarence Weaver
Bowling Green, WLBL......Joe Pentecost
Henderson, WSON........B. A. Smith
Lexington, WLAB........Sanford Helt
Louisville, WORC........Perry W. Esten
WAVE...................Wilibur Hudson
WINN....................E. G. Renn
WHAS....................Orvin W. Towner
Owensboro, WOMI.......Leslie Goodaker
Paducah, WPAD.........U. C. Morris

Louisiana

Alexandria, KALB.......Josse Sexton
Baton Rouge, WJOH......Donald K. Allan
Lake Charles, WCHS....Carl G. Moses
Monroe, KNOE...........Edward B. Goodwin
KMBL..................O. L. Morgan
New Orleans, WWL......J. D. Bloom Jr.
WNOE...................Aj C. Bourgeois
WDSU...................Charles Whitney
Shreveport, KGKH......W. E. Antony
KTBS....................C. H. Maddox

Maine

Augusta, WRDO...........Harold Dinmore
Bangor, WABJ...........Walter Dickson
WLBZ.................John Wibby
Lowiston, WCOU........John T. Duty
Portland, WCHS.......Fred G. Crandon
WGAN.....................Roger W. Hodkins
Presque Isle, WAGM.....Lester E. Hughes

Maryland

Baltimore, WTHH.......James S. Duff
WORM...................Porter G. Houston
WCAO....................T. S. Robertson
WBAL...........Richardson S. Duncan
Cumberland, WTBO....David W. Jeffries
Frederick, WFMD.......Julius Thiel
Hagerstown, WJBJ....George McIntyre

Massachusetts

Boston, WCOG...........Roland C. Hale
WMEX...................Alfred J. Pote
WNAI..............Irving B. Robinson
WEBI.................W. J. Stiles
Fall River, WSNR......John F. Van
Fitchburg, WFLM......Ted Kain
Greenfield, WHAI.....Leland F. Wheeler
Holyoke, WHYN........Thomas R. Humphrey
Lawrence, WLAB........George A. Hinckley
Lowell, WLLH........Ralph Newton
New Bedford, WNBH....Everett Parker
Pittsfield, WBRK.......Leonard Lavendol
Salem, WFSX........Richard I. Hammond
Springfield, WMAS....Earle G. Hewinson
WSPR...................Lawrence A. Reilly
Worcester, WTAG......Elliott A. Browning
WAAB...................Joseph Grann

Michigan

Calumet, WHDF.........George L. Burgan
Detroit, WJLB........Edward H. Clark
ChieF Engineers

Durham, WDNC ................. Walter S. Hill
Elizabeth City, WCNC ......... Ross C. Askew
Greenville, WNC ............. M. Chamberlin
Goldsboro, WGBR ......... Daniel B. Trueblood
Greensboro, WBIG .............. Earl Allison
WBGB ............................ James Stewart
Greenvil-le, WNC ............ James H. mayo
Henderson, WHNC ... Lewis Hiland
Hickory, WHKY .............. Edmund S. Long
High Point, WMPR .......... R. P. Boyd
Jacksonville, WNC ......... M. Chamberlin
Kinston, WFTC .............. Herman Civilla
New Bern, WHIT ............. David E. Hardison
Raleigh, WPTF ............. Henry Hulick Jr.
Rearoisko Rapids ......... Claude Mears
Rocky Point, WVED ........ Issac G. Murphy
Salisbury, WSTP ........ Carl B. Watson
Washington, WRRF .......... George P. Martin
Winston-Salem, WSJS ....... Phil Hedrick
WAIR ............................. Lee King
Wilson, WGMT ................ William H. Malone

North Dakota

Devils Lake, KDLK .............. Richard Moritz
Fargo, WDAY .................. Julius Herland
Grand Forks, KILO ............ Arnold Petrich
KFJN ............................. Arnold Petrich
Jamestown, WJLO ............ Amy Allender
Mandan, KGCU ............ LeRoy Gunderson
Valley City, KYOC ........... Kermit Holm

Ohio

Akron, WHKK ............ James S. Hill
WADC ............................. John L. Wildermuth
Ashatabula, WICA ......... H. R. Johnson
Canton, WHBC ............. Kenneth Silker
Cincinnati, WCPO .......... Glen Davis
WLW .................... R. J. Rockwell
WSAI ............................. William E. Symons
WCXY ............................. C. H. Topmiller
WKRC ......................... George A. Wilson
Cleveland, WHK .......... Edwin S. Leonard
WTAM ......................... Morris R. Pierce
WGAR ............................. Charles H. Booshner
Columbus, WOSU ........ Charles H. Booshner
WCOL ............................. Leo DeConnick
WHIC ......................... William C. Minor
WBNS ............................. Lester H. Nazgzer
Dayton, WHIO ............. Ernest A. Ades
Findlay, WFIN .............. Edgar C. Smith
Lima, WLOG ............... Darrel J. Hunter
Mansfield, WMAN .......... W. E. Morrison
Marion, WMRN ............. Joe Peters
Portsmouth, WPNY ......... Maurice L. Myers
Springfield, WIZE ...... Victor L. Bushong
Steubenville, WSTV .......... Joseph M. Troesch
Toledo, WTOL ............. John Sheehan
Warren, WRRN ............ Robert V. Kinney
Youngstown, WMJ ........ Frank Dieringer
WKBN ............................. B. T. Wilkins
Zanesville, WHIZ .......... William Hunt

Oklahoma

Ada, KADA ...................... Harold Walker
Bartlesville, KWON ........ Dallas D. Grafmein
Enid, KCRC ............ Murray Coleman
Lawton, KSWO ............. W. E. Billington
Norman, WNAD ............ Jack Boyer
Oklahoma City, KOCY .... George W. Brock
KTOK ....................... Clifford Easum
KOMA ............................. Morris W. Thomas
OKmulgee, HHBG ......... J. H. Smith Jr.
Ponca City, WZZB ......... J. DeFrancoressi
Shawnee, KGFF .............. Salvatore Riccioli
Tulsa, KONE ............... Roy Brown
RTXL ............................. Robert E. Snider

Oregon

Albany, KWSL .............. Bill Hansen

Pennsylvania

Altoona, WFPB .............. George R. Burg
Butler, WISE .................. Paul F. Rex
Easton, WEST ................. J. E. Mathiot
Erie, WLEU ............... Clarence A. Baker
Grove City, WSAD ....... Dale O. Smock
Harrisburg, WHP .......... Daniel E. Leibensperger
WKBO ............................. J. M. Mathiot
HGB ......................... H. G. Schiagli
Hazleton, WAZL .......... J. E. Mathiot
Johnstown, WJAC ......... Norvel W. Straub
Lancaster, WAGL ........ J. E. Mathiot
New Castle, WRST ........ Robert Emch
New Kensington, WRPA ...... W. W. Neeley
Philadelphia, WEG ........ W. E. Littlejohn
WIP .............................. James M. Tisdale
Pittsburgh, WWSW ........ Henry R. Kaiser
KDKA ......................... T. K. Renne
KQV ......................... John Price
WCAE ............................. James Schultz
Reading, WEEU .......... Harold E. Scheerer
Scranton, WGBI .......... Kenneth R. Cooke
Summit, WOKR ............. John W. Keller Jr.
Wilkes-Barre, WRBE ....... Charles Sakoski
York, WORK ............... J. E. Mathiot
WSBA ............................. Willis Weaver

Rhode Island

Pawtucket, WFCL ........... Gilbert Johnson
Providence, WEAN .......... Harry Tilley

South Carolina

Anderson, WAIM ............. Randall Davidson
Charleston, WSCC .......... Wilbur Albee
WTMA ............................. John Price
Columbia, WOCOS .......... Harry L. Chipman
WKIX ............................. Edwin Davis
WIS ............................. Herbert Eldson
Florence, WCOE ............ James E. Barton
Greenville, WMBC .......... George D. Tate
Rock Hill, WRHI ............ James B. Beatty
Spartanburg, WSPA ....... Harold Beckholt
WORD ............................. Francis L. Harr

South Dakota

Aberdeen, KBRB ............ Delbert T. Hunt
Bismarck, KFZR ............ Ervin Nelson
Pierre, KGFX ............... Robert H. Dyse
Sioux Falls, KELO .......... Max Staley
KSOO ......................... Max Staley
Vermillion, KUSD .......... Steve Graf

Tennessee

Bristol, WOPJ .............. Robert H. Smith
Chattanooga, WDEF ........ B. C. Baker
WAPQ ............................. E. B. Barnes
WDDQ ............................. Eunice G. Peck
Clarkeville, WJZM .......... Gene Penticost
Johnson City, WJHL ....... O. K. Garland
Knoxville, WNOX ........... John L. Cole, Jr.
WIWO ............................. J. Rex Horton

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Texas

Abilene, KRBC ... J. B. Casey
Amarillo, KFBA ... Sanford Helt
KOGC ... W. H. Torrey
Austin, KTBC ... Leland Seay
Beaumont, KRIC ... Arthur Kay
KFDM
Big Spring, KBST ... Andrew M. Jones
Brady, KNEL ... David Gattis
Brownsville, KVAL ... Robert Bush
Brownwood, KBWD ... A. W. Stewart
College Station, WTAW ... Frank J. Sosolik
Conroe, KCBM ... Nestor Cuesta Jr.
KEYS ... Harold Griffith
Dallas, WFAA ... Paul Barnes
KRLD ... Roy Flynn
WFAA ... D. J. Tucker
El Paso, KTVX ... Kenneth J. Walton
Fort Worth, KFJZ ... Trueti Kimsey
KFAB ... R. C. Simon
Harlingen, KGBS ... L. M. Sanders
Houston, KXYZ ... Gerald R. Chinski
KTRH ... Tom Hiner
KTHT ... Ira J. Jely
KPRO ... T. H. Wheeler
Huntsville, KSAM ... Sam Love
Laredo, KPAR ... Hulan K. Smith
Lubbock, KFYU ... Glendall C. Smith
Palestine, KNET ... Bill Laurie
Pampa, KPDM ... Douglas E. Smith
Paris, KPLT ... C. L. Thompson
Pecos, KUIN ... Harold Boehnemann
Plainview, KVOP ... Carl Cook
Port Arthur, KPAC ... Glenn Boatright
San Antonio, KMBC ... Ed. E. Case
KTXA ... W. G. Egeron
KONO ... George W. Ing
WOAI ... Fred S. Sterling
KABC ... Paul Wolf
Sherman, KBBV ... T. E. Spellman
Sweetwater, KXXO ... George W. Dotson
Temple, KTEM ... Paul Shaw
Texaskana, KCMC ... Harvey Robertson
Victoria, KBMT ... W. S. Bledsoe
Weslaco, KRVG ... O. L. Hartwig
Wichita Falls, KWFT ... John Adams

Utah

Cedar City, KSUB ... Hurschell Urda
Loren, KVNU ... Carroll Secret
Ogden, KLO ... Wayne T. Bothe
Provo, KOVO ... Parley P. Raamsuen
Salt Lake City, KDL ... John M. Baldwin
KUTA ... John D. Bull
KALL ... Stanley Benson
KSL ... Richard C. Evans
KNAR ... James B. Littlejohn

Vermont

Burlington, WCBX ... James Tierney
Waterbury, WDEV ... Harold Grout

Virginia

Alexandria, WPIL ... Carl L. Lindberg
Charlottesville, WCHV ... Walter Gray
Covington, WKEY ... James Barber
Danville, VBM ... Harry W. Spencer
Freddicksburg, VBI ... Walter Harris
Fredericksburg, WBTV ... John B. Linn
Martinsville, WMVA ... Dewey W. Muse

Newport News, WGH ... William P. Groth
Norfolk, WBAR ... Julius Grether
Petersburg, WSSV ... Edward Schwarz
Portsmouth, WAS ... Frederic Clair
Richmond, WLEE ... George McGuigan
WRNL ... Walter R. Selden
WMBG ... Wilfred H. Wood
Roanoke, WALS ... Phillip Briggs
Suffolk, WLP ... Fred Wagner
Winchester, WINC ... Phillip B. Whitney

Washington

Aberdeen, KXRO ... Glen Barnett
Bellisingham, KVOS ... Mel Featherkile
Centralia, KEL ... Melvin York
Everett, KRO ... Earl Gerdon
Longview, KWLK ... Rollie Mietzke
Olympia, KYE ... Charles A. Roark
Seattle, KJL ... J. F. Brott
KXX ... John Dubuke
KRSC ... George A. Freeman
KXV ... Homer Ray Jr.
KTO ... James S. Ross
Spokane, KPIO ... Lowell C. Brown
KFFY ... G. E. Langford
KQH ... Al G. Sparling
KGA ... Al G. Sparling
Tacoma, KFPC ... J. D. Lewis
KBTI ... Don McCroskey
KVI ... Willard T. Tiffany
Vancouver, KVAN ... Edgar R. Means
Wenatchee, KFQ ... Robert B. Sutton
Yakima, KTYL ... Walter Howe

West Virginia

Beckley, WLB ... A. J. Ginkel
Bluefield, WHLS ... P. T. Flanagan
Charleston, WCHS ... Odes Robinson
WGBK ... Gust Zaharis
Clarksburg, WBLK ... Joe A. Wright
Fairmont, WSM ... Robert D. Houch
Huntington, WSAZ ... Leroy Kilpatrick
Morgantown, WJAR ... Raymond C. Spence
Parkersburg, WFP ... Cecil Knowles
Wheeling, WBRW ... Howard King
Wheeling, WKWK ... Fred A. Baker
WWVA ... Robert W. Bullio

Wisconsin

Appleton, WHBY ... George Merkl
Ashland, WATW ... Hune Dahlbacka
Green Bay, WTAQ ... Wallace Stangel
Janesville, WCLO ... Wayne A. Clay
La Crosse, WKG ... Alvan Leeman
Madison, WIBA ... Norman Hahn
WHA ... John H. Stiehl
Manitowoc, WGMT ... W. F. Duben
Marinette, WHAM ... Leo Stewart
Milwaukee, WTMJ ... Dan Gellerup
WTMJ ... William Hebal
WISN ... N. J. Richards
Oshkosh, WTM ... Nathan Williams
Racine, WRJN ... Lee Dechant
Rice Lake, WJMC ... Robert P. Kolksky
Sheboygan, WHEL ... Herbert J. Mayer
Superior, KDI ... Melvin Laskey
Wausau, WSAU ... Roland W. Richard
Wisconsin Rapids, WFR ... Bert Ziesch

For Chief Engineers Canada, Please See Stations of Canada.

1056
AN UP-TO-THE-MINUTE LIST OF IMPORTANT RADIO, TELEVISION & FM Equipment Firms

50 Water St., Cuba, N.Y.
Phone Cuba 4
President: C. H. Bunch
Vice-President: J. A. Comstock
Treasurer: L. E. Williams
Secretary: W. F. Radon
Sales Manager: W. E. Wilson
Chief Engineer: A. E. Miller

PRODUCTS: Transmitting transformers, broadcast equipment, audio reactors, output and microphone input transformers, and other types of transformers.

H. W. Acton Co., Inc.
370 Seventh Ave., New York, N.Y.
Phone Longacre 5-4884
President: Harry W. Acton
Treasurer: Harold A. Bengeyfield

BRANCH OFFICE: Lowell, Mass.

PRODUCTS: Transcription, phonograph cutting and semi-permanent needles.

Admiral Corporation
3800 Cortland St., Chicago 47, Ill.
Phone: SPAlding 1400
President: Ross D. Siragusa
Exec. Vice-President: John B. Huara
Vice-President, Radio Div.: Richard A. Graver
Vice-President, Appliance Div.: L. H. D. Baker
Treasurer: L. C. Park
Field Activities: W. C. Johnson
Director of Engineering: K. Turner
Service Manager: M. J. Schinke
Purchasing Agent: Frank Kazda

PRODUCTS: Receiving Sets, Radio-Phone Combinations, FM Receiving Sets, Record Players, Portables, Farm Sets, and Radio Parts, Table and Console television receivers.

Aerovox Corporation
Phone: 6-8221
President: W. Myron Owen
Sales Manager—Jobber Div.: Charles Golem Paul
Sales Manager—Manufacturing Div.: Frank Marshall
Vice-President-Chief Engineer: Stanley Green
Advertising Manager: George Balsom
Export Manager: Rocke International Corp.

PRODUCTS: Capacitors—paper, electrolytic and mica for radio transmitting. Receiving and electronic applications, including paper, oil and wax impregnated, moulded mica, bakelite cased and ceramic cased mica capacitors, power factor correction equipment, insulated carbon and wire wound vitreous resistors, motor starting capacitors, capacitor test instruments.

Airdesign & Fabrication, Inc.
241 Fairfield Avenue, Upper Darby, Pa.
Phone: Allegheny 4-3305
President & Chief Engineer: L. E. Pamphilon
Plant Superintendent: W. R. Keenly
Vice-President & Treasurer: W. C. Faust
Design Engineer: D. W. Jensen
Sales Manager: R. L. Clark
Purchasing Agent: L. R. Dieterich

PRODUCTS: Transformers—power, audio, reactors, tuned filters, for all communications equipment.

Air King Products Co., Inc.
1523 63rd St., Brooklyn, N.Y.
Phone: BE 2-6700
President: J. P. Silberman
V. P.-Purchasing: M. Markowitz
V. P.-Engineering: F. A. Hinners
V. P.-Exporting: Allen Strauss
Production Manager: R. Kalb


Allen-Bradley Company
136 W. Greenfield Ave., Milwaukee 4, Wisc.
Phone: Mitchell 5151
President: Harry L. Bradley
V. P.-General Manager: F. F. Loock
V. P.-Works Manager: R. W. Whitlock
Treasurer: A. F. North
Purchasing Agent: Theron C. Child

PRODUCTS: Fixed and variable composition resistors.
The Alliance Manufacturing Co.
Mahoning Rd., Alliance, O.
Phone: 6237
President........................Owen L. Lewis
General Manager.................. R. F. Doyle
Treasurer.........................R. F. Doyle
Secretary....................... Mrs. Lorraine Reynolds
Chief Engineer.................... Emmor V. Schneider
Purchasing Agent................R. W. Hobbs
Sales Manager.................... John Bentia
Personnel Director.............. Mrs. B. Y. McCreidle
PRODUCTS: Phonograph motors, record changer motors, recording motors, tuning motors, space heater motors.

American Condenser Co.
4410 Ravenswood Ave., Chicago 40, Ill.
Phone: Longbeach 1386
General Manager.................. I. Menschik
Chief Engineer.................... H. C. Kreinick
Purchasing Agent................F. C. Friedly
Works Manager.................... M. E. Hussey
Specification Engineer.......... A. J. Hersey
Sales Manager.................... W. J. Johnston
PRODUCTS: Condensers.

American Microphone Co.
1915 S. Western Ave., Los Angeles, Calif.
Phone PA 1161
General Manager.................. F. A. Yarbrough
PRODUCTS: Microphones, accessories, spares.

American Transformer Co.
178 Emmet St., Newark 5, N. J.
Phone: Bigelow 3-4444
President-Treasurer.............. Thomas M. Hunter
Executive Vice-President........ Stuart F. Marvin
Vice-President................... A. A. Emlen
Vice-President................... Walter Garlick, Jr.
Secretary-Controller............. John M. Wollmer
Assistant Secretary............. Rowland B. Cook
Senior Commercial Engineer..... Ivor B. Watts
Chief Design Engineer.......... John F. Harris
Purchasing Manager.............. Ernest H. Bard
Advertising Manager............ George G. Felt
PRODUCTS: Amplifiers, ballast transformers for fluorescent lighting, distribution transformers, electronic components, industrial-dry type-indoor or outdoor use industrial transformers, air cooled industrial phase changers, modulation reactors, modulation transformers, net work transformers, oil or asbestos-immersed plate transformers, power transformers, precipitation transformers, radio type "P" precision line, radio silcer line audio components, rectifiers, regulators, test sets, testtrans, "W" type transmitter, wave filters, welding and soldering transformers.

Amperex Electronic Corp.
79 Washington St., Brooklyn, N. Y.
Phone Main 5-2050
Vice-Pres.-Sales Manager........ S. Norris
PRODUCTS: Electronic tubes for communication, industrial, television, electro-medical and special purposes.

Amplifier Co. of America
398 Broadway, New York 13, N. Y.
CAnal 6-7612
General Manager.................. N. M. Haynes
Purchasing Agent................ R. Epstein
PRODUCTS: Electronic equipment, Regulated Power Supplies, Transformers, Filter Networks, Saturable Reactors, Pre-Amplifiers, Power Amplifiers.

Amy, Aceves & King, Inc.
11 West 42nd St., New York 18, N. Y.
Phone LOngeac 5-6622
President.......................... Ernest V. Amy
V. P. Treasurer................... Frank King
Secretary.......................... Julius G. Aceves
Sales Manager................... F. A. Klingenschmitt

Andrea Radio Corp.
43-20 34th Street, Long Island City, N. Y.
Phone: SStillwell 4-5411
President.......................... F. A. D. Andrea
PRODUCTS: Receiving sets, television sets.

Ansley Radio Corp.
41 St. Joes Ave., Trenton, N. J.
Phone: 4-1175
President.......................... Arthur C. Ansley
Vice-President.................... Anne Klein Ansley
Assistant Secretary............ Harriet Westin
Plant Superintendent.......... Anthony Quadrine
Purchasing Agent................. C. A. Clinton
BRANCH OFFICE: Empire State Bldg., New York, N. Y., Phone, Longaer 3-2768, Anne Klein Ansley.

The Astatic Corp.
Harbor & Jackson Sts., Conneaut, Ohio
Phone: 12-656
Pres.-Gen. Mgr.................. F. H. Woodworth
V. P. Research Engineer......... C. M. Chorpening
Asst. General Manager-Threaurer........ C. B. Fraser
Sales Mgr.—Jobber Div........ R. T. Schottenberg
Sales Mgr.—Manufacturing Div........ W. J. Doyle
Purchasing Agent............... H. J. Green
Service Manager.................. H. A. Moyer
PRODUCTS: Microphones, Phonograph pickups, pickup cartridges, recording heads, hearing aid equipment, stands, accessories.
Audak Company
500 Fifth Ave., New York, N. Y.
Phone LA 4-2732

Contact .................. Geo. V. Sullivan

BRANCH OFFICES: All key cities.
PRODUCTS: Microdyne Pickups, Cutting Heads, and Acoustic Instruments.

Audio Devices, Inc.
444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973

President .................. Wm. C. Speed
Vice-President-Sec ............. Bryce Haynes
Treasurer .................... N. K. Hoskins
Research Engineer ............. E. J. Franek
National Sales Manager ....... C. C. Pell, Jr.

PRODUCTS: Instantaneous recording blanks, master discs (audio discs), cutting and playback stylii.

The Audio-Tone Oscillator Company
237 John Street, Bridgeport 3, Connecticut
Phone: Bridgeport 5-3173 and 5-3174

President .................. W. Robert Dresser
Chief Engineer ................. W. Robert Dresser
Purchasing Agent ............. M. E. Todd
Sales Manager ................ Romeo Tetrault

PRODUCTS: Audio-tone graphic recording instruments, audio-frequency test records, power line fault locators, signal generators, electronic and photo-electric controls.

Automatic Manufacturing Corp.
Harrison, New Jersey

President & Gen. Mgr. .......... Martin H. Benedek
Vice-Pres., Charge of Sales ........ Bert E. Smith
Chief Engineer ................. Joseph R. Mazzola
Credit Manager ................ M. E. Silver
Purchasing Agent ............. J. A. Heimbruch

BRANCH OFFICE: (Factory) 900 Passaic Ave., East Newark, N. J., Phone, Harrison 6-6630.

PRODUCTS: Mica trimmer condensers, intermediate frequency transformers, radio frequency coils, R. F. choke coils, adjustable padder condensers, and permeability tuners.

John F. Beasley Construction Co.
P. O. Box 1624, Muskogee, Okla.
Phone Muskogee 4762

Owner ................... John F. Beasley

BRANCH OFFICE: 1614 Mercantile Bank Bldg., Dallas, Texas, Phone, Riverside 3228.

PRODUCTS: Steel construction (radio towers).

Bendix Radio (Division of Bendix Aviation Corp.)
East Joppa Rd., Towson, Md. (Gen. Offices)
Phone: Tuxedo 4020

Gen'l Mgr .................. W. P. Hilliard
Chief Engineer ................. W. L. Webb
Sales Manager ................. J. W. Hammond
Advertising Mgr .............. E. L. Hadley
Credit Manager ............. C. T. Dwyer
Sales Manager—Broadcast and
Television Receivers .......... L. C. Truesdell
Dir. of Purchases ............. R. A. Anderson

PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic measuring equipment and accessories, combinations, television receivers, headphones, microphones.

The Benwood Linze Co.
1815 Locust St., St. Paul 3, Mo.
Phone: Central 5830

President .................. Harold J. Wrape
Vice-Pres.-Gen. Mgr. ............ Carl E. Peters
Sec.-Sales Mgr. ............... J. C. Henning, Jr.
Treasurer .................... I. W. Veigel
Personnel Manager ........... George V. Skelton
Service Manager ............. Garry S. McGlasson
Purchasing Agent ............ Alonzo R. Kieffer

PRODUCTS: Dry metallic rectifiers; rectifier transformer assemblies for radio; communication, signal, telegraph and telephone work; also other electronic devices, AC to DC.

Blaw-Knox Co.
Pittsburgh, Pa.
Phone St. 2700


Boonton Radio Corp.
518 Main St., Boonton, N. J.
Phone Boonton 8-0795

President .................. W. D. Loughlin
Treasurer ..................... N. D. Campbell
General Mgr. Vice-
President .................. G. A. Downsbrugh
Purchasing Agent ............. J. Frucht
Sales Supervisor ............. L. Washington
Chief Engineer ................ L. P. Blakely

PRODUCTS: Type 110-A QX-Checker, type 140-A Beat Frequency Generator, type 150-A FM Signal Generator, type 160-A Q-Meter, type 170-A Q-Meter, type 210-A Supersonic Oscillator, type 120-A VHF Circuit Checker.
William Brand & Co.
276 Fourth Ave., New York 10, N. Y.
Phone: Algonquin 4-4930
Partners. William Brand, William Naumburg
BRANCH OFFICE: 325 W. Huron St.,
Chicago, Ill., Phone, Superior 1782, Manager,
Earl W. Brinson.
PRODUCTS: Electrical insulating materials;
flexible varnished oil tubing; saturated
sealing; extruded (plastic) sealing; var-
nished glass sealing; mica plate; mica-plate
segments and products; block mica; mica
condenser films; varnished cambric; varn-
ished paper; varnished tapes; insulat-
composites; extruded insulated wire.

Browning Laboratories, Inc.
750 Main St., Winchester, Mass.
Phone: Winchester 2121, 2850, 2851
President.........................G. H. Browning
V. P.-Sales Manager...........R. L. Purrington
General Manager.............E. C. Day
Production Manager...........R. C. Caldwell
Chief Engineer..............F. A. Spindell
PRODUCTS: Frequency meters, FM devi-
ation meters, 60 cycle calibrators for power
companies, WWV frequency calibrators, ca-
capacity relays, special cathode ray oscil-
scopes, square wave generators and power
supplies in the 10 and 3 centimeters bands,
signal generators in the 10 and 3 centimeter
bands, high gain audio amplifiers for labora-
tory purposes, special radio receivers.

Brush Development Company
3405 Perkins Ave., Cleveland 14, Ohio
Phone: Endicott 3315
General Sales Manager........Blair Fouls
Mgr. Magnetic Recording
Dept.........................R. B. Matheson
Mgr. Acoustic and Hearing
Aid Dept....................J. E. Brickendon
Mgr. Instrument Dept........M. P. Odell
PRODUCTS: Microphones, headphones,
record cutters, phonograph pickups, “Husha-
tone” (pillow-speaker), magnetic recording
equipment, hearing aids and industrial in-
struments.

William W. L. Burnett Radio Lab.
4314 Idaho St., San Diego 4, Calif.
Phone Talbot 4943
Chief Eng.-Owner........William W. L. Burnett
PRODUCTS: Piezo-Electric Crystals, Hold-
ers, Constant Temperature Ovens, Frequency
Measuring Equipment, Laboratory Equip-
ment, Conducting of Radio Laboratory Mea-
surements, Frequency Monitoring Service,
Special Laboratory Testing Equipment.

California Telephone & Electric Co.
6075 W. Pico Blvd., Los Angeles 35, Calif.
President.......................C. W. Evans
Supt., Intercommunicating Equipment
M. E. Harris
Foreman, Microphone Dept.....O. B. Carrier
PRODUCTS: Microphones, intercom-
imunicating telephones, talk-back equipment, ampli-
fiers.

Chicago Condenser Corp.
3255 W. Armitage Ave., Chicago 47, Ill.
Phone: Capitol 7070
President.....................A. N. Genovese
V. P.-Treasurer..............P. Phillips
PRODUCTS: Oil and wax paper capaci-
tators.

Chicago Telephone Supply Co.
1143-1228 W. Beardsley Ave., Elkhart, Ind.
Phone: Elkhart 1203
President....................F. C. Best
Sales Manager..............W. A. Nicely
Chief Engineer............N. C. Schellenger
Credit Manager............M. F. Schneck
Purchasing Agent...........B. S. Turner
PRODUCTS: Volume controls, tone con-
trols, switches, plugs, jacks, headphones, ringers,
generators, remote controls, switch keys, push
switches.

Chicago Transformer Division
Essex Wire Corporation
3501 W. Addison St., Chicago 18, Ill.
Phone: Indiana 1120
V. P.-General Manager........Arni Helgason
Sales Manager..............L. S. Racine
V. P.-Sales..................Earle Knight
V. P.-Sales.................W. J. Leidy
V. P.-Sales................George Blackburn
Chief Engineer...............Don Schwennesen
PRODUCTS: Power transformers for radio
transmitting and receiving circuits, audio
transformers, audio and filter reactors, vibra-
tor transformers, wave filters, instrument trans-
mformers, general purpose power transformers,
ignition coils.

Cinch Manufacturing Corp.
2335 W. Van Buren St., Chicago 12, Ill.
Phone: Chesapeake 2000
President.....................Lester W. Tarr
Vice-Pres. & Genl. Mgr........Cary C. Wilson
Treasurer....................A. W. Kimbell
Asst. Secy..................John R. Nicholson
Sales Manager...............E. J. Pool
PRODUCTS: Radio terminal strips,
molded and laminated miniature octal and
lokal sockets, miscellaneous laminated bak-
elite and metal assemblies, miscellaneous
molded plastic and metal assemblies.

Clarostat Mfg. Co., Inc.
130 Clinton St., Brooklyn, N. Y.
Phone: Main 4-1190
Pres.-General Manager........Victor Mucher
Treasurer....................William Mucher
Secretary...................Charles H. Burnell
Chief Engineer.............George Mucher
Sales Engineer............I. J. Youngblood

Collins Radio Co.
Cedar Rapids, Iowa
Phone: 3-3281
President................Arthur A. Collins
Exec. V. P.—New York........W. J. Barkley
Vice President................R. S. Gates
Secretary........................Rose Hansen
Treasurer.....................S. J. Storm
BRANCH OFFICE: 11 W. 42nd St., New York, N. Y. Phone, Lackawanna 4-0229.
Executive Vice President, W. J. Barkley.
PRODUCTS: Design and manufacture transmitting and receiving equipment for aviation, commercial, broadcast and amateur use.

Colonial Radio Corp.
254 Rane St., Buffalo, N. Y.
Phone: Riverside 2450
President-Treasurer........A. H. Gardner
V. P. in charge of Eng........H. C. Forbes
Secretary-Comptroller.........H. E. Riordon
Works Manager................J. C. Ryan
Director of Purchases........B. F. Valliere
Purchasing Agent...............J. K. McDonough
Manager-Industrial Relations..C. J. Kolb
Sales Mgr.—Home Set...........T. P. Cunningham
Sales Mgr.—Automotive........C. H. Symington
Service Manager..............William Bruyere
PRODUCTS: AM and FM radio receivers, automobile receivers, battery operated radio receivers, radio-phonograph recorder combinations, television receivers.

Communication Equipment & Engineering Co.
5646 W. Race St., Chicago, Ill.
Phone: EStebrook 3109-10
President....................Robert A. Clark
Vice-President................R. Farrell
Secretary-Treasurer............R. E. Meyers
PRODUCTS: Transmitters, receivers, amplifiers and test equipment, carriers telephone and telegraph equipment.

Continental Carbon, Inc.
13900 Lorain Ave., Cleveland 11, Ohio
Phone: Clearwater 6500
President-Sales Manager.....G. F. Benkelman
PRODUCTS: Fixed composition resistors, suppressors, precision resistors.

Continental Electric Co.
Geneva Illinois
Phone: Col. 1216
President & Treasurer........H. A. McIvane
Secretary.....................O. T. McIvane
Vice-President..................W. S. Sims
Vice-Pres. in Charge of Publicity & Sales
R. E. Smile
Vice-Pres. in Charge of Engineering
J. H. Hutchings
Export Manager...............E. D. Magnus
BRANCH OFFICE: 188 W. Randolph St., Chicago, Ill., Phone Andover 5029. Vice-President in charge of Publicity and Sales.
R. E. Smile.
PRODUCTS: Electronic tubes, phototubes, rectifier tubes, grid control tubes, fluorescent lamps, ultra violet and stationery lamps. Special tubes of all kinds.

Cornell-Dubilier Electric Corp.
333 Hamilton Blvd., S. Plainfield, N. J.
Phone: PLainfield 6-9000
President....................Octave Blake
Vice-President...............William Dubilier
Vice-Pres-Treas................Haim Beyer
Vice-President.............Wm. M. Bailey
Vice-President................Paul McT. Deele
Vice-President.............Felix Weiss
Vice-President................T. E. Abeel
Vice-President..............Max Bleich
Secretary...................Kenneth E. Ryan
Asst. Treasurer...............L. F. Geiser
Asst. Secretary..............M. F. Keating
Comptroller..................J. A. Bertolacci
PRODUCT: Capacitors

Corning Glass Works
Corning, New York
Phone: Corning 372
President....................Glen W. Cole
Vice-President..............W. C. Decker
Sales Manager..............C. J. Phillips
Contact.......................Charles Oliver
PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes.

Cornish Wire Co., Inc.
15 Park Row, New York, N. Y.
Phone CO 7-2525
President....................John Cook
Contact.......................W. F. Odler, Jr.
PRODUCTS: Radio and Electrical Wires and Cables.

Crescent Industries, Inc. & Crescent Tool & Die Co.
4132-54 W. Belmont Ave., Chicago 41, Ill.
Phone: Mulberry 1200

1061
President & Treas........Henry H. Gefvert
Vice-Pres. & Genl. Mgr......Nels G. Lenberg
Secretary................Leonard C. Larsen
Vice-Pres. & Chief Eng......Valoran Russell
Production Manager........John T. Stenpak
Administrative Officer......Henry Anderson
Shop Supt................William L. Rollins
Export Manager.............Harry J. Scheel
Purchasing Agent...........Jenny Henriksen

PRODUCTS: Manufacturers of radio loudspeakers, record changers, tools, dies, jigs, fixtures and metal stampings.

Croname, Inc.
3701 Ravenswood Ave., Chicago, Ill.
Phone: BITtersweet 7500
President................E. C. Coolidge
Sales Manager.............Marvin M. Lane
Chief Engineer............Arnold Leline
Credit Manager............E. G. Carlson
Purchasing Agent..........J. P. Wray
Advertising Manager.......A. F. Nosek
Export Manager............W. L. Rayner
Service Manager..........J. L. Robinson

PRODUCTS: Escutcheons, dials, cabinets, tuning devices, knobs, pointers, name-plates.

The Crosley Corp.
1329 Arlington St., Cincinnati, Ohio
Phone: KIrby 6600
President...................L. B. Babcock
Vice-President & General Manager,
Manufacturing Div........R. C. Cosgrove
V. P. in Charge of
Production..................F. A. Schotters
Vice-Pres. in Charge of Research & Engr.
L. M. Clement
V. P.-General Sales Manager
(Mfg. Div.).............S. D. Mahan
Mgr. of Distribution.......E. C. Brode
Radio Product Mgr.........Clarence Felix
Dir. of Exports............J. W. DeLind, Jr.
Dir. of Purchases.........Frank Warner
Asst. Secy. & Asst. Treas. E. J. Ellig
Legal Counsel.............A. D. Redfield
Dir. of Industrial Relations...G. F. Gamber
Controller................L. W. Adkins
Cincinnati Works Manager...H. W. Deuker
Richmond, Ind. Works Mgr...J. W. Craig
Dir. of Facilities.........F. W. Scholder

BRANCH OFFICE: Crosley Distributing Corp., Phone, Medalion 3-1930, Branch Manager, Lee Conover.

PRODUCTS: Crosley Shelvador refrigerators, Howe radio receivers, kitchen equipment, laundry equipment.

Crystal Research Laboratories, Inc.
29 Allyn St., Hartford, Conn.
Phone: 7-3215
President-General Manager..Samuel I. Ward
Vice-President...............Henry F. Joehim
General Production Mgr.....Ernest B. Lewis
Crystal Engineer...........Sydney E. Warner
Comptroller...............H. Kirk Jackson
Sales Engineer............Ed Dench
Special Engineer...........Jules Pinsky
Purchasing Agent..........Ken O. Jacobs
Special Engineer...............W. Waffle
Condenser Division Head....Phil E. Schar
PRODUCTS: Quartz oscillating crystals, super-sonics equipment and devices, electronic devices, fused quartz and Boule fabrications, metallic coating, mica and ceramic condensers, capacitors.

Demornay-Budd, Inc.
475 Grand Concourse, New York 51, N. Y.
Phone: Melrose 5-1900
President................R. DeMornay
Sales Manager.............Eugene L. Berman
Chief Electrical Engineer...Leonard Sherbin
Comptroller...............Roger Baker
Production Manager........Louis Della Penna
Sales Engineer.............Maxwell S. Symon
Chief Mechanical
Engineer..................Andrew A. Gass
Purchasing Agent.........Sylvia R. Crawford
Advertising Manager......Ben Kerner

PRODUCTS: Navigational equipment, marine and aircraft radar, R. F. transmission lines, sub-supported coaxial lines, mixers, rotating joints, directional couplers, H. F. test equipment, modulators, amplifiers, I. F. strips, antennae, bench and field testing equipment, wave guides.

Doolittle Radio, Inc.
7421 S. Loomis St., Chicago 36, Ill.
Phone: Radcliffe 4100
President................E. M. Doolittle
Chief Engineer...........Dudley Gray
Sales Manager.............H. V. Carlson
Purchasing Agent..........J. Domotor

BRANCH OFFICES: Manufacturers representatives throughout the United States.

PRODUCTS: Emergency radio communications equipment, including station transmitters and receivers, mobile transmitters and receivers and all accessories. Concentric transmission line, frequency monitors, distortion meters, broadcast frequency monitors.

Allen B. DuMont Labs, Inc.
2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616
President...............Allen B. Du Mont
Vice-President...............Leonard F. Cramer
Secretary................Bernard Goodwin
Treasurer................Paul Raibourn
Sales Manager.............Leonard F. Cramer
Dir. of Research..........Thos. T. Goldsmith, Jr.
Chief Engineer...........P. S. Christaldi
Controller................B. L. Graham
Tube-Instrument Div........C. Edwin Williams
Television Div.............Ernest A. Marx
Plant Supt................Bruce T. DuMont
Contracts Dept...........Walter A. Knoop
Purchasing Div...........R. P. Rice
Personnel Director.........H. Housten
Mgr. Station WABD........Samuel H. Cuff

BRANCH OFFICE: 515 Madison Ave., New York, N. Y., Phone, ELdorado 5-4822, Manager, Samuel H. Cuff.
PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs and Material Test Instruments (Cyclograph).

Dumont Electric Corp.
34 Hubert St., New York, N. Y.
Phone: CANal 6-7980
President & Sales Manager.............Philip Dublier
PRODUCTS: Paper, electrolytic and mica condensers.

DX Crystal Co.
1200 N. Claremont Ave., Chicago 22, Ill.
Co-owner..................Philip L. Patla
Co-owner..................Maurice P. McLean
Sales Manager.............George H. Timmins
Chief Engineer..................John Laban
Credit Manager...............Corliss Bangart
Purchasing Agent..............Jane Sullivan
Advertising Manager.............Michael Mayer
PRODUCTS: Quartz xtal., toroid coils, coil transformers, screw machine parts, universal joints and mechanical assemblies, loudspeakers.

Eastern Electronics Corp.
41 Chestnut St., New Haven 11, Conn.
President..................Amy G. Annis
Director of Engineering..............Roland S. Bruneau
Office Manager..................James T. Hagerty
Secretary-Treasurer..............John J. Sullivan
Chief Engineer..................Manfred Johnson
PRODUCTS: Radio and electronic test equipment, precision wire wound resistors, wheatstone bridges, impedance bridges, radio receiving sets, phono-record players, radiophone combinations, phono-motor turntable units.

Eastern Mike-Stand Co.
56 Christopher Ave., Brooklyn, N. Y.
General Manager..................S. Sherman
BRANCH OFFICES: 43 E. Ohio St., Chicago, Ill., Phone: Delaware 4566, W. L. Holst
Rep.; P. O. Box 3113, Houston, Texas, Phone, Jackson 2-8459, M. F. Kliepera, Rep.; 1456 Waterbury Road, Cleveland 7, Ohio, Phone, Academy 4932, John O. Olson, Rep.
PRODUCTS: Microphone stands, microphne boom stands.

Hugh H. Eby, Inc.
President..................James L. Hawley
V. P-Treasurer.............Frank Holstrom
Secretary..................T. J. Mullaney
Chief Engineer...............L. Wanner
Purchasing Agent..............J. Gould
PRODUCTS: Binding posts, sockets, plugs, terminal strips, metal stampings, screw machine parts, custom moldings, electrical assemblies of all types like radio and radar, telephone, headsets and microphones.

Eckstein Radio and Television Co., Inc.
914-18 LaSalle Ave., Minneapolis, Minn.
Phone: Main 8359
Pres-Chief Engineer..............E. A. Eckstein
Sales Dept.....................E. R. Bostrom
Purchasing Dept..............E. A. Eckstein
Export Manager...............Harry J. Scheel
PRODUCTS: Radio receivers, sound equipment and sound amplifiers.

Electrical Reactance Corp.
49 Elm St., Franklinville, N. Y.
Phone: 196-197
President..................C. E. Krampf
Chief Engineer...............D. W. Wagner
Purchasing Agent..............C. W. Bauer
Sales Manager...............John H. Wick
Personnel Director.............F. G. Schermerhorn
Accountant..................E. J. Thompson
Secretary to President........Mary C. Lennon
PRODUCTS: Condensers, resistors, choke coils, loop antennas.

Electronic Corp. of America
45 W. 18th St., New York 11, N. Y.
Phone: Watkins 9-1870
President-Treasurer.............Samuel J. Novick
Vice-President...............B. Fein
Sales Manager...............J. Geartner
Purchasing Agent...............T. Karlin
V. P. in Charge of Export........L. M. Braun
Chief Engineer...............F. Lester
PRODUCTS: AM, FM radio sets, record players, phonographs, television sets.

Electronic Engineering Co.
3223 Armitage Ave., Chicago, Ill.
Phone: Capitol 3130
General Sales Manager..............E. D. Rehfelt
Chief Engineer...............H. Holubow
Chief Accountant..............T. D. Thorckelson
Purchasing Agent...............F. M. Falk
Superintendent...............S. Matz
Credit Manager..............K. C. Hawkins
Jobber Sales Manager...........J. S. Cislak
PRODUCTS: Transformers and chokes of all types, wave filters, saturable core reactors, rectifiers.

Electronic Laboratories, Inc.
24 W. 24th St., Indianapolis, Indiana
Phone: Talbot 2442, Riley 1551
President..................William W. Garstang
Vice-President-Engineering........R. H. Frye
Vice-President-Sales..............W. E. Peek
Vice-President-Manufacturing...........H. C. May
Treasurer..............................T. D. Scheidler
Secretary.............................W. J. Lochhead
Comptroller..........................A. L. Mack
Chief Inspector.......................H. Palin
Quality Control Head................R. M. Loomis
Purchasing Agent......................D. A. Wilson

PRODUCTS: Vibrators, vibrator power supplies, inverters, fluorescent lighting, electrical toys, RR marine and bus fluorescent lighting.

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**Electronic Specialty Co.**
3456 Glendale Blvd., Los Angeles 26, Calif.
Phone: No. 2-2168
Manager...............................D. A. Marcus
Chief Engineer.......................S. K. Babock
Purchasing Agent......................W. C. Keeler
Controller............................Frank C. Mann

PRODUCTS: Ranger aircraft radio equipment; transmitters, receivers, and interphones.

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**Electronic Tube Corp.**
1200 E. Mermaid Ave., Phila. 18, Pa.
Phone: Chestnut Hill 6800
President-Treasurer.................Seymour Turner
Chief Engineer....................Henry Bermdoff
Sales Manager......................Deas Sinkler
Purchasing Agent.....................Mary R. Scott

PRODUCTS: Cathode ray tubes, special electronic tubes (all types), electronic equipment (various types).

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**Electro-Voice, Inc.**
1239 South Bend Ave., South Bend 24, Ind.
Phone: 21431
President................................Albert Kahn
Vice-President.........................R. E. Siekman
Sales Manager.........................W. F. Soulses
Chief Engineer.......................L. R. Burroughs
Research Director....................A. M. Wiggins
Treasurer.............................M. M. Wilson

PRODUCTS: Microphones.

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**Emerson Radio & Phonograph Corp.**
111 Eighth Ave., New York 11, N. Y.
Phone: Chelsea 2-1800
President.............................Benjamin Abrams
Secretary-Treasurer..................Max Abrams
V. P.-Engineering & Production ....Dorman D. Israel
V. P.-Controller....................Morton E. Ornitz
Sales Manager.......................Edgar G. Herrmann
Dir. of Purchases-Electrical......J. L. Herold
Dir. of Purchases-Mechanical.....H. J. Dostal

BRANCH OFFICES: 666 Lake Shore Drive, Chicago, Ill., Phone, Superior 7485. E. N. Greenebaum, Jr., Manager. Subsidiary, 221 E. Cullerton St., Chicago 16, Ill., Phone, Victory 1613. Miss B. Engel, Secretary.

PRODUCTS: Radio electronic devices for military use, receiving sets, radio-phonograph combinations, television sets, FM receiving sets, record-players, tubes, parts.

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**Ensign Coil Co.**
2516 S. Pulaski Rd., Chicago 23, Ill.
Phone: Crawford 4905
President.............................G. S. Ensign
Vice-President.......................D. G. Ensign
Vice-President.......................F. M. Wesley

PRODUCTS: Complete line of electrical coils and associated products.

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**Espey Manufacturing Co., Inc.**
33 W. 46th St., New York, N. Y.
Phone: Bryant 9-2300
President-General Manager......Nathan Pinsley
Secretary-Chief Engineer........Jacob Rosenbaum
V. P.-Production.....................James Valladares
V. P.-Sales..........................Herman Lewis
Exec. Ass’t to President..........Arthur Dankner
Mds. Control Director............Gordon Poole
Comptroller.........................Max Goldberg
Personnel Director................Julius Treuman
Mds. Manager.........................Michael Ross

PRODUCTS—Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets.

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**Erco Radio & Electric Co., Inc.**
30-20 Thomson Ave., Long Island City, N. Y.
Phone: Ironsides 6-5400
President.............................J. J. Marks
Assistant to President............E. C. Nicholides
Secretary-Treasurer...............D. I. Marks
Director of Procurement.........I. N. Marks
Sales Manager.......................A. Wellington
Chief Engineer......................C. E. Honeywell
Comptroller.........................H. Carlish
Plant Manager.......................J. Lewandowski

PRODUCTS: Radio receivers, radio-phonograph combinations, portable receivers, portable phonograph amplifiers, phonograph wireless record players, FM receivers and radio-phonograph combinations, television receivers.

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**Fairchild Camera and Instrument Corporation**
88-06 Van Wyck Blvd., Jamaica 1, N. Y.
Phone Jamaica 6-3800
President.............................J. S. Ogsbury
Exec. Vice-Pre.......................E. Robinson
Vice-President— Sales ................ C. A. Harrison
Vice-Pres. & Secy ..................... C. L. Terrill
Vice-President ...................... J. A. Hewlett
Treasurer ............................. J. H. Dalton
Dir. Eng. & Research ............... R. H. Lasche
Asst. Vice-Pres. & Works Manager R. A. Draghi
Asst. Vice-President ................ R. G. Sanders
Purchasing Agent .................... J. E. Kaiser
Dir. of Publicity ..................... R. H. Bailey
Advertising Manager ................. H. K. Yulke
PRODUCTS: Sound recorders (console and portable), amplifier-equalizers, transcription turntables, dynamic pick-ups, magnetic cutters, radio direction finders, precision potentiometers, special motors.

**Farnsworth Television & Radio Corp.**
3702 E. Pontiac St., Fort Wayne, Indiana
President ......................... E. A. Nicholas
Vice-President—Engineering B. Ray Cummings
Vice-President—Sales ............... E. H. Vogel
Vice-President-Secretary .......... E. M. Martin
Vice-President—Manufacturing J. P. Rogers
Manager of Research .......... Madison Cawein
Chief Engineer—Fort Wayne J. C. Ferguson
Public Relations Director . Pierre Boucheron
Purchasing Manager .......... R. L. Colfax
Sales Manager—Farnsworth E. H. Harnish
Sales Manager—Copehart I. C. Hunter
Advertising-Sales Promotion J. S. Gareau

BRANCH OFFICES: 3301 S. Adams St., Marion, Indiana (Bluffton, Huntington, Indiana). Phone, 4600. J. P. Rogers, Manager; J. H. Pressley, Chief Engineer.
PRODUCTS: AM/FM radios, AM/FM radio-phonographs, automobile radios, television receivers, television transmitting equipment, television studio equipment, FM transmitters, railroad communications, police communications, mobile equipment, television tubes, Copehart automatic record changers, television antennas.

**Federal Recorder Co., Inc.**
630 S. Wabash Ave., Chicago, Ill.
Phone Har 8330
General Manager .............. Ralph Rubenstein
Engineer ......................... Earl Kent


**Federal Telephone and Radio Corp.**
591 Broad St., Newark, N. J.
Phone: Mitchell 2-5942
V.P.—Finance & Public Relations H. C. Roemer
V.P.—Radio Engineering & Sales E. N. Wendell
V.P.—Telephone Engineering & Sales R. E. Smith
V.P.—Manufacturing ............. T. M. Douglas
Purchasing Agent ............... L. C. Mercier
PRODUCTS: Aviation and Point-To-Point equipment, Broadcast AM & FM, Megatherm, High Frequency Heating Equipment, FM Mobile Equipment, Rectifier Equipment, Vacuum Tubes, Crystals, Rectifier Stacks, Cables, Transformers.

**Felt Products Mfg. Co.**
1504-16 Carroll Ave., Chicago 7, Ill.
Phone: Mon. 6750-56
President ....................... A. Mecklenburger
Mgr. of Industrial Division B. J. Schwinn
PRODUCTS: Felt washers, paper parts, paper insulation special shapes, acetate cellulose special shapes, radio backs, and special shapes die cutting.

**Ferranti Electric, Inc.**
30 Rockefeller Plaza, New York, N. Y.
Phone: Circle 7-0912
Vice-President .................... W. R. Spittal
PRODUCTS: Audio and power, transformers, chokes, filters, wiring and assembly, sheet metal, and bakelite fabrication.

**Finch Telecommunications, Inc.**
4th & Virginia Sts., Passaic, N. J.
Phone: Passaic 2-3440
President ....................... H. G. H. Finch
Treasurer-Controller .........Harold J. Frees
Secretary ....................... Frank R. Brick
Asst. Secretary .............. Margaret C. Harkey
Plant Mgr.-Chief Engineer Richard E. Mathes
Sales Manager .............. Herman H. Rathkamp
BRANCH OFFICES: 10 E. 40th St., New York 16, N. Y. Phone, Murray Hill 5-7976.
W. G. H. Finch, President. 1 Pleasant Ave., Clifton, N. J.
PRODUCTS: Facsimile, graphic arts, radar, custom built equipment.

**A. W. Franklin Mfg. Corp.**
175 Varick St., New York 14, N. Y.
Phone: Walker 5-9620
President ....................... Albert W. Franklin
V.P.—Engineering .............. Joseph M. Vannuzzi
Credit Manager ................ Fred Weller
Purchasing Agent .......... Joseph Avick
Service Manager .......... William Telmoss
PRODUCTS: Sockets, plugs, seitches, terminal strips, plastic and metal fabrications and assemblies, locking rings, metal stampings.
Freed Radio Corp.
200 Hudson St., New York 13, N. Y.
Phone: Walker 5-8765
President..................Max Adelberg
Vice-President...............Arthur Freed
Treasurer..................Melvin Zalkin
PRODUCTS: Radio-phonograph combinations all with FM.

Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans, La.
Phone: Raymond 4756
President..................W. T. Freeland
Vice-President...............G. E. Olschner, Jr.
Secretary-Treasurer........J. H. Dallmann
Director of Sales...........Howard S. Frazier
Chief Engineer-Production Mgr......Paul M. Reiling
PRODUCTS: Radio-transmitting tubes.

Billings S. Fuess
24 Lackawana Place, South Orange, N. J.
Phone: 2-2829
Chief Engineer-Proprietor—Billings S. Fuess
Credit Manager..................Lucille Fuess
Proprietor..................Billings S. Fuess
PRODUCTS: Loud speaker cones, spiders, noulded and formed products.

Galvin Mfg. Corporation
4545 Augusta Blvd., Chicago 51, Ill.
Phone: SPAulding 6300
President..................Paul V. Galvin
Vice-President in Charge of Production
 Frank J. O'Brien
Vice-President in Charge of Automotive
Division..................Elmer H. Waving
Vice-President in Charge of Home Products
Division..................W. H. Stellner

Garod Radio Corp.
70 Washington St., Brooklyn, N. Y.
Phone: MAin 4-6044
President..................Max W. Weintraub
Sales Manager..................Louis Silver
Chief Engineer...............B. S. Trott
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, electronic equipment.

General Electric
Electronics Department
1 River Rd., Schenectady, N. Y.
Phone: Schenectady 4-2211
President of Company...............C. E. Wilson
Vice-Pres. in Charge of Electronics Dept........Dr. W. R. C. Baker
Genl. Sales Mgr..................A. A. Brandt
Acting Publicity Mgr...............E. L. Robinson

BRANCH OFFICES: 570 Lexington Avenue, New York, N. Y., District Manager, N. Y. H. J. Mandernach; 140 Federal Street, Boston, Mass., District Manager, R. L. Hanks; 1405 Locust Street, Philadelphia, Pa., District Manager, T. B. Jacocks; 4966 Woodland Avenue, Cleveland, Ohio, District Manager, R. P. VanZile; 840 South Canal Street, Chicago, Ill., District Manager, C. S. Peterson; 1801 North Lamar Street, Dallas, Texas, District Manager, W. A. Boland; 187 Spring Street, N. W., Atlanta, Ga., District Manager, R. N. Fowler; 106 West 14th Street, Kansas City, Mo., District Manager, R. J. Meigs.

PRODUCTS: Receivers, Transmitters, Tubes, Components.

General Electronics Inc.
1819 Broadway, Room 1410
New York 23, N. Y.
Phone: Circle 7-8093
Vice-President-Treasurer........D. E. Replogle
Sales Manager..................T. A. Haish
PRODUCTS: Electron power and transmitting tubes.

The General Industries Co.
Olive & Taylor Sts., Elyria, Ohio
Phone: 2235
President...............A. W. Fritzsch
Treasurer...............C. F. Russell
Vice-Pres., Factory Mgr.-Plastics Div. O. W. Marsh
Vice-Pres., Sales Mgr. of Mechanical Div. H. E. Moon
Vice-Pres., Sales Mgr. of Plastics Div. Steve Hiltbrant
PRODUCTS: Molded plastics—electric spring phonograph motors, record changers; recorders—combination record changer; heater and defroster motors.

General Instrument Corp.
Subsidiaries:
General Instrument & Appliance Corp.
General Electronic Apparatus Corp.
829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-4400
Chairman of the Board........Samuel Cohen
President-Treasurer........A. Blumenkrantz
Executive Vice-President........Richard E. Laux
Vice-President—Sales........Don J. Phelps
Sales Manager...............George P. Marron
Speaker Division...............Leon Golden
Chief Engineer...............Berne N. Fisher
PRODUCTS: Variable condensers, push button devices, record changers, loud speakers.
General Laminated Products, Inc.
2857 South Halsted Street, Chicago 8, Ill.
Gen. Manager..................Edward Metzger
Sales Manager..................Morris Perlman
Chief Engineer..................Gunnard Swedlund
Credit Manager..................Vera Ludvig
Purchasing Agent..............Ernest Neustadter

PRODUCTS: Coil Forms, Terminal Strips, Radio Backs, Baffle Boards, Loop Forms, Sockets and Special Assemblies, Fabricators of Laminated Phenolic Materials and other products.

Edward M. Morris

General Magnetic Corp.
2126 E. Fort St., Detroit, Mich.
Phone: FItzroy 5760
President......................Charles M. Hofman
Sales Manager..................O. H. Hofman
Chief Engineer..................J. R. Hoven
Laboratory Director...........M. R. Klippel
Credit Manager..................F. E. Wiley
Purchasing Agent..............W. M. Tilli

PRODUCTS: Magnets.

Edward H. F. Frank

General Radio Co.
275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 4400
Chairman of Board.............H. B. Richmond
President......................E. H. Locke
Vice-Pres. for Sales...........A. E. Thiessen
Vice-Pres. for Production.....C. C. Carey
Secretary-Treasurer...........F. L. Tucker
Asst. Secretary-Treasurer.....C. E. Hills, Jr.
Chief Engineer..................M. Eastham

PRODUCTS: Radio and electronic instruments.

Edward A. O.

Goat Metal Stampings, Inc.
314 Dean Street, Brooklyn 17, N. Y.
President......................Walter Goat
Vice-President..................Jens Mortensen
Secretary......................Edward F. Staver
Sales Manager..................Edward M. Haines

PRODUCTS: Tube shields—small intricate drawn, formed and stamped parts, manufactured to very close tolerances from the difficult working metals and alloys.

Frederick A.

The Hallicrafters Co.
2611 S. Indiana Ave., Chicago, Ill.
Phone: Calumet 1600
President......................W. J. Halligan
Vice-President..................R. W. Durst
Vice-President—Engineering R. E. Samuelson
Secretary-Treasurer.............J. J. Frendreis
Assistant Secretary...........E. J. Corcoran
Assistant Treasurer............M. P. Heinz
Advertising Manager...........E. G. Brown

PRODUCTS: Short-wave radio communications, receivers and transmitters.

Frank A.

Hamilton Radio Corp.
510 Sixth Ave., New York 11, N. Y.
Phone: GRamery 7-5210
President......................A. A. Juvalier
Vice-President..................P. L. Scholenen
Asst. Treasurer................M. Sobin
Director of Sales..............J. F. Crossin
Chief Engineer..................J. Ravdin
Purchasing Engineer...........M. Z. Landau
Office Manager................L. Haber

PRODUCTS: Complete line of home receivers, AM and FM television receivers.

Edward F.

The Hammarlund Mfg. Co., Inc.
460 West 34th St., New York 1, N. Y.
Phone LOngacre 5-1300
President......................Lloyd A. Hammarlund
V-P & Treasurer...............Joseph Lush
V-P.............................H. B. Macartney
Secretary-Comptroller........E. A. Wittmer
Advertising Mgr................G. W. Shuart

PRODUCTS: Manufacturers of precision communications equipment.

Frederick A.

Harco Steel Construction Co., Inc.
1180 E. Broad St., Elizabeth 4, N. J.
Phone: Elizabeth 2-0826
President & Treasurer..........Harold Cohen
Secretary......................Hugo E. Kern
Vice-President..................C. S. Loftus

PRODUCTS: Radio masts and towers.

Frederick A.

Frederick Hart & Co., Inc.
(Formerly Amertype Recordgraph Corp.)
350 Madison Ave., New York 17, N. Y.
Phone: Vanderbilt 6-3236
Vice-President.................Albert D. Stern

PRODUCTS: Sound recording-reproducing instruments for radio stations, 2-way telephone conversations where authorized, radio interception and monitoring, film recorder-reproducers, magnetic recorder-reproducers.

Frederick A.

Hartenstine Zane Co., Inc.
225 Broadway, New York, N. Y.
Phone BA 7-8390
Secretary-Gen.-Mgr............Chas. J. Hartenstein
BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. Phone, Orange 4-6054. M. A. Hartenstein, Asst. Secretary.

PRODUCTS: Antennae Installation including all field work for foundations, erection, painting, lighting, and servicing radio towers. Installing ground systems and coaxial cable.

Frederick A.

Harvey Radio Laboratories, Inc.
417 Concord Avenue, Cambridge 38, Mass.
Phone: Trowbridge 2800
President......................Frank Lyman, Jr.
Sales Manager..................James E. McDonald
Chief Engineer..................Bernard J. Cosman

Haydu Brothers
P. O. Box 1226, Plainfield, New Jersey
Phone: Plainfield 6-0793
Partner-Sales Manager........Zoltan Haydu
Partner..........................Zoltan Haydu
Chief Engineer.................Zoltan Haydu
Purchasing Agent.............E. Sichel

PRODUCTS: Precision stampings and wire forms for radio, radar and television tubes; burner equipment for glass forming machinery.

Hazeltine Corporation
1775 Broadway, New York 19, N. Y.
Phone: Columbus 5-6793
Chairman..........................Edgar Rickard
President.........................Jack Binns
Vice-Pres.-Chief Eng............W. A. Donald
Asst. Treas......................Herbert F. Clough

PRODUCTS: Patents and engineering service to manufacturers.

Hewlett-Packard Co.
395 Page Mill Road, Palo Alto, Calif.
Phone: Palo Alto 2-4651
Partner..........................David Packard
Partner..........................William R. Hewlett
General Manager..............Glenn Zieber
Sales Manager...............W. N. Eldred
Chief Development Engineer..Bruton Bauer
Plant Superintendent.........Albert A. Spear

PRODUCTS: Laboratory instruments.

Hoffman Radio Corp.
3761 S. Hill St., Los Angeles 7, Calif.
Phone: Prospect 3446
President-General Manager..H. L. Hoffman
Vice-President................W. D. Douglas
Vice-President—Engineering.W. S. Harmon
Secretary-Treasurer..........R. A. Yarche
General Sales Manager.......R. J. McNeely
Asst. Sales Manager.........D. D. Spence
Purchasing Agent............P. L. Fleming
Advertising-Sales Promotion..W. A. Watson

PRODUCTS: Radios, console, combinations, with recorders, radio and television tubes; broadcast, recording discs and other electronic products.

Hytron Corp.
76 Lafayette St., Salem, Mass.
Phone: Salem 2260
President.......................Bruce A. Coffin
Treasurer........................Lloyd H. Coffin
Sales Manager.................John Q. Adams
Chief Engineer...............C. F. Stromeyer
Credit Manager...............M. S. Jones
Purchasing Agent............Edward R. Carroll
Advertising Manager..........Harry G. Burnett
Export Manager...............W. L. Urquhart

PRODUCTS: The following vacuum tubes: receiving, ballast, hearing-aid, very-high-frequency triodes and pentodes, miniatures, medium and low-power transmitting triodes, R. F. beam tetrodes (particularly instantaneous hearing), R. F. pentodes, gaseous voltage regulators, and rectifiers.

Ideal Fluorescent Products Co.
150 Summit St., Newark, N. J.
Phone: Mi 2-6466
Manager.........................Herman K. Kuthe

PRODUCTS: "Ideal" fluorescent starter switches, and electronic tubes.

The Indiana Steel Products Co.
6 N. Michigan Ave., Chicago, Ill.
Phone: FRanklin 1114
President & Treas.............A. D. Plamondon, Jr.
Vice-Pres. & Genl. Mgr........Joseph F. Drenman
Secretary......................Albert Kahn
Asst. Secretary...............M. J. Drew

PRODUCTS: Permanent magnets, radar magnet assemblies, alloy castings, 149 Devonshire Court, Rochester, N. Y., Gerald Troy.

Industrial & Commercial Electronics
601 O'Neill Ave., Belmont, Calif.
Phone: Belmont 664
President.......................Ralph C. Shermund
Vice-President................Charles V. Litton
Chief Engineer..............D. Gordon Clifford
Credit Manager...............G. C. Stuparich
Purchasing Agent............M. M. Fisch

PRODUCTS: Industrial transmitting tubes, vacuum condensers, vacuum relays.

Insuline Corp. of America
3602-10 35th Ave., Long Island City, N. Y.
Phone: Astoria 8-3738
President....................S. J. Spector
Sales Manager................Edward J. Cohen
Vice-Pres.-Treas.............Edward J. Cohen
Production Manager.........C. W. Peterson

International Detrola Corporation
Beard Avenue at Chatfield, Detroit 9, Mich.
Phone: Vinewood 1-8100
President .................. C. Russell Feldmann
Treasurer .................. R. J. Nixon
Service Manager ............ K. L. Granger
Purchasing Agent .......... R. H. Wann
V.-P.—Mfg. Eastern Div... Flemming Johnson
Director of Eng. .......... R. M. Daugherty
PRODUCTS: Electric sets; compact, table, portable, consoles; battery sets: automobile, portable, portable AC-DC, table; combinations: radio-phonograph-radio phonograph automatic record changers; frequency-modulation sets; console, also aviation sets and record-players.

International Resistance Co.
407 N. Broad St., Phila. 8, Pa.
Phone: Walnut 2166
President .................. Ernest Searing
Vice-Pres., Sales ............ Harry Ehle
Vice-Pres., Chief Eng. .... Jesse Marsten
Manager, Industrial Div. ... H. G. Beebe
Manager, Radio Division ... C. H. Griffith
Manager, Merchandise Div. ... Robert Baggs
BRANCH OFFICE: 165 Broadway, Room 1438, New York, N. Y., Manager, A. H. Hardwick. Sales Engineer, Malcolm Newbold.
PRODUCTS: Fixed and variable resistors, volume and tone controls, potentiometers, attenuators, and power rheostats.

Irvington Varnish & Insulator Co.
6 Argyle Terrace, Irvington 11, N. J.
Phone: ESsex 3-4200
Pres. & Genl. Mgr. .......... A. E. Jones
Credit Manager ............ F. M. Miller
Genl. Sales Manager ....... J. J. Connors
Purchasing Agent .......... K. C. Johnson
PRODUCTS: Insulating material, tubing.

Isolantite Inc.
343 Cortlandt St., Belleville, N. J.
Phone: Belleville 2-4600
Directors .................. Paul H. Mouraud,
L. E. O'Rourke, A. F. Heard
Ceramic Sales Manager .... William West
Radio Sales Manager ...... L. C. Sanford
Works Manager ............ Paul Mourand
Treasurer .................. A. F. Heard
BRANCH OFFICES: 43 East Ohio Street,
Chicago, Ill., Phone, Superior 5925, District
Engineer, H. Pretat; Bulkley Building,
Cleveland, Ohio, District Representative,
C. E. White.
PRODUCTS: Steatite, high frequency
radio insulators, coaxial transmission line
and accessory equipment, special antenna
equipment, radar assemblies.

The Jackson Electrical
Instrument Co.
16-18 S. Patterson Blvd., Dayton 1, O.
Phone: Hemlock 4076
President-Sales Manager ... Paul F. Jackson
Chief Engineer ............ George M. Buchard
PRODUCTS: Test equipment.

Jefferson Electric Co.
25th Ave. & Madison St., Bellwood, Ill.
Phone: MANfield 7161
President .................. J. C. Daley
Exec. Vice-Pres. ............ Alfred E. Tregenza
Vice-Pres. & Secy. ......... J. M. Benman
Vice-President ............ R. A. Hoagland
V.-P., Engineer .......... L. Maurer
Executive Engineer ....... R. J. Horstman
Credit Manager .......... Victor E. Lee
Export Manager .......... M. J. Schmitt
Director of Purchases ... Edward J. Banigan
PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Radio Manufacturing Co.
6601 S. Laramie Ave., Chicago 38, Ill.
Phone: Portsmouth 7600
President .................. Thomas A. White
Vice-President ............ Hugh S. Knowles
Comptroller ............... Herbert F. Harris
Purchasing Agent .......... George H. Turner
Secretary ................. A. L. Oliver
Advertising Manager ... Bayard H. Clark
Chief Engineer ............ Hugh S. Knowles
Export Manager .......... Bayard H. Clark
BRANCH OFFICE: Box 825, Oakland,
Calif. Phil Bechamber, rep.
PRODUCTS: Loudspeakers, reproducers.

J. F. D. Manufacturing Co.
4117 Fort Hamilton Parkway, Brooklyn, N. Y.
Phone: Windsor 8-3100
President .................. Julius Finkel
General Manager .......... Albert Finkel
Chief Engineer ............ William Kissel
Credit Manager ............ Ethel Siegel
Purchasing Agent .......... Joseph Shapiro
Sales Manager .......... Edward Finkel
PRODUCTS: Antennas, replacement ballast
tubes, dial belts, battery plugs, battery adapters.

Johns-Manville Corp.
22 East 40th St., New York 16, N. Y.
Phone L'Exington 2-7600
PRODUCTS: Sound-control materials and
acoustical-engineering service.
Kellogg Switchboard & Supply Co.  
6650 S. Cicero Ave., Chicago, Ill.  
Phone: Portsmouth 6900  
President ...................... J. G. Kellogg  
Executive Asst. to President. . C. D. Manning  
Secretary .................... J. H. Kellogg  
Treasurer .................... H. C. McCluskey  
Sales Manager ................ F. M. Parsons  
Purchasing Agent .............. J. Geiger  
PRODUCTS: Oil and wax condensers, communications equipment, microphones, earphones, noise filters, volume controls, retractable electrical cords (Koiled Kords).

Ken-Rad Tube & Lamp Corp., Inc.  
Owensboro, Ky.  
Phone: Owensboro 2000  
President ...................... Roy Burlew  
Sales Manager ................ R. W. Metzner  
PRODUCTS: Receiving, transmitting, cathode ray and special purpose tubes.

Kenyon Transformer Co., Inc.  
840 Barry St., New York 59, N. Y.  
Phone D'Ayton 9-0100  
President ...................... Franklin P. Kenyon  
Vice-President & Chief Engineer  
Richard B. Shimer  
PRODUCTS: Transformers, Reactors, Filters.

Kerrigan Lewis Mfg. Co.  
4421 W. Rice St., Chicago 51, Ill.  
Phone: Spaulding 7208  
Partner .................... Vincent M. Kerrigan  
Partner .................... Charles F. Lewis  
PRODUCTS: Magnet and Litzendraht Wire.

"King Brand" Music Papers  
1595 Broadway, New York, N. Y.  
Phone CI 6-0488  
Contact ...................... "Wes" Cowen  
BRANCH OFFICE: 3928 Crenshaw Blvd., Los Angeles, Calif.  
PRODUCTS: Music-Manuscript Paper, Score Paper, Ink, Fountain Pens, Carrying Cases and Covers, Batons, Duplicating Papers, Music Tapes.

King Laboratories, Inc.  
205 Oneida St., Syracuse 4, N. Y.  
Phone: 2-5209  
President ...................... Aden J. King  
Vice-President ................ F. M. Michaelian  
General Manager ............... W. R. MacLeod  
Secy. & Treasurer ............. George L. King  
PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, barex getters.

KLudge Electronics Co.  
1031 N. Alvarado St., Los Angeles 26, Calif.  
Phone: Exposition 1742  
President ...................... Myron E. KLudge  
Chief Engineer ................ Paul D. Langrick  
Sales Manager ................ Ted Stark  
Production Manager ............ Edward C. Bickhart  
PRODUCTS: Radio transmitters: broadcast, aviation, police and amateur. Transmitting tubes, frequency monitors, modulation monitors, magnetic recording equipment.

Kuthe Laboratories, Inc.  
150 Summit St., Newark 4, N. J.  
Phone: Mitchell 2-6466  
President ...................... Herman K. Kuthe  
Vice-President ................ Bernard Hellring  
Treasurer ..................... Hedwig Kuthe  
PRODUCTS: Electronic transmitting tubes, rectifiers, voltage regulators, indicators, fluorescent starter switches, specialty—gas filled tubes.

The Langevin Co., Inc.  
36 W. 65st. St., New York 23, N. Y.  
Phone: Endicott 2-7200  
President ...................... Carl C. Langevin  
V.-P.—Sales ................... H. B. Miller  
V.-P.—Manufacturing .......... F. P. Kavanagh  
V.-P.—Field Engineering ...... W. J. Jurek  
V.-P.—Development .......... W. J. Dallin  
Secretary ..................... Fredericka Dekan  
Treasurer ..................... A. J. Prins  
Purchasing Agent ............. J. A. Barry  
Transformer Engineer .......... Frank Edmonds  
BRANCH OFFICES: 1650 Howard St., San Francisco 3, Calif.; H. A. Wollenberg, Vice-President, 1000 N. Seward St., Los Angeles 38, Calif.; W. T. Brown, Vice-President.  
PRODUCTS: Speech input equipment and audio amplifying facilities, rectifiers, transformers.

Lapp Insulator Co., Inc.  
Le Roy, N. Y.  
Phone Le Roy 385  
President ...................... J. S. Lapp  
Vice-President ................ W. F. Young  
Treasurer ..................... G. W. Lapp  
Sales Manager ................ Brent Mills  
Chief Engineer ................ Ralph L. Jenner  
PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

Lear, Inc.  
110 Ionia Ave., N. W., Grand Rapids 2, Mich.  
Phone: 6-9651  
President ...................... William P. Lear  
Vice-President ................ Elmer R. Crane  
Msd. Manager—Home Radio Div. Nate Hast  
Sales Manager—Aircraft Radio Div.  
Hal T. Sagert  
Manager—Wire Recording Div.  
Andy W. Korb  
Advertising Manager ............ Ben S. Bland  
PRODUCTS: Radio Division (aircraft & home): automatic aircraft antenna reels, shielded antennae, gyro & directional compasses, control tower equipment, automatic
direction finders. Receivers: aircraft, home, beacon, grid marker, portable, phonograph combinations, receiver-transmitters, wire recording combination, ultra high frequency, very high frequency, wire record. Transmitters: aircraft, portable, ultra high frequency, very high frequency. Wire recorders for office, commercial and home use. Trade name, “Learadio.”

**Lehigah Structural Steel Co.**
17 Battery Place, New York, N. Y.
Phone WHitehall 4-1424
Contact........................................J. F. Neary
BRANCH OFFICES: In all principal cities.

**Lektra Laboratories, Inc.**
30 E. 10th St., New York 3, N. Y.
Phone: Algonquin 4-0230
President..........................Milton W. Blatner
Vice-President.............Ben Eisenberg
Chief Engineer.............Ben Eisenberg
Purchasing Agent............A. Severin
PRODUCTS: Electronic Photo Timers, Electronic Industrial Timers, Electro Shock Therapy equipment, Galvanic Generators, Faradic Generators, Sinusoidal Generators, Electrolysis Equipment.

**Lewyt Corp.**
60 Broadway, Brooklyn 11, N. Y.
Phone: Evergreen 8-9600
President..........................Alex M. Lewyt
Works Manager..................Arnold Wolf
Sales Manager..................Jerome L. Strauss
Chief Electronics Engineer..R. Lee Freeman
Director of Purchasing......J. Ralph Walker
Director of Industrial Relations...........W. V. Ronner
PRODUCTS: Contract manufacturer of private brand radios, radio-phonograph combinations.

**Libbey Glass**
Division of Owen-Illinois Glass Co.
P. O. Box 1035, Toledo 1, Ohio
Phone: Main 7131
President..........................J. P. Lewis
Vice-Pres.-Dir. of Sales......F. J. Solon
Mgr., Industrial Sales........R. W. Rogers
Chief Engineer................H. R. Schutz
Credit Manager................C. B. Rairdon
Purchasing Agent.............C. L. Rice
Export Manager................O. R. Hecht
Production Manager...........G. H. Meeker
PRODUCTS: Lead, lime and borosilicate glass handmade bulbs; general lime glass containers.

**Lifetime Sound Equip. Co.**
1101 Adams St., Toledo, O.
Phone Main 5643
General Manager...............Wm. H. Manoff
Factory Manager...............M. H. Manoff
Production Engineer..........F. L. Church
PRODUCTS: Microphones: Carbon, Dynamic, Velocity; Trumpets, Reflex Trumpets, P. M. Trumpet Units, Deflector Baffles.

**John E. Lingo and Son, Inc.**
28th St. and Buren Ave., Camden, N. J.
Phone Camden 0487
President..........................J. E. Lingo
Chief Engineer...............Wesley Thompson
Production......................George Burrows
PRODUCTS: Vertical Radiators: Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

**Machlett Laboratories, Inc.**
Power Tube Division: 25 Grand St.
Norwalk, Conn.
Phone: Norwalk 6-5581
X-Ray Division: 1063 Hope Street
Springdale, Conn.
Phone: Stamford 4-5781
President......................R. R. Machlett
Vice-President..............W. E. Stevenson
Treasurer....................W. J. A. Lambert
General Sales Manager......H. J. Hoffman
Manager of Engineering.....T. H. Rogers
PRODUCTS: A complete line of Electronic tubes for X-Ray, radio transmitting, and industrial purposes.

**The Magnavox Company**
Fort Wayne 4, Indiana
Phone: A-5474
President......................Richard A. O'Connor
Executive Vice-President....Frank Freimann
Factory Manager...............L. E. Quinell
Chief Electrical Engineer, Radio-Phonograph Division...............R. H. Dreisbach
Sales Manager—Components Div.
Stanley S. Sondles
PRODUCTS: Receivers: Combinations radio-phonograph, radio-phonograph modula-
tion-table, console, FM-AM console, television-console, speakers, capacitors, solenoids, sound slide film equipment.

**Majestic Radio & Television Corp.**
St. Charles, Illinois
Phone: St. Charles 3860
President......................E. A. Tracey
Vice-President................E. V. Otis
Vice-President—Engineering..D. E. Foster
Director of Sales ..........Parker H. Erickson
Assistant Sales Manager..C. V. del Mercado
Treasurer...................John W. Mathews
Purchasing Agent ... A. Ginsberg
Works Manager ... John Stevens
Director of Purchasing ... J. O. Copel
Personnel Manager ... F. Ryron


PRODUCTS: Radio receiving and transmitting sets.

Measurements Corp.
116 Monroe St., Boonton, N. J.
Phone: Boonton 8-2131
President ... H. W. Houck
Chief Engineer ... Jerry B. Minter
Chief Research Engineer ... John van Beuren
Treasurer ... Robert Meyer
Sales Manager ... Nelson C. Doland, Jr.
Purchasing Agent ... J. L. Hiss

PRODUCTS: Model 58 radio noise & field strength meter, model 62 vacuum tube voltmeter, models 65B, 78 78FM, 80, 84 UHF signal generators, model 71 square wave meter, model 79B pulse generator, megacycle meters, megohm meters, moisture meters, FM & Television test equipment.

John Meck Industries, Inc.
Liberty at Pennsylvania Sts., Plymouth, Ind.
Phone: Plymouth 33
President ... John S. Meck
Chief Engineer ... Charles Wexler
Sales Manager ... H. A. Hutchins
Purchasing Agent ... B. L. Bethel
Controller ... R. G. Egg

PRODUCTS: Radio receiving sets, radio-phonograph combinations, phonographs, public address equipment, industrial sound equipment.

Meissner Mfgr. Division
Maguire Industries, Inc.
Mt. Carmel, Illinois
Phone: 733
Vice-President ... James T. Watson
Sales Manager ... Oden F. Jester
Sales Coordinator ... John F. Gibbs
Director of Purchases ... William F. Covert
Works Manager ... C. W. Hildenbran
Chief Engineer ... E. J. Stammen
Jobbing Sales Manager ... R. M. Karet
Asst. Secretary ... Madge A. Hubbard
Division Accountant ... G. W. Osbeck
Service Manager ... W. M. Atkins


Merit Coil & Transformer Corp.
4427 N. Clark St., Chicago 40, Ill.
Phone: Longbeach 6311
President ... Charles C. Koch
Vice-President-Chief Engineer ... Harold Jones
Secretary-Purchasing Agent ... Arthur J. Herold
Treasurer ... Anne G. Schmidt
Superintendent ... Harry R. Koch
Sales Manager ... John I. Crockett, Jr.
Credit Manager ... Dorothy Tekip

PRODUCTS: Transformers.

Micamold Radio Corp.
1087 Flushing Ave., Brooklyn 6, N. Y.
Phone: STagg 2-9820
President ... A. P. Hirsch
Sales Manager ... E. B. Tyler
Vice-President ... F. A. Whiting
Purchasing Agent ... Robert Price

PRODUCTS: Fixed capacitors, resistors.

Micro Switch Division of First Industrial Corporation
Freeport, III.
Phone: State 900
President ... W. B. Schulte
Exec. Vice-President ... W. W. Gilmore
Vice-President ... A. L. Riche
Sales Manager ... F. E. Wilsey

PRODUCTS: Precision snap-acting micro switches and auxiliary actuators, micro limit switches, special micro switches, thermally operated micro switches, explosion-proof micro switches, splash-proof micro switches, aircraft switches.

Midwest Electric Products, Inc.
1710 N. Luett St., Indianapolis 8, Ind.
Phone: Belmont 5490
President ... W. J. Saeman
Sales Manager ... W. J. Saeman
Vice-President ... Wm. C. Hylan
Chief Engineer ... R. D. Jefferies

PRODUCTS: IF transformer, oscillator and antenna coils, RF chokes, wire harnesses, relays and relay assemblies.

Miles Reproducer Co., Inc.
812 Broadway, New York, N. Y.
Phone GRamercy 5-9466
President ... Dr. R. Byrne
Secretary—Ch. Eng. ... J. M. Kuhl, Sc.D.
Treasurer ... H. B. Kuhl
Advertising Mgr. ... A. Altomari
Vice-President ... G. Ruskln
Public Relations ... B. Burns
Electronics Head ... P. Katszoff, E.E.

PRODUCTS: Sound-On Film Recorders, Sound-On Film Reproducers, Telephone Recording Machines, Dictating Recording Machines, Dictating Transcribers, Throat Microphones, Sound Protection Equipment, Continuous Recorders and Transcribers for every occasion, "Talkie" Recorders for 8-16 mm. Motion Pictures.
James Millen Manufacturing Co., Inc.
150 Exchange Street
Malden 48, Massachusetts
Phone: Malden 4108 and 4109
President .................. James Millen
Sales Manager .............. James Millen
Chief Engineer .............. R. Wade Caywood
Purchasing Agent ........... George Pike
Export Manager ............. C. Lohman Janik

PRODUCTS: Radio Transmitters, Receivers and all component parts.

Mirror Record Corp.
58 W. 25th St., New York 10, N. Y.
Phone: CH 3-2222
Pres. & Treas. .......... Paul K. Trautwein
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

The Muter Co.
1255 S. Michigan Ave., Chicago 5, Ill.
Phone: Wabash 3800
President-Treasurer ........ Leslie F. Muter
Vice-President-Secretary .... A. A. Dailey
Vice-President ............ Paul J. Pfohl
Chief Engineer ............. K. E. Rolfson
Production Engineer ........ C. M. Kraemer

PRODUCTS: Resistors, switches, ceramic condensers, ballasts, coils, spira shields, antenna loops, I. F. and R. F. transformers.

National Carbon Co., Inc.
30 East 42nd St., New York 17, N. Y.
Phone: MUnray Hill 2-6800
President .................. A. V. Wilker
Vice-Pres. & Gen. Mgr. .... J. M. Spangler
Vice-President ............. C. O. Kleinsmith
General Sales Mgr. ........ R. P. Bergan
Mgr. Battery Eng. Dept. ... W. H. Fritz

PRODUCTS: Dry Batteries.

National Co., Inc.
61 Sherman St., Malden, Mass.
Phone: Malden 7950
Chairman of Board ......... W. B. Hopkins
President .................. W. A. Ready
Vice-President .............. H. W. Cairns
Treasurer .................. W. H. Balcke
Engineering Manager ........ W. J. Larkin

PRODUCTS: Receiving sets, FM receivers, transmitters, transmitting condensers, dials, coils, chokes, receiving condensers, transmitting parts, R. F. and I. F. transformers, sockets, couplings, receiving parts.

National Design Service
96 Liberty St., New York, N. Y.
Phone: Beekman 3-0207
General Manager ............ Jules M. Labert
Executive Manager .......... Lawrence Zeitsoff

Chief Engineer ............. Irving Brand
Director of Research ......... Clarence Lundy
Radio Engineer ............. Charles Whaley
Asst. Laboratory Director ... T. McLaughlin
Chief Mechanical Engineer ... H. Walton
Field Engineer ............. Victor Markosian
Field Engineer ............. Joseph Donnelly
Field Engineer ............. Jules Woelgesy

PRODUCTS: Consultant radio engineers. IF & RF sweep generators, television test equipment, centralized factory test equipment.

National Union Radio Corp.
15 Washington St., Newark 2, N. J.
Phone: HUmholdt 2-5050
President .................. S. W. Muldowny
Controller .................. E. O. Sandstrom
Dir. of Labor Relations ... A. C. Beeson
Dir. of Distributor Sales .. J. J. Clune
Production Manager ........ F. A. Turnquist
Credit Manager ............ H. A. Pope

PRODUCTS: Receiving Tubes, Cathode Ray Tubes, Television Tubes, Transmitting Tubes, Ballast Tubes, Phototubes, Condensers, Dry Batteries, Volume Controls.

Noblitt-Sparks Industries, Inc.
13th St. & Big Four Railroad, Columbus, Ind.
Phone: Columbus 5521
President .................. Q. G. Noblitt
Vice-President ............. G. W. Thompson
Sales Manager ............. Burl Buckner
Chief Engineer ............. A. D. Silva
Advertising Manager ........ Guy C. Cyr

PRODUCTS: AM and FM radios for civilian use, electronic equipment for the Signal Corps.

Northern Electric Co., Ltd.
1261 Shearer St., Montreal, Quebec, Canada
Phone: Wilbank 3131
President .................. P. F. Sise
Vice- Pres.-General Manager .... R. D. Harkness
Vice-President—Accounts & Finance...... William Carswell
Vice-President—Sales ........ M. K. Pike
Asst. Gen. Mgr.—Manufacture ...... J. S. Cameron
Comptroller ............... D. M. Farish
Secretary-Treasurer ........ W. E. McBain
Manager—Electronics Div. .... A. B. Hunt
Sales Mgr.—Electronics Div. ... H. R. Varcoe
Electronics Engineer ........ F. F. Fulton
Works Mgr.—Electronics Div. .... J. G. Little

PRODUCTS: Aviation radio equipment, broadcasting equipment, round reproducing systems, navigation radio aids, police radio equipment, train radio equipment, radio receivers for home, power line carrier equipment, radio telephone systems, Northern Hammond Organs, microphones, vacuum tubes, amplifiers.
Ohio Tool Company
3160 W. 106th St., Cleveland 11, Ohio
Phone: Orchard 3200
Controlling Partner ............... L. E. Butzman
General Manager ............... C. E. Quay
Sales Manager ............... O. F. Welshans
Comptroller ............... G. M. Craig
Production Manager ............... R. E. Palmer
PRODUCTS: Manufacturing radio dynectron-rotary converters.

Ohmite Mfg. Co.
4835 Flournoy St., Chicago 44, Ill.
Phone: Austin 1070
President ..................... D. T. Siegel
Vice-Pres., Production ............... J. S. Howe
Vice-Pres., Sales ............... R. S. Laird
Chief Engineer ............... H. Levy
Purchasing Agent ............... A. Stolzenfeldt
PRODUCTS: Rheostats, resistors, rotary tap switches, R. F. and power line chokes, and attenuators.

Oxford-Tartak Radio Corp.
3911 S. Michigan Ave., Chicago, Ill.
Phone: ATLantic 6161
President ..................... R. C. Walker
General Manager ............... Robert Adams
Sales Manager ............... James H. Wood
Chief Engineer ............... Madison Jones
Credit Manager ............... David Davis
Purchasing Agent ............... Howard Corey
Advertising Manager ............... Clay Crane
Plant Manager ............... Alexander Polak
PRODUCTS: Loud speakers, output and line transformers, magnets.

Pacific Sound Equipment Co., Inc.
130 N. Beaudry Ave., Los Angeles 12, Calif.
Phone Michigan 2381
President ..................... Robert G. Metzner
Secretary-Treasurer ............... William L. Maas
BRANCH OFFICE: 4821 Bethesda Avenue, Bethesda 14, Md. (Washington, D. C.), Phone, Wisconsin 3144, Representative, William H. Holmes.
PRODUCTS: Phonographs, electric and acoustic; transcription reproducers; public address systems; etc.

Packard-Bell Co.
3443 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Fairfax 2141
President ..................... Herbert A. Bell
General Manager ............... H. D. Thomas, Jr.
Director of Sales ............... J. M. Spain
Chief Engineer ............... R. H. Freck
Purchasing Agent ............... A. T. Baxter
PRODUCTS: Receivers: Electric — Compact, Table, Portable, Console; Battery — Portable, Portable AC-DC; Combinations — Radio-Phonograph, Radio-Phonograph Recorder; Frequency Modulation — Table, Console, FM-AM Table, FM-AM Console; Television — Table, with FM, with AM, with FM-AM; Console, with FM, with AM, with FM-AM and Phonograph; Miscellaneous — Amateur, Aviation; also record-players.

Philco Corp.
Phone: NEBraska 5100
Chairman of the Board ............... Larry E. Gubb
Chairman of Exec. Comm. ............... James T. Buckley
President ............... John Ballantyne
Vice-Pres., Charge of Operations ............... Wm. Balderston
Vice-Pres., Charge of Sales ............... Thomas A. Kennally
Vice-Pres., Charge of Merchandising ............... James H. Carmine
Chief Radio Engineer ............... Palmer M. Craig
Chief Television Engineer ............... F. J. Bingley
Director of Research ............... David B. Smith
Vice-Pres., Charge of Service ............... R. F. Herr
PRODUCTS: Radio receiving sets, automobile radio receivers, refrigerators, air conditioners, aircraft radio communications and radar equipment. Radio parts, tubes, accessories, dry batteries.

Philharmonic Radio Corp.
528 E. 72nd St., New York 21, N. Y.
Phone: Butterfield 8-2300
President-Treasurer ............... Z. Soucek
Vice-President—Engineering ............... V. Brociner
Asst. Secretary-Treasurer ............... L. Ertle
Plant Manager ............... F. Cassata
Personnel Manager ............... T. J. Kilber
Chairman of Board ............... Thomas R. Jones
PRODUCTS: FM-AM radio-phonographs, FM-AM receiving sets, television sets, airborne radar equipment, radio transmitters, test equipment, synchoscopes, square-wave generators, underwater sound equipment, two-band high sensitivity portable receivers, cathode ray equipment, monitor and control equipment.

Philmore Mfg. Co.
113 University Pl., New York 3, N. Y.
Phone: ALgonquin 4-3363
Manager ............... Philip Schwartz
Chief Engineer ............... Reginald Burke
Credit Manager ............... C. Levine
Export Manager ............... M. L. Granat
Purchasing Agent ............... Murray Granat
PRODUCTS: Amateur sets, crystal sets, microphones (carbon type), detectors, plugs, 1, 2 and 3-tube receivers, headphones, signal keys, short wave and broadcast plug-in coils, aerial kits, speaker microphones.

Pilot Radio Corp.
37-06 36th St., Long Island City 1, N. Y.
Phone: Stillwell 4-5455
President ............... Isidor Goldberg
Executive Vice-President ............... E. L. Hall
Secretary ............... I. W. Wyckoff
General Works Manager ............... J. Benjamin
Domestic Sales Manager ............... Allen D. McGeehe
Export Sales Manager ............... J. E. Chorlian
EQUIPMENT MANUFACTURERS

Engineer—Radio Design: E. Jaehn
Engineer—Television Design: W. Auerhacher
Purchasing Agent: H. Zuckerman

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers and television receivers.

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Precision Specialties
210 N. Western Ave., Los Angeles, Calif.
Phone: Hi. 8333
General Manager-Co-owner: L. Glaser
Sales Manager-Co-owner: J. R. Brandon
Radio Dept. Head: W. F. Frankart
Chief Purchasing Agent: C. Gould
Chief Engineer—Plastics: M. R. Roberts
Comptroller: P. Gato
General Sales Manager: P. Belvin, 3rd
Plant Manager—Plastics: Mr. Washburn
Plastic Stylist-Engineer: L. McMurphy

PRODUCTS: Broadcast receivers AC-DC, phono-combinations, FM-AM consoles, crystal sets, electronic toys, short wave communication equipment, civilian walkie-talkie, radio equipment.

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Premax Products Division—Chisholm-Ryder Co., Inc.
College & Highland Aves., Niagara Falls, N.Y.
Phone 9186
President: S. M. Ryde
Secretary: C. S. Maurer
Manager: G. O. Benson

PRODUCTS: Vertical Antennas, Mobile Antennas, Insulators, Mountings, Ground Rods.

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1475 Broadway, New York 18, N. Y.
Phone Bryant 9-5030
President: A. Warren Norton
Vice-President-General Mgr. Ray De Pasquale
Treasurer: James Humphrey, Jr.
Secretary: James E. Denning

PRODUCTS: High and low power transmitters for FM and AM, radio receivers for FM-AM including diversity, radio printers systems, moduplex and radio voice channeling devices, radiophoto and facsimile transmitters and receivers, central office terminal equipment.

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Presto Recording Corp.
242 W. 55th St., New York, N. Y.
Phone: Circle 5-7760
President: George J. Saliba
Secretary: Morris M. Gruber
Treasurer: A. Benjamin
Comptroller: Ruth B. Sholes
Sales Manager: Ralph C. Powell


P. O. Box 1305, Dallas, Texas, Phone, Tennis 3-7093, J. Earl Smith, Manager. Dominion Square Bldg., Montreal, Quebec, Phone, Marquette 6368, W. P. Downs, Manager. 4253 Quitman St., Denver, Colo., Phone, Grant 1768, Richard A. Hyde, Manager. 25 Warren St., New York, N. Y. (Export), Phone, Barclay 7-5513, Norman Simons, Manager. 940 Lake Elbert Drive, Winter Haven, Fla., Phone, 22-684, R. H. Van Dusen, Manager. Ellicott Square Bldg., Buffalo, N. Y., Phone, Washington 2517, R. W. Mitscher, Manager. 3535 Dell Trail, Chattanooga, Tenn., Phone, 4-4026, Jesse P. Johnson, Manager. 1067 Aleka St., Honolulu, Hawaii, Phone, 3966, Tommy Kearns, Manager.

PRODUCTS: Sound recording equipment, discs, needles, transcription turntables, recording amplifiers and accessory recording equipment.

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Radex Corp.
53 W. Jackson Blvd., Chicago, Ill.
President: R. R. Cook
Comptroller: P. S. Deasy
Asst. Secretary: Leonora Webb
Engineer: Harold A. Stein
Secretary: E. S. Cook

PRODUCTS: Pocket signal tracer, radiating loop.

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Radio Condenser Co.
Davis & Copewood Sts., Camden, N. J.
Phone: Camden 7300
President: Stanley C. Cramer
Vice-President: Russell E. Cramer
Secy. & Treas.: William W. Paul
Factory Manager: Frank A. Cowgill
Chief Engineer: Joseph S. Robb
Purchasing Agent: James W. Willard
Sales Manager: William J. May

PRODUCTS: Variable air condensers and mechanical push-button controls.
Radio Corp. of America (RCA Victor Division)
Front & Cooper Streets
Camden, New Jersey
Phone Camden 8000
Exec.-Vice-Pres., Charge of Division
Frank M. Folsom
Chief Engineer .................. Dr. C. B. Jolliffe
Operating V.-P. ............... J. G. Wilson
V.-P.—Engineering Products Division
Meade Brunet
V.-P.—General Attorney ....... J. H. McConnell
V.-P.—Home Instrument Dept. ... J. B. Elliott
V.-P.—Tube Div. .............. L. W. Teegarden
V.-P.—Record Div. ............ J. W. Murray
PRODUCTS: Custom built communication and sound equipment, sound reinforcing equipment, broadcast transmitters and studio equipment, Industrial Sound Equipment, records and transcriptions, electronic tubes, television transmitting and receiving equipment, FM transmitting and receiving equipment, special electronic apparatus and facsimile equipment.

Radio Development & Research Corp.
26 Cornellison Ave., Jersey City 4, N. J.
President .................. S. Irving Weiss
Sales Manager ................. Isidore B. Meltzer
Chief Engineer ................ Robert Dorr
Purchasing Agent ............. George H. McCaffrey
Service Manager .............. Albert Cohn
PRODUCTS: Home receivers, two-way plane communications, magnetic steel tape recorders, public address systems, ship-to-shore communications. Trade names Magic-tone, Chronovox.

Radio Engineering Labs., Inc.
35-54—36th St., Long Island City, N. Y.
Phone: Astoria 8-1010
President .................. Charles M. Srebroff
Vice-Pres. ..................... Frank A. Gunther
Secretary .................... Marion Wade
Chief Engineer ............... Malbon H. Jennings
Plant Manager ............... Henry Dietz
Sales Manager ............... Joseph Behr
Director of Purchases ........ Marion Wade
PRODUCTS: Broadcast transmitters, frequency modulation and amplitude modulation, antennas, test equipment, FM speech consoles, FM studio to transmitter relays, FM receivers, loudspeaker units, portable transmitters for remote pick-up service, mobile two-way FM transmitters and receivers for Military and Municipal use.

Raytheon Manufacturing Co.
Waltham 54, Mass.
President .................. Laurence K. Marshall
Vice-Pres.-Treas. .......... David T. Schultz
Secretary .................. D. L. Trouant
Vice-President ............. Joseph Pierson
Vice-President ............. Ray C. Ellis

PRODUCTS: Electronic components, equipments, systems.

Scophony Corp. of America
527 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 2-5960
President .................. Arthur Levey
Vice-President ............... Joseph E. Swan
Treasurer .................... Franklin Field
Director of Research ... Dr. A. H. Rosenthal
PRODUCTS: Television projectors, electronic devices.

Sentinel Radio Corp.
2020 Ridge Ave., Evanston, Illinois
Phone: University 2400
President .................. E. Alschuler
Vice-President ................ O. F. Taylor
Production Manager ........... I. Jacobsen
Purchasing Agent ............. P. O. Krumm
Vice-President ............... M. D. Block
Secretary .................. C. L. Stout
Chief Engineer .............. W. J. Schnell
Sales Manager .............. E. G. May
PRODUCTS: Radio receiving sets, Radio-Phonograph combinations, FM/AM Receiving sets, Record players.

Sherron Electronics Co.
(Division of Sherron Metallic Corp.)
1201 Flushing Ave., Brooklyn 6, N. Y.
Phone: Evergreen 7-2820
President .................. P. E. Sherron
Director of Purchases ........ M. C. Turner
Chief Engineer ............... M. V. Barach
Director of Television .......... P. J. Gollhofer
Sales Engineer ................ E. P. Alisch
PRODUCTS: Test equipment for television, vacuum tubes and electrical components. Television, FM, Standard Broadcast, Relay and Fixed Station Transmitters, Studio Control Consoles. Custom-built electronic equipment for industry, designed, developed and manufactured to the customer's specifications and applications. Induction and dielectric heating units. W2XDK Experimental Television Station. Trade Name, Sherron Electronics.

Sheridan Electro Corp.
2850 South Michigan Ave., Chicago 16, Ill.
Phone: Calumet 2100
President .................. John J. Sheridan
Sales Manager ............... Robert Shellow
Chief Engineer ............... Sol Heyton
Purchasing Agent ............. John H. Stackhouse
PRODUCTS: Radio sets, transmitting apparatus, and electrical appliances, combinations, record players.
EQUIPMENT MANUFACTURERS

Sonora Radio & Television Corp.
325 N. Hoyne Ave., Chicago, Ill.
Phone: CHEsapeake 2323
President..................Joseph Gerl
Vice-President..............B. Freund
Sales Manager...............Edward Harris
Sales Promotion Mgr.........Herbert S. Hall
Recording Director.........Marie Ruchens
BRANCH OFFICE: 730 Fifth Ave., New York, N. Y., Phone, Circle 7-5492, National Sales Manager, Record Division, Milton Benjamin.

PRODUCTS: Receiving sets, radio-phonograph combinations, phonograph records.

Speak-O-Phone Recording & Equipment Co.
23 West 60th St., New York, N. Y.
Phone CO 5-1350
General Sales Manager........C. A. Austin
Secretary ..................R. L. Lee

PRODUCTS: Recording and reproducing equipment.

Speer Resistor Corp.
Theresa St., St. Mary, Penna.
Phone: St. Marys 895
President..................Andrew Kaul, 3rd
General Manager.............G. G. Herrick
Chief Engineer ................H. N. Veley
Sales Manager ..............L. J. Weidenboerner
Purchasing Agent ............A. E. Kronenwetter

PRODUCTS: Carbon insulated and non-insulated resistors, coil forms.

Sperry Gyroscope Co. Inc.
Great Neck, New York,
Phone: Fieldstone 3-3600
President ....................P. R. Bassett
General Mgr. .................C. R. Green
Gen. Sales Mgr. .............H. H. Willis
Electronics Sales Mgr. .......E. F. Lazar

PRODUCTS: KLYSTRON Tubes, radio direction finders; electronic measurement equipment, microwave communication equipment.

Stamford Electric Products Co., Inc.
Sunnyside Ave., Stamford, Conn.
Phone: Stamford 4-7548
President....................Leo Jacobson
Vice-President ..............Jack Siegel
Manager-Chief Engineer Transformer Div. W. W. Weiss
Asst. Chief Engineer ........Steven Powers
Treasurer....................Joseph Kapp
Asst. Sales Manager .........Murray Hahn

PRODUCTS: Transformers, transformer specialties, electronic devices.

Stewart-Warner Corp.
1826 Diversey Pkwy., Chicago, Ill.
Phone: Lakeview 6000
Senior Vice-President ........F. A. Hitter
Manager, Radio Dept. .......F. D. Masters

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.

Stromberg-Carlson Co.
100 Carlson Road, Rochester, N. Y.
Phone: Culver 260
Chairman of Board..............Wesley M. Angle
President .....................Ray H. Manson
Vice-President-General Mgr....Lee CeCanne
Vice-President—Finance.Edwin C. Rooworth
Vice-President—Sales. Lloyd L. Spencer
Vice-President—Engineering
and Research ..............Frederic C. Young
Secretary-Treasurer.........Wilbur W. Hetzel
Controller .................Gordon G. Holt
Assistant Treasurer ........Arthur F. Gibson
Assistant Treasurer .........George E. Eyer
Assistant Secretary .........George R. Town
BRANCH OFFICES: 164 W. Adams St., Chicago, III, Phone, State 4254; 2017 Grand Ave., Kansas City 8, Mo., Phone, Harrison 6618; 1355 Market St., San Francisco 3, Calif., Phone, Underhill 5388; Stromberg-Carlson Co., Ltd., 211-219 Geary Ave., Toronto, Ont., Canada, Phone, Melrose 2453, Ralph A. Hackbusch, Vice-President-Managing Director.

PRODUCTS: Communications equipment, including radio, television, telephone, sound equipment and wire recording equipment.

Sylvania Electric Products, Inc.
500 Fifth Ave., New York, N. Y.
Phone: CHickering 4-4470
President .....................W. E. Poor
Executive Vice-President,
Sales .........................D. G. Mitchell
Director of Engineering......E. Finley Carter
General Sales Manager, Radio Tube Sales C. W. Shaw
D. R. Adv. S. P.............Henry C. L. Johnson
Director Public Relations.....Paul S. Ellison

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

Teletone Radio Co.
609 W. 51st St., New York 19, N. Y.
Phone: Circle 6-7590
General Partner ..............S. W. Gross
General Sales Manager ......John S. Mills
Chief Engineer ................B. Singer

PRODUCTS: Table model radios, table model radio-phonograph combinations.

Telicon Corp.
851 Madison Ave., New York 21, N. Y.
Phone: Butterfield 8-1900

1077
President ................... S. Sagall
Vice-President .................. Colin C. Ives

PRODUCTS: AM & FM broadcast receivers, television receivers, intra-video systems, television receiving antennas, quartz crystals.

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**Templeton Radio Mfg. Corp.**
Templeton Bldg., New London, Conn.
Phone: New London 5346

President ....................... Oscar Dane
Vice-President—Manufacturing .... Eli Dane
Vice-Pres., Charge of Engineering ........ Dr. Dale Pollack
Purchasing Agent ............. M. A. Gardner
Director, Distribution ........ S. A. Kelsey

PRODUCTS: Radios and electronic test equipment, receivers, television receivers, record players, combinations.

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**United States Television Mfg. Corp.**
106 7th Ave., New York 11, N. Y.
Phone: Chelsea 2-1154

President ...................... Hamilton Hoge
Vice-President—Sales ............ John Hoge
V. P., Secretary ................ Francis H. Hoge, Jr.
Chief Engineer ............... Harold V. Nielsen

PRODUCTS: AM & FM radios, television receivers, television test equipment and parts, television transmitting equipment.

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**Universal Microphone Co.**
424 Warren Lane, Inglewood, Calif.

President ...................... James L. Fouch
Vice-Pres.-Sales Director ........ Cecil L. Sly
Secretary ........................ Durwood D. Allen
Sales Manager .................. Dee Breen
Advertising Manager ........... Ralph L. Power
Purchasing Agent ............. Karl Mautz
Chief Engineer ............. Les Willyard
Research Engineer ............ Dunford Kelly

BRANCH OFFICES: (Canada) 550 King St. W., Toronto 2; Ont.; (Export) 310 Clay St., San Francisco 11, Calif.; 259 W. 14th St., New York, N. Y.; 94 Portland St., Boston, Mass.; 210 E. Ohio St., Chicago, Ill.; 2321 2nd Ave., Seattle, Wash.

PRODUCTS: Microphones, stands, accessories and recording components.

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**Western Electric Co., Inc.**
(Radio Division)
120 Broadway, New York 5, N. Y.
Phone Cortland 7-7700

Vice-Pres., Mgr. ................ F. R. Lack
Manager—Distributor Sales ... S. P. Taylor

PRODUCTS: AM and FM radio broadcasting transmitters, antenna phasing, coupling and monitoring equipment; speech input equipment and components; aviation, marine, police radio transmitters and receivers; mobile radio sound distribution systems and components; hearing aids and audiometers; microphones, loudspeakers and allied items; sound measuring equipment; vacuum tubes; thermistors; fastax camera; telephone apparatus and cable; carrier telephone equipment and train dispatching apparatus. Field Engineering Services.

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**Westinghouse Electric Corp.**
Industrial Electronics Division
2519 Wilkens Ave., Baltimore 3, Maryland
Phone: Edmondson 2300

Home Radio Division
Front Street and Susquehanna Ave., Sunbury, Pa.
Phone: Sunbury 2520

Lamp Division
MacArthur Ave., Bloomfield, N. J.
Phone: Bloomfield 2-2200

President ..................... George H. Bucher
Vice-President ................ Walter E. Benoit
Asst. to Vice-President ........ Walter V. Schaefer

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.

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**Zenith Radio Corp.**
6001 Dickens Ave., Chicago, Ill.
Phone: Berkshire 7500

President-General Mgr.—E. F. McDonald, Jr.
Exec. V. P.—Treasurer .......... Hugh Robertson
V. P.—Director of Sales ....... J. J. Nance
V. P.—Household Radio ........... Div.

President .................... Henry A. Bonfig
V. P.—Engineering .............. Harvey Tullo
V. P.—Production .............. William E. Fullerton
Asst. V. P.—Asst. Secretary—Asst. Treasurer ................. Sam Kaplan
Controller-Secretary—Asst. Treasurer .......... R. D. Burnet
Asst. V. P. ........................ J. E. Brown
Asst. V. P. ........................ Carl E. Hassel
Service Manager ............. Frank E. Smolek

BRANCH OFFICES: All principal cities.

PRODUCTS: Receivers: Electric-compact, table, portable, console; Battery—automobile, portable AC-DC, table, console; Combinations: radio-phonographs, radio-phonograph-recorders; FM table, console; FM and AM table, console; Television: table console, video only; Hearing Aids; Miscellaneous: Amateur, aviation, marine, police, record players, receiving and transmitting apparatus. Tradename "Zenith."
Frequency Modulation

Frequency Modulation During 1945

FM Networks
For Educational Use

Applications Granted
THE past year seems destined to become known as the one in which the foundations were solidified for the future of American broadcasting, FM. The merger of the Frequency Modulation Broadcasters, Inc., with the National Association of Broadcasters set the pattern for self-administration in the traditional American system, and the assignment of the 88-108 mc. band gave FM its long-awaited permanent position in the radio spectrum.

At a meeting held in Washington last October, representatives appointed by the FMBI and NAB boards worked out final details of the merger under which FMBI activities were transferred to the newly created FM Department of the NAB, with NAB memberships provided for FMBI members. The joint committee of the two organizations became the executive committee of the NAB's FM Department, with Walter Damm, FMBI president, as chairman.

Robert Bartley, the first secretary of FMBI and for the past two years director of government relations for NAB, was named director of the new department, which will have headquarters in the old FMBI offices at 1730 I Street, N.W., in Washington.

As one of its primary objectives, the NAB’s FM Department is called upon “to seek to secure the assignment of sufficient additional channels for FM so that broadcasting may develop in the public interest to its fullest potentialities . . .” In one of its first official acts, the Department helped bring about the new system of consecutive numbering for FM channels.

Announcement of the switch to the higher frequencies brought about renewed protests by Edwin H. Armstrong, inventor of FM, and the Zenith Corp., both of whom objected to the 88-108 band on grounds that it would not provide satisfactory rural service. Following several stormy sessions with the FCC, Zenith's proposal that both the 88-108 and the 44-50 bands be used was dropped by the commission.

During the year, FM licenses were sought by many newcomers to radio. Outstanding among these was the International Ladies Garment Workers Union, which has applied for licenses in New York, Philadelphia, Boston, Los Angeles, Chattanooga (conditional permit granted) and St. Louis. The union, which has retained Morris Novik, former director of WNYC, as radio consultant plans to operate the stations on a non-profit, community basis, with heavy public service programming. Conditional grants have been awarded also to the United Auto Workers, CIO, in Detroit, and to the Amalgamated Clothing Workers, CIO, Rochester, N.Y.

While some labor organizations sought to hasten the advent of FM, James C. Petrillo's American Federation of Musicians threw a wrench into the works by demanding added musicians where AM musical shows were duplicated on FM outlets. The edict, in effect, forced network-owned FM stations off the air. Settlement of the dispute is hoped to result from the NAB-AFM meetings slated for April.

With the first twenty FM channels—between 88 and 92 mc.—reserved for non-commercial educational operations by the FCC, the educational aspects of FM took on added importance. Traditionally the leader in educational radio, the Mid-West has again taken the lead with state-wide educational FM webs planned for Wisconsin and Ohio.

As of Mar. 8, 1946, the FCC had granted conditional licenses to 352 FM stations, with about 400 additional applications still pending, and Commission officials forecast several thousand FM outlets throughout the country "in a few years time."
FM Networks For Educational Use

By GEORGE JENNINGS, Assoc. Dir., Radio Council, Chicago Public Schools

The year 1946 will see a great increase in the number of Frequency Modulation stations, owned and operated by school systems, universities, schools and colleges, and in some instances by "radio councils" reporting directly to state universities or state superintendents of education.

Under the leadership of the United States Office of Education and through such organizations as the Chicago School Broadcast Conference and the Association for Education by Radio interest in FM for educational use has been greatly stimulated. And this interest, now that equipment is again available, is being translated into specific action by local and state groups.

The University of Wisconsin in the summer of 1945 announced the organization of a state-wide Radio Council to implement the setting up of a state-wide FM network, and late in 1945 the Council, through Harold McCarty, Director of station WHA, announced that funds had been granted by the state legislature and applications had been presented to the FCC for the installation of two FM transmitters, the first "leg" in a six station relay system which will cover the state.

In Michigan, under the chairmanship of Joseph E. Maddy of the University of Michigan, a state-wide plan of FM coverage has been worked out, and the coming year will probably see the start of that service to the people of the state. Louisiana, Kentucky, Illinois, Ohio, Iowa and some twenty other states have evinced enough interest in FM state-wide coverage for educational purposes to have surveys made of possible transmitter locations.

All this activity is a healthful sign, providing in the plans the problem of programming such stations and networks is thoroughly considered.

According to some of the plans for state-wide network operation, various schools or universities within the state are to assume responsibility for certain programs to be fed to the network; in other words, the local stations will do the bulk of their local programming, taking from the net and feeding to the net only those programs of state-wide interest. This plan might cast a heavier burden on the larger institutions, such as state universities, and it might also be a source of friction within the network; i.e. the smaller schools might possibly present the question, "Is the state-wide FM network being hogged by the University or by the state department of education?"

In so far as hook-ups between states is concerned, there is no reason whatever that such might not be done. This is particularly true in the Middle-west, where there already have been, from time to time, hook-ups between the state owned stations, such as WILL at Urbana; WSUI, at Iowa City; and WHA at Madison. It is quite conceivable that when and if Ohio, Michigan, Indiana, Illinois, Wisconsin and Iowa have state-wide FM networks various stations within the net may take responsibility for specific series of programs in definite subjects: for example, WBOE in Cleveland might very well assume the responsibility of doing an elementary art program for the six state area; WBEZ in Chicago might assume the responsibility of doing a series in American history; WHA at Madison might very well do a science program.

Network operation is going to involve several problems the local school stations do not at present have to cope with. The problem of integrating schedules, clearing time, different hours of operation, wire or relay costs, all enter the picture.

Ideally, a network programming division should be set up to operate within the educational field exactly as the network operates within the commercial field. This presents the problem of financing, headquarters, and the employment of staff. Somewhere in the picture there would have to be a "Czar" (as the sports-writer puts it) of educational broadcasting in the network area.
# FM Broadcast Applications Granted

As of February 4, 1946

<table>
<thead>
<tr>
<th>City</th>
<th>Grantee</th>
<th>Kind of Station</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ALABAMA</strong></td>
<td></td>
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<tr>
<td>Anniston</td>
<td>Harry M. Ayers</td>
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</tr>
<tr>
<td>Birmingham</td>
<td>The Birmingham News, Co.</td>
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<tr>
<td>Birmingham</td>
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<tr>
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<tr>
<td>Fort Smith</td>
<td>Donald W. Reynolds</td>
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<tr>
<td><strong>CALIFORNIA</strong></td>
<td></td>
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<tr>
<td>Alameda</td>
<td>Abraham and Sara Kofman, d/b</td>
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<tr>
<td></td>
<td>as Times-Star Publishing Co.</td>
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<tr>
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<td>San Bernardino</td>
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<td></td>
<td>Lee Brothers Broadcasting Co.</td>
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<td>San Francisco</td>
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<td>San Luis Obispo</td>
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<td>San Mateo</td>
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<td><strong>CONNECTICUT</strong></td>
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## FM Applications Granted

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<th>City</th>
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<td>Tampa</td>
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<td>Connersville</td>
<td>News-Examiner Co.</td>
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<td>Elkhart</td>
<td>Truth Publishing Co., Inc.</td>
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<tr>
<td>Shelbyville</td>
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<table>
<thead>
<tr>
<th>City</th>
<th>Grantee</th>
<th>Kind of Station</th>
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<td>Telegraph Herald</td>
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<td>Josh Higgins Broadcasting Co.</td>
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<td>Pittsfield</td>
<td>Monroe B. England</td>
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<tr>
<td>Springfield</td>
<td>WMAS, Inc.</td>
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## FM Applications Granted

<table>
<thead>
<tr>
<th>City</th>
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<th>Kind of Station</th>
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<tbody>
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<td>Ann Arbor</td>
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<td>Benton Harbor</td>
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<td>Dearborn</td>
<td>Herman Radner</td>
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<td>UAW-CIO Broadcasting Corp. of Mich.</td>
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<td>Detroit</td>
<td>King-Trendle Broadcasting Corp.</td>
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<td>John B. Norton</td>
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<td>Mo. Broadcasting Corp.</td>
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<tr>
<td>St. Louis</td>
<td>The Pulitzer Pub. Co.</td>
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<tr>
<td>St. Louis</td>
<td>Star-Times Pub. Co.</td>
<td>Metropolitan</td>
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<tr>
<td>St. Louis</td>
<td>St. Louis University</td>
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<tr>
<td>Lincoln</td>
<td>Cornbelt Broadcasting Corp.</td>
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<tr>
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<td>World Publishing Co.</td>
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<tr>
<td>Reno</td>
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<td>Claremont</td>
<td>Claremont Eagle, Inc.</td>
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<td>Manchester</td>
<td>Harry M. Bitner</td>
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<tr>
<td>Portsmouth</td>
<td>WHEB, Inc.</td>
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<tr>
<td>Asbury Park</td>
<td>Asbury Park Press, Inc.</td>
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<tr>
<td>New Brunswick</td>
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<tr>
<td>Paterson</td>
<td>The Passaic Daily News</td>
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</tr>
<tr>
<td>Trenton</td>
<td>Mercer Broadcasting Co.</td>
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### States
- **Michigan**
- **Minnesota**
- **Mississippi**
- **Missouri**
- **Nebraska**
- **Nevada**
- **New Hampshire**
- **New Jersey**

1085
### NEW YORK

<table>
<thead>
<tr>
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<tr>
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<td>Buffalo</td>
<td>WEBR, Inc.</td>
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<tr>
<td>Corning</td>
<td>W. A. Underhill and E. S. Underhill, Jr., d/b as The Evening Leader</td>
</tr>
<tr>
<td>Dunkirk</td>
<td>Dunkirk Printing Company</td>
</tr>
<tr>
<td>Hornell</td>
<td>The W. H. Greenhow Co.</td>
</tr>
<tr>
<td>Ithaca</td>
<td>Cornell University</td>
</tr>
<tr>
<td>Jamestown</td>
<td>James Broadcasting Co., Inc.</td>
</tr>
<tr>
<td>Ogdensburg</td>
<td>St. Lawrence Broadcasting Corp.</td>
</tr>
<tr>
<td>Oswego</td>
<td>Palladium-Times, Inc.</td>
</tr>
<tr>
<td>Rochester</td>
<td>Amalgamated Broadcasting System, Inc.</td>
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<td>Syracuse</td>
<td>Syracuse Broadcasting Corp.</td>
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<td>WAGE, Inc.</td>
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<tr>
<td>Troy</td>
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<td>Utica</td>
<td>WIBX, Inc.</td>
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<td>Watertown</td>
<td>The Brockway Co.</td>
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<td>White Plains</td>
<td>Westchester Broadcasting Corp.</td>
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### NORTH CAROLINA

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<td>Alamance Broadcasting Co., Inc.</td>
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<td>Charlotte</td>
<td>Southeastern Broadcasting Co.</td>
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<td>Durham</td>
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<tr>
<td>Fayetteville</td>
<td>Cape Fear Broadcasting Co.</td>
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<tr>
<td>Gastonia</td>
<td>F. C. Todd</td>
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<tr>
<td>Hickory</td>
<td>Catawba Valley Broadcasting Co., Inc.</td>
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<tr>
<td>High Point</td>
<td>High Point Enterprise, Inc.</td>
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<td>High Point</td>
<td>Radio Station WMFR, Inc.</td>
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<td>Raleigh</td>
<td>WPTF Radio Co.</td>
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<td>Roanoke Rapids</td>
<td>Telecast, Inc.</td>
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<td>WCBT, Inc.</td>
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<tr>
<td>Rocky Mount</td>
<td>Josh L. Horne</td>
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<td>Rocky Mount</td>
<td>William Avera Wynne</td>
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<td>Salisbury</td>
<td>Piedmont Broadcasting Corp.</td>
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<td>Washington</td>
<td>Tar Heel Broadcasting System, Inc.</td>
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<tr>
<td>Wilmington</td>
<td>Richard Austin Dunlea</td>
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<td>Winston</td>
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<td>WAIR Broadcasting Co.</td>
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### OHIO

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<td>Cincinnati</td>
<td>The Cincinnati Times-Star Co.</td>
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<td>Cincinnati</td>
<td>The Crosley Corp.</td>
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<td>L. B. Wilson, Inc.</td>
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<td>Buckeye Broadcasting Co.</td>
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<td>Cincinnati</td>
<td>Scripps-Howard Radio, Inc.</td>
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<tr>
<td>Columbus</td>
<td>Lloyd A. Pixley, et al, d/b as The Pixleys</td>
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<tr>
<td>Dover</td>
<td>The Tuscora Broadcasting Co.</td>
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<tr>
<td>Marion</td>
<td>The Marion Broadcasting Co.</td>
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<tr>
<td>Toledo</td>
<td>The Fort Industry Co.</td>
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<tr>
<td>Wooster</td>
<td>The Wooster Republican Printing Co.</td>
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### OKLAHOMA

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<td>Oklahoma City</td>
<td>WKY Radiophone Co.</td>
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<tr>
<td>Oklahoma City</td>
<td>KOMA, Inc.</td>
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<tr>
<td>Oklahoma City</td>
<td>Plaza Court Broadcasting Co.</td>
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<td>Oklahoma City</td>
<td>O. L. Taylor</td>
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<tr>
<td>Shawnee</td>
<td>KBFF Broadcasting Co.</td>
</tr>
<tr>
<td>Tulsa</td>
<td>Fred Jones Broadcasting Co.</td>
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<tr>
<td>Modford</td>
<td>Mrs. W. J. Virgin</td>
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<tr>
<td>Medford</td>
<td>Medford Printing Co.</td>
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<td>KXXL Broadcasters</td>
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<td>Broadcasters Ore., Ltd.</td>
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<tr>
<td>Portland</td>
<td>KALE, Inc.</td>
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<tr>
<td>Portland</td>
<td>Pacific Radio Adv. Service</td>
</tr>
<tr>
<td>Portland</td>
<td>Oregonian Pub. Co.</td>
</tr>
<tr>
<td>Portland</td>
<td>KOIN, Inc.</td>
</tr>
<tr>
<td>Allentown</td>
<td>Lehigh Valley Broadcasting Co.</td>
</tr>
<tr>
<td>Altoona</td>
<td>The Gable Broadcasting Co.</td>
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<tr>
<td>Bethlehem</td>
<td>The Bethlehems' Globe Pub. Co.</td>
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<tr>
<td>Bradford</td>
<td>Bradford Publications, Inc.</td>
</tr>
<tr>
<td>Clearfield</td>
<td>Airplane &amp; Marine Instruments, Inc.</td>
</tr>
<tr>
<td>Du Bois</td>
<td>Tri-County Broadcasting Co., Inc.</td>
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<tr>
<td>Erie</td>
<td>Presque Isle Broadcasting Co.</td>
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<td>Forks Township,</td>
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<td>The Patriot Co.</td>
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<td>WHP, Inc.</td>
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<tr>
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<tr>
<td>Reading</td>
<td>Hawley Broadcasting Co.</td>
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<tr>
<td>Sunbury</td>
<td>Sunbury Broadcasting Corp.</td>
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<tr>
<td>Uniontown</td>
<td>Fayette Broadcasting Corp.</td>
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<td>Uniontown</td>
<td>Uniontown Newspapers, Inc.</td>
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<tr>
<td>Wilkes-Barre</td>
<td>Louis G. Baltimore</td>
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<tr>
<td>Williamsport</td>
<td>WRAK, Inc.</td>
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<tr>
<td>York</td>
<td>Susquehanna Broadcasting Co.</td>
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<tr>
<td>York</td>
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<tr>
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<td>Wilton E. Hall</td>
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<tr>
<td>Charleston</td>
<td>Atlantic Coast Broadcasting Co.</td>
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<tr>
<td>Columbia</td>
<td>Surety Life Ins. Co.</td>
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<tr>
<td>Greenville</td>
<td>The Greenville News Piedmont Co.</td>
</tr>
<tr>
<td>Greenville</td>
<td>Textile Broadcasting Co.</td>
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<tr>
<td>Greenwood</td>
<td>Greenco, Inc.</td>
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<tr>
<td>Rock Hill</td>
<td>Spartanburg Advertising Co.</td>
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<tr>
<td>Spartanburg</td>
<td>York County Broadcasting Co.</td>
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<td>Bristol</td>
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<td>Chattanooga</td>
<td>Unity Broadcasting Corp. of Tenn.</td>
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<tr>
<td>Chattanooga</td>
<td>WDOD Broadcasting Corp.</td>
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<tr>
<td>Clarksville</td>
<td>Leaf Chronicle Co.</td>
</tr>
<tr>
<td>Clarksville</td>
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</tr>
<tr>
<td>Jackson</td>
<td>The Sun Pub. Co.</td>
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OREGON

<table>
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<td>Portland</td>
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</tr>
<tr>
<td>Portland</td>
<td>KOMA, Inc.</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Portland</td>
<td>Pacific Radio Adv. Service</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Portland</td>
<td>Oregonian Pub. Co.</td>
<td>Metropolitan</td>
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<tr>
<td>Portland</td>
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PENNSYLVANIA

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<td>Altoona</td>
<td>The Gable Broadcasting Co.</td>
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<tr>
<td>Bethlehem</td>
<td>The Bethlehems' Globe Pub. Co.</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Bradford</td>
<td>Bradford Publications, Inc.</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Clearfield</td>
<td>Airplane &amp; Marine Instruments, Inc.</td>
<td>Metropolitan</td>
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<tr>
<td>Du Bois</td>
<td>Tri-County Broadcasting Co., Inc.</td>
<td>Metropolitan</td>
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<tr>
<td>Erie</td>
<td>Presque Isle Broadcasting Co.</td>
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</tr>
<tr>
<td>Harrisburg</td>
<td>The Patriot Co.</td>
<td>Metropolitan</td>
</tr>
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<td>Metropolitan</td>
</tr>
<tr>
<td>Lancaster</td>
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<td>Metropolitan</td>
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<td>WGAL, Inc.</td>
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</tr>
<tr>
<td>Meadville</td>
<td>H. C. Winslow</td>
<td>Metropolitan</td>
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<tr>
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<td>Metropolitan</td>
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<td>Metropolitan</td>
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<td>Sunbury</td>
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<td>Louis G. Baltimore</td>
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<tr>
<td>Williamsport</td>
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<td>Metropolitan</td>
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<tr>
<td>York</td>
<td>Susquehanna Broadcasting Co.</td>
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<tr>
<td>York</td>
<td>White Rose Broadcasting Co.</td>
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SOUTH CAROLINA

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<th>City</th>
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<td>Charleston</td>
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</tr>
<tr>
<td>Columbia</td>
<td>Surety Life Ins. Co.</td>
<td>Metropolitan</td>
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<tr>
<td>Greenville</td>
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<tr>
<td>Greenville</td>
<td>Textile Broadcasting Co.</td>
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<tr>
<td>Greenwood</td>
<td>Greenco, Inc.</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Rock Hill</td>
<td>Spartanburg Advertising Co.</td>
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TENNESSEE

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<td>Chattanooga</td>
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<td>Clarksville</td>
<td>Leaf Chronicle Co.</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Clarksville</td>
<td>William Kleeman</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Jackson</td>
<td>The Sun Pub. Co.</td>
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<tr>
<td>City</td>
<td>Grantee</td>
<td>Kind of Station</td>
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<td>S. E. Adcock</td>
<td>Metropolitan</td>
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<tr>
<td>Memphis</td>
<td>Hoyt B. Wooten</td>
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<td>Memphis</td>
<td>Herbert Herff</td>
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<tr>
<td>Nashville</td>
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**TENNESSEE**

College Station...Agricultural and Mechanical College of Texas...Metropolitan

Beaumont....KRIC, Inc...Metropolitan

Brownsville...Brownsville Herald Pub. Co...Community

Galveston...The KLUF Broadcasting Co., Inc...Metropolitan

Harlingen...Harbenito Broadcasting Co., Inc...Metropolitan

Houston...Houston Printing Corp...Metropolitan

Houston...KTRH Broadcasting Co...Metropolitan

San Antonio...The Walmac Co...Metropolitan

Temple...Bell Broadcasting Co., Inc...Community

Texarkana...KCMC, Inc...Metropolitan

Wichita Falls...Times Publishing Co. of Wichita Falls...Metropolitan

**UTAH**

Salt Lake City...Intermountain Broadcasting Corp...Metropolitan

**VIRGINIA**

Lynchburg...Lynchburg Broadcasting Corp...Metropolitan

Lynchburg...Old Dominion Broadcasting Corp...Metropolitan

Norfolk...WTAR Radio Corp...Metropolitan

Portsmouth...Portsmouth Radio Corp...Metropolitan

Richmond...Havens & Martin, Inc...Metropolitan

Winchester...Richard Field Lewis, Jr...Metropolitan, possibly rural

**WASHINGTON**

Seattle...Queen City Broadcasting Co., Inc...Metropolitan, possibly rural

Seattle...Evergreen Broadcasting Corp...Metropolitan

Seattle...Radio Sales Corp...Metropolitan

Seattle...Fisher's Blend Station, Inc...Metropolitan, possibly rural

**WEST VIRGINIA**

Beckley...Beckley Newspaper Corp...Metropolitan

Beckley...Joe L. Smith, Jr...Metropolitan, possibly rural

Bluefield...Daily Telegraph Printing Co...Metropolitan, possibly rural

Huntington...Huntington Broadcasting Corp...Metropolitan

Morgantown...W. Va. Radio Corp...Community

**WISCONSIN**

Town of Gr. Greenfield...Wm. C. Forrest...Metropolitan, possibly rural

Green Bay...Green Bay Newspaper Co...Metropolitan

LaCrosse...WKBH, Inc...Metropolitan, possibly rural

Madison...Badger Broadcasting Co...Metropolitan, possibly rural

Milwaukee...Milwaukee Broadcasting Co...Metropolitan

Oshkosh...Myles H. Johns, d/b as Oshkosh Broadcasting Co...Metropolitan

Racine...Racine Broadcasting Corp...Metropolitan

Sheboygan...Press Pub. Co...Metropolitan

Wausau...Record Herald Co...Metropolitan

**WYOMING**

Cheyenne...Frontier Broadcasting Co...Metropolitan

1088
Pictures and printing broadcast to homes

With Finch Facsimile equipment, illustrated printed matter such as newspapers or magazines can be sent by radio to homes. Stations are now being licensed to render this service. Home recorders and recording paper will be moderately priced. Broadcasts will include all news and features such as cartoons, market reports, photographs, and maps besides illustrated and printed advertisements. In one hour, the equivalent of more than twenty pages of tabloid size can be transmitted and received.

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Making Steel Talk

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- PLUGS IN ANY 110-VOLT AC SOURCE

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